

The influence of shame on status consumption in China: responding restoratively to fix the damaged self

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Abstract

Shame is caused by self attack. Recent shame studies found that it leads to restorative behavior as response especially in Asian cultures, apart from only withdrawal or externalizing response. As status products contain an affirmational function that helps protect the damaged self, this paper aims to investigate how shame regulates consumer behavior in consumption restoratively through status products in China. The influence of self concept with independent self construal and interdependent self construal on status consumption is also investigated. Data were gathered via a survey among 210 Chinese consumers. Results in this study find a significant positive influence of shame on status consumption. In addition, interdependent self construal has a positive impact on status consumption. Independent self construal positively moderates the relationship between shame and status consumption among Chinese consumers.

Keywords: *shame; status consumption; self construal*

Track: Consumer Behaviour