

Do materialism and shopping enjoyment impact luxury brand purchase intention?

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Abstract

Some consumers have adapted to a modern lifestyle centred on projecting their status to society through materialistic presentations, including displaying luxury brand products. Our goal is to extend existing studies on this phenomenon and explore the direct effect of two dimensions of materialism (materialism self-projection vs. materialism evaluation of others) on shopping enjoyment and luxury brand purchase intention. Structural Equation Modelling (SEM) was used to analyse data from 136 Malaysian respondents and found that materialism self-projection is responsible for shopping enjoyment and purchase intention. In contrast, the materialistic evaluation of others is only responsible for purchase intention but not shopping enjoyment. Finally, shopping enjoyment also directly impacts purchase intention. Managers of luxury brand retailers could also benefit by understanding that direct and indirect relationships that impact purchase intention. Managers could enhance purchase intention by stimulating materialism self-projection and materialism evaluation of others based on consumers' desires. Managers could improve the retail environment and train staff to contribute to the customers' shopping enjoyment, which would also enhance purchase intention. This study thus offers an alternative model of purchase intention, theoretical and practical implications, and several avenues for future studies.

Keywords: Shopping enjoyment, Materialism self-projection, Materialism evaluation of others, Luxury brands, Purchase intention.

Introduction

Despite the COVID-19 pandemic negatively impacting Malaysian economic performance during 2019-2021, the Malaysian economy is gradually recovering, with projected growth for this market between 5.5-6.5% in 2022 (Latiff and Chu, 2022). Latiff and Ananthalakshmi (2021) suggest that the positive outlook for the 2022 Malaysian economy is due to a combination of factors. First, there has been a decrease in COVID-19 infection rates. Second, the Malaysian economy received generous government stimulus packages. Third, predictions of robust economic growth through international trade with China and the United States of America. Finally, there is higher commodity demand and business digitalization. Predictions indicate that the Malaysian economy will remain the third-largest market economy in Southeast Asia and the 33rd-largest in the world (The Cove, 2021). More importantly, Malaysia is on track to become a high-income economy at the beginning of 2024 (The World Bank, 2021a) by reducing extreme poverty and improving citizens' income (The World Bank, 2021b).

The increase in income among Malaysian middle and upper classes citizens has led to a strong appetite for luxury brands (Osman et al., 2018). According to Osman et al. (2018), the appeal to acquire luxury goods is also due to the increased social status and peer influence that comes with displaying luxury goods. These experiences among Malaysian consumers lead to a stronger drive to possess at least one luxury branded item (Lim et al., 2012). Consequently, it is unsurprising that Statistica (2022) predicts that 2023 Malaysian consumers could spend nearly USD 2 million on luxury brands. Although this figure is promising, Danzinger (2021) suggests that the future of luxury brands is highly uncertain globally. Danzinger (2021) particularly points to the disruption from the COVID-19 pandemic that forced many luxury brands to close retail stores and rely on less personalised experiences through e-commerce platforms. These less personalised experiences could inhibit luxury brands from creating and maintaining fruitful consumer relationships (Grassi, 2020). The contemporary online relationship model suggests that online relationships are complex and determined by consumers' perceived efforts and losses (Noble and Phillips, 2004). Hence, the larger the efforts and losses, the lesser consumers perceive brands' seriousness in building online relationships or interactions. This lack of interaction has led many consumers to experience low levels of online shopping enjoyment (Burke, 2005) and to many consumers, reflects a failure of luxury brands to maintain relationships (Grassi, 2020). Accordingly, these negative experiences drive consumers to avoid further online experiences (Ha and Lee, 2012) and encourages them to migrate to previous luxury shopping habits, including visiting retail stores (Danzinger, 2021; Wang, 2022).

Past research indicates that materialism relates to shopping enjoyment. For example, Singh (2016) examined materialism in the traditional retail context and found that buying material objects offers a positive psychological feeling linked to happiness, centrality, and their ability to reveal their life achievement and success. Singh (2016) indicates that these positive feelings tend to improve shopping enjoyment, which was also corroborated by the findings of Noguti and Bokeyar (2014) and Riquelme and Roman (2014). While these findings provided important insights, they provide an incomplete view of materialism. Specifically, they broadly conceptualized materialism as the extent to which individuals value their possessions and fail to recognize the positive impact of materialism (Bagozzi et al., 2020). Based on the work of Bagozzi et al. (2020), we argue that previous conceptualizations of materialism may overlook the

role of possessions in shaping and maintenance of individuals' self-identity. The inclusion of self-identity is imperative because an individual's degree of materialism is determined by their ability and motivation to maintain, express, and restore their personal and social self (Reed et al., 2012) through the acquisition, ownership, and use of material objects (Bagozzi et al., 2020). Based on self-identity theory and contemporary materialism theory, Bagozzi et al. (2020) argue that materialism can be classified into self-regarded and other-regarded materialism. Self-regarded materialism identifies individuals' aspiration to utilize material objects as a tool to shape and showcase their own identity (Bagozzi et al., 2020). Other-regarded materialism motivates individuals to build their own identity by judging others based on their material possessions (Bagozzi et al., 2020). Bagozzi et al. (2020) believe that different types of materialism may impact individuals' behavior differently. Surprisingly, an examination of the two different dimensions of materialism is absent from the luxury brand literature. We propose that identifying the more influential type of materialism can help academicians and managers understand how to improve consumer shopping enjoyment for luxury brands.

Literature Review

Luxury products are defined as products perceived to be of high quality, offer multiple value propositions, offer a prestigious image, command a premium price, and can develop a deep connection with consumers (Ko et al., 2019). Social identity theory suggests that one's social identity is developed through associations with in-groups and disassociate with out-groups with products that individuals purchase (Reed et al., 2012). Likewise, the symbolic value extracted, and connections through luxury products is salient to consumers as it helps construct individuals' self-identity (Bian et al., 2015) in two ways. First, displaying luxury goods allows consumers to establish, support, and improve their self-concept (Shao et al., 2019; Pandelare and Shrum, 2020). Secondly, luxury goods provide signals to others about an individual's distinctiveness and affiliation with particular social groups (Misha et al., 2021; Dubois, 2020). This social comparison-based prestige develops and constructs individuals' positive self-identity (Gerber et al., 2018). As a result, the consumption of luxury goods plays a vital role in consumers' lives beyond the functional role (Reed et al., 2012).

Purchase Intention

Understanding consumer purchase intention is crucial because it serves as a forward-looking metric for predicting consumers' likelihood to purchase and, consequently, the future financial health of the organization (Farris et al., 2010). In this study, we adopt the definition of purchase intention by Spears and Singh (2004) as a consumer's conscious plan to try and purchase a brand. Herjanto et al. (2020) noted that consumer purchase intention is a complex and multidimensional construct made of many dimensions, including cognitive (Eunju et al., 2015), psychology (Hung et al., 2011), and situational conditions (Hung et al., 2011). Among these factors, the psychological factor is salient in driving purchase intention for luxury products (Kumar and Sadarangani, 2021; Qian et al., 2022). Consuming luxury goods supports specific life goals (Abraham, 2015), particularly in developing and maintaining their self-identity and self-concept, and displaying their success and social status (Mainolfi, 2020; Ma et al., 2021). Theoretically, consumer psychology describes a series of psychological

activities that consumers experience when purchasing goods (Huang et al., 2021). During the purchase process for luxury brands, consumer emotion (Joy et al., 2020) and personality traits (i.e., materialism) (Sharda and Bhat, 2018) are two vital components driving these purchases (Islam et al., 2022).

Shopping Enjoyment

Enjoyment is a positive emotion consumers experience through hedonism (Ku and Chen, 2020). Research shows that individuals experience self-indulgence or pleasure from luxury consumption (Yang and Mattila, 2016). Based on this concept, Mihić and Milaković (2017) define shopping enjoyment as consumers' experiences related to entertainment, amusement, leisure, fun, and excitement while shopping for luxury brand products. Therefore, the higher shopping enjoyment, the higher consumers' motivation to engage in shopping (Amin et al., 2021; Bedi et al., 2017; Lemon and Verhoef, 2016; Razak et al., 2018). According to Menon and Kahn (2002), enjoyment is multi-dimensional. It includes internal factors such as escapism, pleasure, and arousal. Escapism is the degree of enjoyment that arises from involvement in an exciting activity that reduces consumers' boredom (Wu et al., 2020). Pleasure reflects the degree of joyfulness or happiness experienced throughout their shopping process, and arousal is a stimulated or alert state that consumers experience during their shopping process (Ali et al., 2020; Liu et al., 2013; Kurnaz, 2017). In addition, Hart et al. (2007) state that external factors such as shopping environment and staff attitude are also responsible for shopping enjoyment. When consumers experience high shopping enjoyment, they tend to have positive perceptions of their shopping experience. This halo effect promotes a positive attitude toward luxury brand products and their outlets (Leischnig et al., 2011). This experience also leads to a higher tendency of impulse buying (Mai et al., 2013). Thus, based on the arguments above, scholars conclude that the combined internal and external enjoyment dimensions influence the degree of shopping enjoyment and ultimately influence satisfaction (Wu et al., 2020) and intention (Menon and Kahn, 2002). Accordingly, we hypothesise:

H1 The degree of shopping enjoyment affects the degree of consumer purchasing intention.

Materialism

Belk (1985) argues that materialism is one of the most critical personality traits that impact consumers' purchasing decisions. Materialism is defined as the importance consumers place on acquisitions, possessions, and material objects used to create their self-concept and compare themselves to others to construct their self-identity (Bagozzi et al., 2020). In the process, luxury possessions are used to reach a desired social status level (Goldsmith et al., 2011). Luxury possession could also be a source of happiness for many consumers (Goldsmith et al., 2011). In other words, materialism is used to pursue happiness and satisfaction (Richins and Dawson, 1992). Materialism is also imperative for identifying and confirming personal values and goals (Halton, 1986; Vohra, 2016). For this reason, materialism further affects consumer shopping patterns in two ways. First, over time, materialism encourages consumers to maintain their identity by spending more money to fulfil their needs to purchase luxury goods (Chan and Prendergast, 2007, 2008). For the highly materialistic consumer, spending money to acquire a new and rare luxury product validates their social-identity status. It propels

them into the role of fashion leader and trendsetter (Cho et al., 2010). Second, materialism improves consumers' attitudes toward consumerism and shopping (Herjanto et al., 2023). Accordingly, materialistic consumers enjoy purchasing luxury products (Eisenberg, 2009). The existing literature suggests that the degree of materialism varies based on the types of luxury products (Cleveland et al., 2009), culture, and socioeconomic status (Joy et al., 2020). This variation results from the different meanings and values extracted by the consumer and how the affiliated culture views materialism. Research suggests that the more luxurious and rarer the branded product, the more materialistic the consumer will become (Flynn et al., 2013). These dimensions of materialism are also known as materialistic self-projection (i.e., self-regarded materialism) and materialistic evaluation of others (i.e., other-regarded materialism) (Bagozzi et al., 2020). Richins (1995) believes these two types of materialism motivate consumers differently.

Materialistic Self-Projection

Materialistic self-projection refers to a consumer's motivation to use material objects to evaluate and develop their self-identity (Belk, 1988). To consumers, self-identity reflects self-understanding by recognising a gap between their ideal and actual self-identity (Sirgy, 1982). The discrepancy between ideal and actual self-identity is unpleasant, and consumers tend to be involved in consumption activities to reduce these adverse feelings (Sirgy, 1982). Bian et al. (2015) argue that luxury brand products are unique and offer symbolic value that may support a consumers' self-identity. For example, Louis Vuitton's bag symbolises luxury and elegance (Freire and Loussaief, 2018), while Gucci signifies wealth and high society (Bakan, 2003). According to Belk (1988), the symbolic value of luxury brand products helps consumers experience self-transformation to fill their self-identity gaps. Accordingly, consumers view luxury brand products as desirable products. When a consumer seeks and is highly involved in purchasing luxury products, shopping becomes more enjoyable because such experience offers a fun and exciting experience (Backstrom, 2011). At the same time, consumers regard the process of obtaining such desirable products as a reflection of self-achievement (Wong et al., 2018). Consequently, such a high level of shopping enjoyment improves consumers' motivation or intention to purchase (Patel et al., 2020). Based on this argument, we hypothesize that:

- H2** The degree of materialistic self-projection positively influences shopping enjoyment.
- H3** The degree of materialistic self-projection positively influences purchase intention.

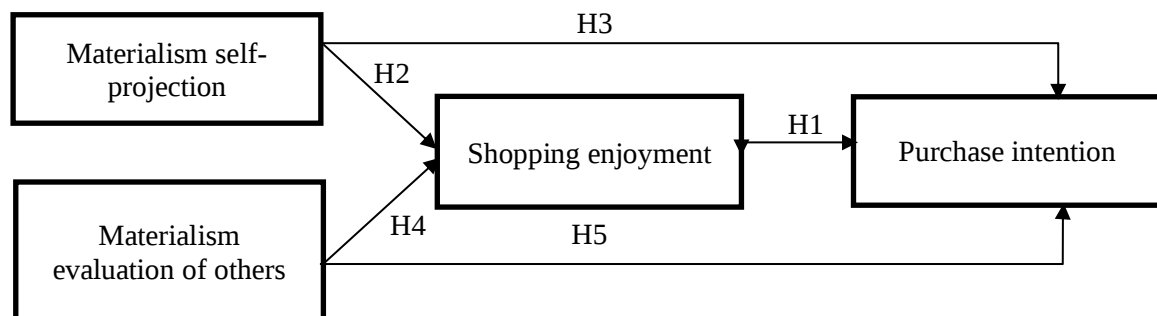
Materialistic Evaluation of Others

Materialistic evaluation of others refers to a consumer's motivation to support self-identity by using material possessions as a comparison tool to evaluate his/her and others' level of possessions (Bagozzi et al., 2020). When they believe their possessions are inferior to others, materialistic consumers feel dissatisfied and driven to improve their situations by becoming more materialistic. For example, when consumers realise their neighbours bought a new branded handbag, they may feel challenged to keep up with them. This situation reflects the "keep up with the Joneses" phenomenon that

encourages consumers to consume more. To materialistic consumers, failing to keep up with the Joneses is an unforgivable life failure. In obtaining better products (i.e., luxury branded products), consumers may view their shopping activities as hunting activities (Shipchandler, 1982). Therefore, consumers tend to have a higher ambition to find better desirable products to improve their position against others (Backstrom, 2011). According to Backstrom (2011), consumers are willing to delve into new shopping experiences and tend to activate their sensory organs to select and purchase new products. Some consumers may even be willing to risk purchasing personalised desired products from domestic or international manufacturers or makers. To Backstrom (2011), a willingness to go outside their comfort zone reflects the hunting spirit that naturally offers challenges, excitement, fun, and gaming experience. Accordingly, such positive feelings improve customers' shopping enjoyment (Handayani et al., 2018) and increase purchase intention (Park, 2018). Thus, we hypothesize:

- H4** The degree of materialistic evaluation of others positively influences shopping enjoyment.
- H5** The degree of materialistic evaluation of others positively influences purchase intention.

Figure 1: Conceptual model



Methodology

Questionnaire Design

Four items of materialism self-perception and materialism evaluation of others were adopted from Bagozzi et al. (2020). We used Kim et al. (2010) eight-item scale to measure shopping enjoyment. Zhang et al. (2013) adopted three items of purchase intentions. All items were measured on a 5-point Likert scale from (1) *Strongly Disagree* to (5) *Strongly Agree*.

Data Collection Process

A Google Forms online questionnaire was administered and distributed across social media sites like Facebook, WhatsApp, and Instagram. At the beginning of the online survey, the rationale, procedure, and definition of luxury brand products were explained to respondents. To control the accuracy of the respondents' data, the research team

screened respondents to ensure they had experience buying a luxury product in the past. We also desired to ensure that the respondent was at least 20. A total of 170 responses were gathered; however, after cleaning the data, only 136 were usable and suitable for data analysis. Table 1 provides a brief demographic profile.

Table 1: Respondents' demographic profiles

Category	Frequency (%)	Category	Frequency (%)
Age		Occupation	
20-30	32 (24)	Employed	124 (91)
31-40	51 (38)	Un-employed	12 (9)
41-50	41 (30)	Education	
>50	12 (8)	Secondary school	23 (17)
Gender		College education	73 (54)
Male	64 (47)	Others	40 (29)
Female	72 (53)		

Results

Measurement Model

Following Amin et al. (2013) and Hair et al. (2010), a two-step analysis procedure was performed to test the measurement model using AMOS 26 software. A confirmatory factor analysis (CFA) was run for the measurement model to identify the configuration by which each degree loads on a particular construct. The factor loadings indicator was verified that all items were above the recommended level (Hair et al., 2010). The CFA results confirmed that most of the measurement items loaded above 0.60, which indicated that the data set has a good reliability level and estimates the model fit (Holmes-Smith, 2001). No items were declined in this part, and 18 items were maintained for further analysis. The results of CFA are presented in Table 1, the good-of-fit was satisfied, and the chi-square is significant ($\chi^2 = 452.105$). The GFI value is 0.915, the CFI value is 0.921, and The MSEA value is 0.06, satisfied and above the recommended levels.

Table 2: Measurement model

Constructs	Items	Loadings	α	CR	AVE
Materialism self-perception	MSP1	0.863	0.861	0.909	0.716
	MSP2	0.878			
	MSP3	0.875			
	MSP4	0.763			
	MEO1	0.811			
Materialism evaluation of others	MEO2	0.879	0.899	0.93	0.768
	MEO3	0.915			
	MEO4	0.898			
	SE1	0.842			
Shopping enjoyment	SE2	0.766	0.817	0.928	0.619
	SE3	0.781			
	SE4	0.847			
	SE5	0.797			

	SE6	0.799			
	SE7	0.772			
	SE8	0.677			
Purchase	PI1	0.808	0.844	0.792	0.655
Intention	PI2	0.811			

Note: $\chi^2 = 452.105$; CMIN/df = 1.4403; GFI = 0.915; CFI = 0.921; RMSEA = 0.06

For convergent validity, standardised factor loadings, composite reliability, and the average variance extracted (AVE) were calculated (Anderson and Gerbing, 1988). Table 2 displays that the factor loadings for each construct ranged from 0.677 to 0.915, the AVE ranged from 0.619 to 0.768, and the CR ranged from 0.817 to 0.899. It signals that each factor has achieved the criteria above the recommended level of 0.50 and endorsed the testimony of construct validity (Hair et al., 2016). For assessing the discriminant validity, a Fornell-Larcker procedure (Fornell and Larcker, 1981) was implemented (Table 3). The square root of AVE between each set of factors was higher than the association estimated between factors and implied that discriminant validity was achieved (Bagozzi and Yi, 1988; Hair et al., 2010).

Table 3: Correlation table and discriminant validity

Constructs	1	2	3	4
1. Materialism self-projection	0.846			
2. Materialism evaluation of others	0.477	0.876		
3. Shopping Enjoyment	0.414	0.378	0.786	
4. Purchase Intention	0.229	0.507	0.405	0.809

Note: Square roots of AVE shown on Diagonal (in bold)

Structural Model

A structural model analysis was performed to estimate the parameters for hypotheses testing. Table 4 presents the structural model analysis results indicating the acceptable goodness-of-fit model. A chi-square is significant ($\chi^2 = 779.651$; p-value = 0.001). The GFI value is 0.922, and the CFI value is 0.911, have fulfilled the recommended value of 0.90, a RMSEA value of 0.07, which was less than 0.008 and it indicated satisfactorily. Table 3 displays the results, which indicate the acceptable goodness-of-fit model.

Table 4: Structural model

Hypothesis	Estimates	p-value	Results
H1 Shopping Enjoyment -> Purchase Intention	0.596	0.0001	Accepted
H2 Materialism self-projection -> Shopping Enjoyment	0.418	0.0001	Accepted
H3 Materialism self-projection -> Purchase Intention	0.239	0.0001	Accepted
H4 Materialism evaluation of others -> Shopping Enjoyment	0.101	0.652	Rejected
H5 Materialism evaluation of others -> Purchase Intention	0.256	0.0001	Accepted

Note: $\chi^2 = 779.651$; CMIN/df = 4.221; GFI = 0.922; CFI = 0.911; RMSEA = 0.07; Significant at p<0.05

Discussion

Our statistical results demonstrate that shopping enjoyment significantly impact purchase intention and demonstrates that building positive emotions during a shopping activity is vital for ensuring purchase intention. In our study, shopping enjoyment is conceptualised as the degree of consumer pleasure developed by positive sensory stimulation such as fun, excitement, and amusement. To Wong et al. (2012), this favourable situation generates a high level of comfort, further improving consumers' willingness to spend their shopping time. This includes spending time finding, ordering, and selecting the products (Johnson et al., 2013). Such a shopping process improves consumers' emotional arousal and shopping involvement (Khoong and Tran, 2015) and further influences purchase intention (Islam et al., 2019). This finding corroborates Lee et al.'s (2014) study, which found that shopping enjoyment is responsible for purchase intention.

Our findings also provide evidence that materialism self-projection significantly affects shopping enjoyment and repurchase intention. Thus, these results verified the validity and robustness of the hypotheses model. More crucially, we confirm that materialism self-projection is an essential element that is (a) responsible for a higher degree of consumers' pleasure in their shopping activity and (b) is essential for generating purchase intention. In our study, materialism self-projection is conceptualised as inward-focused materialism, which suggests that high materialism consumers tend to be more ego-centric and view themselves in what they possess (Weiss and Johar, 2013). Consequently, they view their possessions as a reflection of their self-identity (Belk, 1985). Therefore, they may be more interested in the possession because it helps them keep up appearances and less interested in what it means to them personally (Wang, 1997). Weiss and Johar (2013) note that consumers with high materialism self-projection tend to have higher self-awareness and self-consciousness that build a "personal self," which usually serves as a reference in guiding their purchases. If the firm tracks consumer products likes/dislikes or identifies offerings suitable/unsuitable with a consumer's self-image. Then, recommendations can be made, leading to a less complicated and confusing shopping experience, resulting in higher purchase satisfaction. As a result, Zia et al. (2012) conclude that such a favourable situation generates pleasure that further increases their shopping enjoyment. Our findings confirm Sharp et al.'s (2007) study, which also found that self-awareness determines shopping activities. Our study theorised materialism self-projection as an inclination to parade their material possessions to build a "personal self" (Bagozzi et al., 2020) and desired self-image (Reed et al., 2012). This leads us to believe that the more superior consumers feel about their possessions, the higher their self-image, and the less superior they feel about their possessions, the lower their self-image (Richins and Dawson, 1992). To consumers with high materialism self-projection, failure to maintain their self-image is not an option (Harun et al., 2020). To preserve their self-image, consumers tend to increase their purchase intention (Harun et al., 2020) for the latest trends (i.e., clothes, cars, mobile phones, etc.).

Concerning materialism evaluation of others, the present study found it is insignificantly related to shopping enjoyment. As Bagozzi et al. (2020) discussed, this type of materialism encourages consumers to compare their possessions with others' possessions to determine their self-identity. When consumers view their possessions as superior to others, they feel that they successfully maintain or improve their self-image

and vice versa. According to the concept of “keeping up with the Joneses,” materialism evaluation of others reflects consumers’ rivalry with others. To such consumers, life is about winning the competition, and the winner of such competitions is rewarded with a high self-image. Accordingly, such consumers experience a high need to involve in more consumption (Helms, 2012). For example, when others buy a new pair of shoes, consumers with a materialism evaluation of others will also purchase a similar or better pair of shoes. This situation indicates that when a consumer exhibits materialism evaluation of others, they are displaying emotions like envy (Grinblatt et al., 2008) and thus, tend to have a less degree of life satisfaction (Nguyen, 2016) and, therefore, be less likely to enjoy their shopping experience (Pakarinen, 2020). To illustrate, consumers with materialistic evaluations of others focus their shopping activities on their shopping result or the products they purchase rather than their shopping process. Thus, their main shopping activity goal is to keep up with others, and consequently, they do not care about their shopping process and feel less shopping enjoyment. In contrast, the results found that materialism evaluation of others is significantly accountable for purchase intention. According to the concept of keeping up with the Joneses, knowing others have better material possessions is regarded as a threat. At the same time, it increases the level of jealousy, further motivating consumers to buy the same or better products to reduce these unpleasant feelings and conditions. This quest for emotional equilibrium tends to increase purchase intention. These findings confirm Kondeparchy et al. (2015) study, which also noted that rivalry feelings improve purchase intention.

Implications

The present study confirmed that materialism self-projection only affected shopping enjoyment. These findings enhance the materialism literature, as we understand that different types of materialism impact shopping enjoyment differently. In addition, this study also found that shopping enjoyment along two different materialisms (materialism self-projection and materialism evaluation of others) is responsible for purchasing intention differently. Hence, this study provides evidence suggesting improvements to purchase intention can be made as businesses improve consumers’ shopping enjoyment and understand how to keep their consumers’ materialism high.

The findings of this study extend our theoretical understanding by incorporating two dimensions of materialism and shopping enjoyment into the purchase intention model. This new model offers an alternative understanding of the concept of purchase intention. The findings indicate that materialism self-projection is more potent in influencing purchase intention through shopping enjoyment. Although shopping enjoyment is frequently explored, the existing literature studies the experience of luxury brand product purchase intention in the online context (Cassidy, 2017). At the same time, the investigation of brick-and-mortar settings is minimal (Cassidy, 2017). This study’s findings underline the critical effects of shopping enjoyment in the traditional shopping experience. Furthermore, this study also provides a better understanding business practitioners can use to increase purchase intention for luxury goods in retail settings. The findings illustrate that luxury brand products retailers should ensure consumers’ shopping enjoyment by providing an exclusive shopping experience. This may include introducing exclusive shopping time, offering rare and exclusive products, membership exclusive benefits, or brand luxury product mystery bags.

Finally, like any other research, our research experiences some limitations. First, this study was conducted in Malaysia, and therefore, the results might only be suitable for this area and could not be generalised to another region. Thus, future researchers are recommended to replicate this study in different regions and cultures to provide a better picture. Furthermore, this study's model was oversimplified; therefore, future studies are encouraged to include different constructs to test direct, mediating, or moderating effects on such phenomena. Finally, the data of this study was collected through an online survey, and therefore, to improve the confidence of the data accuracy, future researchers are suggested to employ a pen-and-paper type of survey.

Practical Implications for Asian Business

The findings indicate that materialism (i.e., self and other) and shopping enjoyment are critical for purchase intentions of luxury brands. Specifically, these results provide insights guiding marketing efforts and further emphasize the importance of store design, store experiences, and relationship building. As businesses expand their footprint across diverse Asian markets, maintaining efforts in the categories mentioned above is essential for the success of luxury brand organizations. However, organizations may have to adapt store environments and relationship building strategies to fit the tastes of each country (Ajitha and Sivakumar, 2019; Khan, 2020; Husain et al., 2022; Kaynak and Zhou, 2010; Paul, 2020). Therefore, it is imperative that managers conduct comprehensive market research to help guide these efforts to ensure that local needs are met.

Managers should identify the cultural nuances and understand the materialistic tendencies of consumers in each Asian market to optimize their in-store experience (Sarma, 2018; Zhou et al., 2021; Jain et al., 2022). Identifying high materialism self-projecting consumers allows for messages and conversations that resonate with self-identity aspirations (Fastoso and González-Jiménez 2020). When consumers that exhibit this form of materialism are identified, sales representatives can focus on the entire purchasing experience since research shows they enjoy the shopping experience. On the other hand, individuals high on materialism evaluation of others may find more value in messages and processes focused on making the purchase process as easy as possible. Therefore, aligning sales promotional efforts with individual consumers' dominant materialistic tendencies may help increase overall purchase intention.

Furthermore, businesses should invest in creating outstanding shopping experiences in physical retail locations (Kauppinen-Räsänen et al., 2020; Slaton and Testa, 2023). Designers of retail stores could incorporate design cues that stimulate consumers' senses (Baek, Choo and Lee, 2018) using specific building materials (Sachdeva and Goel, 2015) and immersive technology (Wang et al., 2023). Managers may also find benefits in modified training, procedures, and service designs to help representatives provide individualized service to meet consumer materialism needs (Kauppinen-Räsänen et al., 2020). Research has shown that improvements in these areas have contributed to positive feelings and, thus, have increased shopping enjoyment in physical settings for consumers (Kim et al., 2007; Kauppinen-Räsänen et al., 2020).

In conclusion, the implications drawn from this study offer insights for businesses operating in different Asian markets. Managers can strategically utilize the power of

shopping enjoyment through in-store experiences. Furthermore, managers can offer bespoke experiences to consumers who exhibit a specific materialism characteristic. Understanding these desires among consumers could lead to increased purchase intentions and financial growth.

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