

Because I'm Worth It: How Clothing Style Impacts Consumer Spending Behavior

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Abstract:

This study redefines the concept of enclothed cognition by suggesting that the symbolic meanings of clothing styles can influence consumer behaviors even without the clothing being physically worn. Immersive avatars amplify clothing symbolism in virtual environments, with the glam style activating distinct spending behaviors. We hypothesize that the glam style, associated with luxury and status, leads to increased consumer spending by elevating perceived social status. Our findings offer practical implications for marketing strategies across both traditional and virtual retail spaces. These insights are particularly relevant as virtual and augmented reality continue to expand the retail landscape.

Keywords: enclothed cognition, virtual environments, VIP treatment

Track: Consumer Behaviour