

The relationship between consumer perfectionism and luxury brand purchase intention

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Abstract

The demand for luxury products has increased in the past decade, triggering the curiosity of scholars on why consumers pursue luxury. This study is the first to explore the link between consumers' trait perfectionism and luxury purchase intention, and the moderating role of resultant self-enhancement. To test the research model, a sample of 282 American MTURK consumers was collected and the data analysed using PLS-SEM. The results show that perfectionistic strivings and perfectionistic concerns have an indirect relationship with luxury brand purchase intention, with status and conspicuous consumption mediating such a relationship. Moreover, the findings support the moderating role of resultant self-enhancement on the effects of the two dimensions of perfectionism. The results support the argument that certain consumers' traits make them more predisposed to engage in luxury purchases to meet their needs.

Subject Areas: *Attitude, Consumer Behaviour, Hedonic Products, Marketing Strategy, Segmentation*

Track: Consumer Behaviour