

## **TITLE:**

Determining the Impact of Status Consumption, Luxury Consumption, and Materialism on Consumers' Well-being

## **AUTHORS:**

### **George Tamiolakis**

Researcher of Marketing

Affiliation: Athens University of Economics and Business

Address: Marketing Research Laboratory, 76 Patission Avenue, 104 34, Athens, Greece

Telephone Number: +30 6976289673

E-mail: [tamiolakis@aueb.gr](mailto:tamiolakis@aueb.gr)

### **George Baltas**

Corresponding Author

Professor of Marketing

Affiliation: Athens University of Economics and Business

Address: Marketing Research Laboratory, 76 Patission Avenue, 104 34, Athens, Greece

Telephone Number: +30 210 8203714

E-mail: [gb@aueb.gr](mailto:gb@aueb.gr)

### **Grigorios Painesis**

Researcher of Marketing

Affiliation: Prague University of Economics and Business

Address: Us. W. Churchill 4, Prague 3-Žižkov, 130 67, Prague, Czech Republic

Telephone Number: +30 6932900431

E-mail: [grigorios.painesis@vse.cz](mailto:grigorios.painesis@vse.cz)

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# **Determining the Impact of Status Consumption, Luxury Consumption, and Materialism on Consumers' Well-being**

## **Abstract**

**This paper's purpose is to investigate the impact of different forms of consumption on subjective well-being. The study focuses on five key constructs: status as a fundamental motive, status consumption, bandwagon and snob luxury consumption, and materialism. Large-scale online survey findings suggest that individuals motivated by a strong drive for status attainment are more likely to engage in the consumption of goods that confer status, while they can also hold materialistic values. Model findings highlight that status consumption is a bandwagon and snob luxury consumption antecedent. Furthermore, the data highlight that subjective well-being is positively affected by status and bandwagon consumption. Surprisingly, the results showed that snob consumption and materialism negatively affect subjective well-being. To the best of our knowledge, this is the first empirical study that deals with the impact of these different forms of status-driven consumption on a consumer's subjective well-being, offering new insights into this complex relationship.**

*Keywords: Subjective well-being, Status consumption, Bandwagon and snob effects, Luxury, Materialism, Status motive*