

THE EFFECT OF STATUS CONSUMPTION ON REPURCHASE INTENTION: THE MEDIATING ROLE OF CONSPICUOUS CONSUMPTION AND LUXURY SYMBOLISM

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Abstract

Consumers attach psychological meanings to the luxury products they purchase and can use these products as a means to elevate their status. Conspicuous consumption has now become a common occurrence not only among the wealthy but also within lower-income groups. In this study, which explains the difference between status consumption and conspicuous consumption, the effect of status consumption on repurchase intention has been examined. Additionally, it has been tested whether conspicuous consumption and luxury symbolism play a mediating role in the relationship between status consumption and repurchase intention. The survey data collected (N = 412) were assessed through structural equation modeling. The research results indicate that status consumption influences the intention to repurchase and that conspicuous consumption and luxury symbolism have a partial mediating effect in this relationship. At the end of the study, both theoretical implications are discussed, and important managerial implications are presented for firms to be effective in the luxury product market.

Implications for Central European audience: The study highlights that status consumption strongly drives repurchase intentions for luxury goods, with conspicuous consumption and luxury symbolism acting as partial mediators. For Central European markets, where rising middle-class affluence and social mobility shape consumer behavior, these findings emphasize the symbolic value of luxury as much as functional benefits. Theoretically, distinguishing between status and conspicuous consumption clarifies consumer motivations. Practically, luxury brands should design strategies that highlight prestige, identity expression, and exclusivity, leveraging digital platforms and storytelling to strengthen loyalty in socially competitive and increasingly aspirational consumer segments.

Keywords: status consumption; conspicuous consumption; luxury symbolism; repurchase intention; luxury

JEL Classification: M31, D12

Introduction

Consumers' purchasing behaviors play a significant role in the construction of their social identity and status. In particular, consumers seeking to gain prestige through status consumption tend to purchase luxury products (O'Cass & Frost, 2002). Similarly, the tendency for conspicuous consumption plays a vital role in decisions related to luxury products, both in academic theory and marketing practice (Park et al., 2023). Through the luxury products they acquire, consumers reflect a wealthy lifestyle, express themselves, and embody their status and aspirations (Fifita et al., 2020). The increase in financial capabilities and consumption desires among middle-class consumers in developing countries encourages the consumption of products that confer a certain status (Kamakura & Mazzon, 2013). The rising educational levels in developing countries lead to the emergence of higher income levels and stronger spending capabilities (O'Cass & Frost, 2002). The luxury goods market makes significant contributions to the global economy. The worldwide luxury goods market is expected to be valued at approximately USD 390.17 billion in 2024, with a forecasted compound annual growth rate (CAGR) of 6.8% between 2025 and 2030 (Grand View Research, 2025). Moreover, it's suggested that the luxury market is changing, as what was once regarded as extraordinary for a select few has now become accessible and desirable for the general public as well (Kapferer & Valette-Florence, 2018).

Consumers can base their purchasing decisions on both internal and external motivations. They may prefer products due to status, prestige, and display (outward luxury), or they may purchase owing to factors such as quality, personal lifestyle, and style (inward luxury) (Guido et al., 2020). Thus, they can satisfy the desire to belong to a social group while also addressing their need to focus on their own identity rather than just their social image (Amatulli & Guido, 2011). Particularly, Generation Y, which has been socialized in a materialistic society (Bakewell & Mitchell, 2003), engages in status-based purchases to demonstrate wealth and purchasing power (O'cass & Frost, 2002).

A review of the literature indicates that studies have examined the effect of status consumption on repurchase intentions. Repurchase intention, defined as the desire to buy products again based on previous experiences (Yi & La, 2004), is a critical issue concerning expenditure aimed at obtaining status and prestige. The role of luxury symbolism (Y. Wang, 2022) in how consumers utilize consumption and the social meanings of products, as well as the conspicuous consumption that consumers engage in to enhance their social image (Dinh & Lee, 2024) significant in examining repurchase intentions. However, the mediating role of conspicuous consumption and luxury symbolism in the connection between status consumption and the intention to repurchase has not been sufficiently studied. Understanding how conspicuous consumption and luxury symbolism shape purchasing decisions and the motivations behind these decisions will contribute to a better understanding of luxury consumption. Also, a review of the existing literature reveals that status and luxury consumption have typically been treated as a single dimensional concept. Since some luxury items are tied to status while others relate to conspicuous consumption, this leads to some ambiguity. In contrast, this research provides a unique perspective by investigating the distinctions between status consumption and conspicuous consumption, as well as the mediating role of conspicuous consumption.

This research intends to examine the effects of status consumption on repurchase intention and to reveal whether luxury symbolism and conspicuous consumption play a mediating role

in this relationship. Examining the effects of status consumption on luxury symbolism and conspicuous consumption is crucial for the development of marketing strategies and the better understanding of motivations that influence consumer decision-making.

1 Theoretical background and hypothesis development

1.1 Status consumption

Individuals may wish to convey their status to others while consuming products that are visible to them (Nabi et al., 2019). Since status consumption is commonly understood as a consumption model that emerges through visible products, luxury and fashion items are prominently featured in studies of status consumption (Lertwannawit & Mandhachitara, 2012). Status is described as “the position of a group member within the group’s hierarchy, determined by the level of prestige, respect, and regard given to that individual by other members” (Burn, 2004, p. 10). Eastman and Eastman (2015) describe status consumption as the phenomenon of individuals showcasing their identity or social status through their consumption behaviors. Therefore, it is suggested that luxury products are not only purchased as indicators of wealth and prosperity but also serve as a means of exhibiting individual differences among consumers (Clark et al., 2007).

Through status consumption, individuals aim to display their social status, achieve social conformity, and emphasize their differences, all while attempting to influence their superiors, social connections, or potential future partners within the workplace (Husic & Cicic, 2009; Liao et al., 2009). Individuals inclined toward social comparison tend to prefer products that allow them to demonstrate their status to others (Lertwannawit & Mandhachitara, 2012). It is known that these preferences provide satisfaction to individuals and enhance their happiness (Jebarajakirthy & Das, 2020; Perez-Truglia, 2013).

1.2 Conspicuous consumption

Conspicuous consumption, which aims to reflect a social image, is utilized as a means to display wealth and distinction alongside intrinsic benefits through goods and services (Dinh & Lee, 2024; Folwarczny et al., 2024). Conspicuous consumption, related to the visibility of individuals’ use of luxury products and services, aims to enhance social status in the minds of both others and the individuals using the luxury products or services (Eastman et al., 1999; Y. Wang, 2022).

The concept of conspicuous consumption was defined in Thorstein Veblen’s (Veblen, 1899) work titled “The Theory of the Leisure Class”, which specifically refers to the signaling of wealth and status by individuals belonging to the upper social class through goods and services (Folwarczny et al., 2024). Individuals engaged in conspicuous consumption strive to showcase the products they use through prominent brand names and logos as a means to attract attention and display their superiority (Koo & Im, 2019). The concept of conspicuous consumption, which represents ostentatious leisure activities and luxury expenditures (Trigg, 2001) is often used interchangeably with the concept of luxury consumption (Kessous & Valette-Florence, 2019). According to Veblen (1899), conspicuous consumption is not only prevalent among the wealthy but is also observed as a common behavior among lower-income groups. Expensive and luxury products draw more attention due to their inaccessibility and are utilized as a means to gain status, wealth, honor, and respect (Dinh & Lee, 2024). Duesenberry (1949) posited that individuals’ happiness decreases as the

consumption levels of others increase, attributing this phenomenon to a decrease in relative consumption. This situation, termed the “demonstration effect”, illustrates that individuals take into account not only their own levels of consumption but also those of others.

In reviewing the literature related to luxury branding, status and conspicuousness are often depicted as a single-dimensional construct (Vigneron & Johnson, 2004). However, Truong et al. (2008) argue that because some luxury brands can be associated with status while others can be linked to conspicuous consumption, it becomes challenging for consumers to differentiate between the two constructs. However, although self-monitoring and interpersonal factors affect status consumption, conspicuous consumption is solely driven by interpersonal factors (O’Cass & McEwen, 2004). Consumers can reach wide audiences by using social media to display their lifestyles and social status (Kovarova & Chytкова, 2025). Recent studies also highlight that conspicuous consumption is increasingly shaped by social interaction and visibility within digital environments and social networks (Zhechev & Sekulova, 2024). Therefore, the concepts of status consumption and conspicuous consumption are distinct yet interrelated constructs (O’Cass & McEwen, 2004). Conspicuous consumption may emerge as a manifestation of a consumer’s status motivations, but individuals may also engage in conspicuous consumption without possessing strong status motivations. Status consumption is a motivation-oriented process based on an individual’s desire to gain social status by acquiring prestigious products. In this context, consumers focus on whether products are consistent with their self-concept, primarily satisfying their internal status needs (Eastman et al., 1999; Pino et al., 2019). In status consumption, status-related products may either be publicly displayed or kept private, whereas in conspicuous consumption wealth and prestige are deliberately signaled to others. In other words, conspicuous consumption is a behavior-oriented form of consumption aimed at communicating wealth and success to others as an external signal (O’Cass & McEwen, 2004). Conspicuous consumers derive satisfaction not so much from the product itself but from the reactions and social approval they receive from others when the product is used as a social display. Because it requires possessions to be openly and noticeably displayed in front of others, conspicuous consumption is, by definition, public in nature (O’Cass et al., 2013). While conspicuous consumption represents the outward expression of status desire for social visibility, status consumption refers to an internal state that does not necessarily require visibility (Eastman et al., 2022). According to O’Cass and McEwen (2004), status consumption predicts conspicuous consumption; that is, the more status a brand conveys, the more conspicuously it will be consumed. It is also suggested that different levels of status needs exist among affluent consumers, which leads to variations in conspicuous consumption (Han et al., 2010). The distinctions between status consumption and conspicuous consumption are presented in Table 1.

Table 1 | Distinctions Between Status Consumption and Conspicuous Consumption

Feature	Status Consumption	Conspicuous Consumption
Primary Focus	Motivational: The internal drive to enhance social standing through the acquisition of prestige goods.	Behavioral: The overt act of utilizing goods as external signals of wealth and achievement.
Visibility	Private or Public: Consumption may be inconspicuous (private) or socially visible.	Inherently Public: Necessitates overt and discernible display to an audience by definition.
Underlying Need	Satisfaction of internal status needs congruent with one's self-concept.	Seeking social validation and gratification derived from the reactions of the social environment.
Function	Consolidating one's hierarchical position or personal self-image.	Utilizing products as a social display to signal relative superiority or distinction.
Conceptual Link	Serves as an antecedent (Status-conveying brands are more likely to be consumed conspicuously).	Serves as the behavioral manifestation or the outward reflection of status-seeking motives.
Drivers	Influenced by both self-monitoring and interpersonal factors.	Driven exclusively by interpersonal (social) factors.

Source: Created by the author based on related literature

Consumption experience is not only a cognitive process but also an emotional and experiential one, encompassing both positive and negative feelings. Consequently, consumers who feel satisfied following conspicuous consumption may develop brand loyalty based on the pleasure derived from product quality and utility, leading them to engage in repurchase. Based on the discussions above, it is hypothesized that status consumption has an effect on conspicuous consumption, and that conspicuous consumption serves as a mediating variable in this relationship:

- **H₁:** The status consumption of consumers is positively related to conspicuous consumption.
- **H₆:** Conspicuous consumption mediates the association between status consumption and repurchase intention.

1.3 Luxury symbolism

In communication among individuals, various symbols such as language, signs, and material objects are used. Symbols possess the ability to represent another entity and substitute for it (Dittmar, 1992). Individuals inherently value the opinions of others regarding themselves and tend to seek approval from others by paying attention to physical appearance and fashion (Peshkova, 2013). It is known that inferences are made based on the products people use (Belk, 1988) and that status products are utilized as symbols to convey messages about oneself to reference groups (Veblen, 1899).

Symbolism pertains to how individuals communicate their status and social roles to others as a result of the relationship brands establish with self-image, personality, and personal values (Z. Wang et al., 2022). The symbolic value, which indicates the degree to which individuals attribute psychological meaning to and associate with products (Smith & Colgate, 2007; Wang, 2022), is a key characteristic of luxury brands in signaling status and power (Shaikh

et al., 2017). The symbolic relationship that has a guiding influence on brand selection can provide meaningful cues about those who use that brand (Berger & Ward, 2010; Kapferer & Bastien, 2017). Consumers assess the brands they purchase based on their symbolic properties and the alignment with their self-concept as a means of self-expression (Aaker, 1999). Based on the discussions above, the following hypothesis is proposed:

- **H₂:** The status consumption of consumers is positively related to luxury symbolism.
- **H₇:** Luxury symbolism mediates the association between status consumption and repurchase intention.

1.4 Repurchase intention

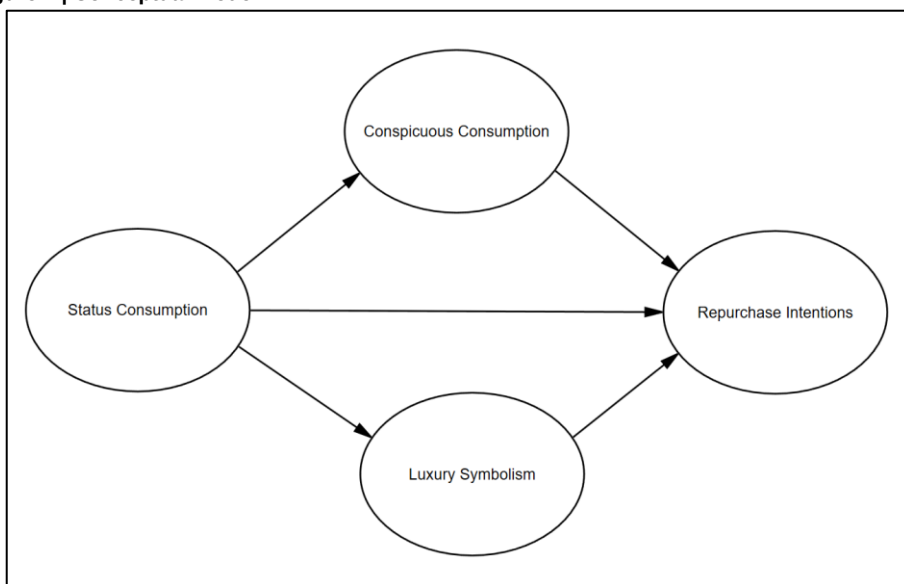
The intention to repurchase has been frequently studied in the fields of social psychology and marketing (Ho & Wang, 2015). According to the “theory of reasoned action” proposed by Ajzen and Fishbein (1980), intention is the factor that best reflects the relationship between attitude and behavior, making it a suitable measure for testing consumer behaviors. In social exchange theory (Kelly & Thibaut, 1978), repurchase intention, defined as maintaining a relationship, has been conceptualized as the intention to preserve relationships in marketing and organizational studies (Morgan & Hunt, 1994). The judgment regarding the intention to repurchase a specific product or service from the same company, based on an individual’s current situation and conditions, is referred to as repurchase intention (Hellier et al., 2003). According to attribution theory, if individuals have had positive experiences in the past, the intention to repurchase is said to become easier in the consumer’s mind. A connection between consumers’ expectations of future purchases and satisfaction fosters a sense of loyalty, leading to the emergence of repurchase intention (Yi & La, 2004).

Consumers who seek status often purchase luxury products to enhance their social status and benefit from social interactions (Nelissen & Meijers, 2011). Previous research suggests that status consumption significantly influences purchase intentions toward luxury products (Chan et al., 2015). Consumers’ self-presentation positively affects their desire to purchase luxury brands (Arlı et al., 2016). Latter et al. (2010) examined the association between status consumption and brand perception, indicating its influence on repurchase behavior. Similarly, studies have shown that conspicuous consumption has a significant impact on the decision to purchase luxury products or services (Piron, 2000; Truong et al., 2008). Moreover, consumers who build their self-concept through the symbols they reflect in relation to brands tend to associate with luxury brands that resonate with their identities (Shukla & Rosendo-Rios, 2021). Therefore, consumers purchase brands based on the alignment between the symbolic qualities of brands and their self-concept (Aaker, 1999). Based on the discussions above, the following hypotheses are proposed:

- **H₃:** The status consumption of consumers is positively related to repurchase intention of luxury products.
- **H₄:** The luxury symbolism is positively related to repurchase intention of luxury products.
- **H₅:** Conspicuous consumption is positively related to repurchase intention of luxury products.

Fig. 1 illustrates the conceptual model based on the hypotheses mentioned above. The research model summarizes the effect of status consumption on repurchase intention and the mediating roles of conspicuous consumption and luxury symbolism in this relationship.

Figure 1 | Conceptual model



Source: Author's own elaboration

2 Method

2.1 Data collection

The conceptual model included in the study was tested through a survey-based cross-sectional study. A non-probability convenience sampling method was employed due to accessibility considerations. The data for the study consists of responses from consumers surveyed between October and December 2024. The online questionnaire was distributed via social media platforms and email networks. The online data collected pertains to consumers aged 18 and over who have experienced luxury shopping. Participants were provided with information regarding the purpose of the study, assured that their data would be kept confidential, and informed that participation was voluntary. A total of 413 responses were received, of which 412 were deemed suitable for analysis. During the data collection process, no examples related to luxury products were provided to avoid guiding the participants. Based on Veblen's (1899) view that conspicuous consumption is prevalent not only among the wealthy but also within lower income groups, the aim was to achieve a more heterogeneous sample. When examining the sample in terms of gender, it was found that 51.1% of participants were female and 48.9% were male, indicating a balanced distribution. Looking at the age distribution, 51% of participants were within the age range of 31–40 years, 26.2% were in the 21–30 age range, and 16.3% were in the 41–50 age range. The median age in Turkey is 34 (Turkish Statistical Institute, 2024), which aligns with the median age of the participants. Therefore, it can be stated that the data for the study is not student-based and is representative of the age profile of the country.

The analysis method to be used in the study also plays a vital role in determining the sample size. In this study, where structural equation modeling (SEM) is utilized, the sample size was determined according to the requirements of SEM. There are differing opinions regarding the necessary sample size required for SEM analysis. For instance, Hair et al. (1998) state that a sample size of 200 or more is required for SEM analyses, while Jackson (2003) suggests that the sample size should be at least 100, with a minimum of 200 samples needed for accurate parameter estimation. Furthermore, Hair et al. (1998) indicate that if the sample size greatly exceeds 400, the goodness-of-fit values may weaken. Another approach is to decide on the sample size based on the complexity of the model and the number of variables included in the model. Hair et al. (1998) noted that the number of observations should be at least ten times the number of variables in the model. This study includes a total of 26 statements. In light of the above information, it has been considered that the sample size should be around 400.

2.2 Survey instruments

A pilot study involving 50 participants was carried out prior to the development of the final version of the questionnaire. Based on the feedback received, the statements were revised in accordance with suggestions, leading to the creation of the final version of the questionnaire. The data collected were analyzed using AMOS 24.0 and SPSS 27.0 software. Within the scope of the research, the variables of conspicuous consumption, luxury symbolism, status consumption, and repurchase intentions were examined through 26 statements included in the questionnaire. The variable of conspicuous consumption was measured with 10 statements, luxury symbolism was measured with 8 statements, status consumption was measured with 5 statements, and intention to buy luxury products was measured with 3 statements. In addition to the scale statements, questions regarding the demographic characteristics of participants were added to the final section of the questionnaire.

The statements related to the variables examined in the study were developed based on scales that have been tested for validity and reliability within the literature. A 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) was employed to measure the variables of conspicuous consumption, luxury symbolism, status consumption, and repurchase intentions. The statements used for measuring conspicuous consumption were adapted from the works of Aslan (2021) and Roy Chaudhuri et al. (2011), while those for luxury symbolism were based on the studies by Anisimova (2016) and Wang et al. (2022). The statements for status consumption were adapted from Eastman et al. (1999) and those for intention to buy luxury products were drawn from the works of Hur et al. (2011) and Ho and Wang (2015).

3 Results

3.1 Measurement model assessments

Factor analysis is a multivariate statistical method that converts multiple related variables into fewer, independent, and meaningful factors (Hair et al., 2019). Prior to conducting factor analysis on the variables in the model, several items were excluded from the scale to ensure construct validity and factorial purity. Specifically, *Conspicuous 6* and *Conspicuous 7* were removed due to high cross-loadings (loading significantly on more than one factor). *Conspicuous 1* was excluded as it failed to load on its theoretical dimension and exhibited

poor conceptual fit. Additionally, *Conspicuous 8* was eliminated because it did not meet the minimum factor loading threshold of 0.40 on any factor. The essential Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and the results of Bartlett's Sphericity Test (BST) were assessed. According to the obtained results, the KMO value was determined to be 0.937, and the BST result yielded a significant chi-square value (Approximate Chi-Square: 6,599.167, *df* = 231, *Sig.* = 0.00). Following the analysis, the total variance was found to be 63.043. Factor loadings and Cronbach's Alpha values can be seen in Table 2.

Table 2 | Exploratory Factor Analysis Result

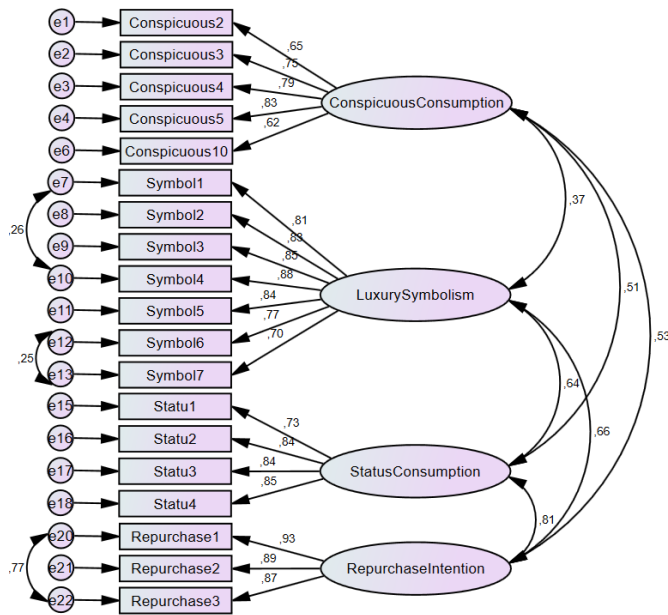
	Factor loadings	Explained Variance	Cronbach Alpha
Conspicuous5	0.791	6.610	0.849
Conspicuous4	0.754		
Conspicuous3	0.732		
Conspicuous2	0.619		
Conspicuous10	0.592		
Conspicuous9	0.456		
Symbol4	0.821	45.116	0.932
Symbol3	0.818		
Symbol2	0.792		
Symbol5	0.785		
Symbol6	0.714		
Symbol1	0.691		
Symbol7	0.667		
Symbol8	0.476		
Statu4	0.785	8.704	0.895
Statu2	0.739		
Statu3	0.704		
Statu1	0.587		
Statu5	0.531		
Repurchase2	0.727	2.613	0.903
Repurchase1	0.583		
Repurchase3	0.493		

Source: Author's own elaboration

Confirmatory factor analysis (CFA) is used to validate the factor structure of observed variables and to test the existence of a relationship between the observed variables and their latent constructs (Suhr, 2006). It is utilized to assess the degree to which an established model corresponds with the researcher's data, investigate the connections between observed and latent variables, and measure the extent to which the observed variables account for the latent variables (Hair et al., 2019). Following the EFA, a Confirmatory Factor Analysis (CFA) was conducted to validate the measurement model. During this stage, several items – namely

Conspicuous 9, Symbol 8, and Statu 5 – were excluded due to low standardized regression weights (loadings below the threshold of 0.50) and their negative impact on the overall model fit. Furthermore, based on the modification indices, covariances were specified between the error terms of certain items within the same construct (e.g., e7-e10, e12-e13) to account for redundant content or systematic error. The final CFA results indicated robust factor loadings ranging from 0.62 to 0.93, all of which were statistically significant at the $p < 0.001$ level. These adjustments ensured that the measurement model achieved a satisfactory fit with the empirical data. Figure 2 illustrates the measurement model that analyzes the relationships between all the variables taken into account in the research.

Figure 2 | CFA model for all variables



Source: Author's own elaboration

Table 3 presents the fit indices obtained from the confirmatory factor analysis applied to all the variables included in the study, along with their reference values (Doll et al., 1994; Hair et al., 2019).

Table 3 | CFA model fit indices for all variables

Fit Indexes	Calculated Value	Suggested Value
X²/df	2.265	≤ 5.00
RMSEA	0.55	≤ 0.08
GFI	0.927	≥ 0.80
AGFI	0.903	≥ 0.80
CFI	0.967	≥ 0.90
TLI	0.961	≥ 0.90

Source: Author's own elaboration

Following the confirmatory factor analysis, validity and reliability tests were conducted, and the results were examined concerning composite reliability (CR), convergent validity, and discriminant validity. An examination of the values shown in Table 4 reveals that the Composite Reliability (CR) values for all variables are above 0.70. In terms of convergent validity, the Average Variance Extracted (AVE) values exceed 0.50. Additionally, for discriminant validity, it was found that both the Maximum Shared Variance (MSV) and Average Shared Variance (ASV) values fall below the AVE values. Additionally, the Heterotrait-Monotrait Ratio (HTMT) values were computed for all construct pairs, as presented in Table 5. Since all HTMT values are below the 0.85 threshold, the results confirm that discriminant validity has been achieved.

Table 4 | Validity and Reliability Test

	CR	AVE	MSV	ASV	Conspicuous Consumption	Luxury Symbolism	Status Consumption	Repurchase Intentions
Conspicuous Consumption	0.851	0.536	0.284	0.228	0.732			
Luxury Symbolism	0.931	0.659	0.436	0.328	0.373***	0.812		
Status Consumption	0.886	0.662	0.653	0.441	0.511	0.640	0.813	
Repurchase Intentions	0.925	0.805	0.653	0.458	0.533***	0.660	0.808***	0.897

Source: Author's own elaboration

Table 5 | Heterotrait-monotrait ratio (HTMT) scores

Construct pair	HTMT score
Luxury Symbolism-Conspicuous Consumption	0.400
Status Consumption-Conspicuous Consumption	0.532
Status Consumption-Luxury Symbolism	0.651
Repurchase Intentions-Conspicuous Consumption	0.565
Repurchase Intentions-Luxury Symbolism	0.678
Repurchase Intentions-Status Consumption	0.844

Source: Author's own elaboration

3.2 Structural model assessments

Prior to testing the structural relationships, multicollinearity was assessed using variance inflation factor (VIF) values. As shown in Table 6, all VIF values ranged between 1.759 and 2.155, well below the recommended threshold of 5 (Hair et al., 2019), indicating that multicollinearity is not a concern in the model. The fit indices obtained after testing the measurement model ($\chi^2/df = 2.258$; RMSEA = 0.55; GFI = 0.927; AGFI = 0.903; CFI = 0.967; TLI = 0.961) indicate a reasonable model fit. The hypothesis results derived from the structural model tested based on path predictions are presented in Table 6. According to the findings, the status consumption variable has a positive and significant effect on both conspicuous consumption and luxury symbolism, leading to the acceptance of hypotheses H₁ and H₂. Furthermore, status consumption, luxury symbolism, and conspicuous consumption are shown to have a positive and significant effect on the repurchase intention variable, resulting in the acceptance of hypotheses H₃, H₄ and H₅. Regarding the explanatory power of the model, the squared multiple correlations (R^2) indicate that the model explains 26.7% of the variance in conspicuous consumption ($R^2 = 0.267$) and 41.3% of the variance in luxury symbolism ($R^2 = 0.413$). Notably, 70.3% of the variance in repurchase intention is explained by the proposed model ($R^2 = 0.703$), demonstrating substantial predictive capability.

Table 6 | Results of the structural model and hypothesis testing

Path		β	C.R.*	SE	p	Results	VIF
Status consumption	Conspicuous consumption	0.517	7.977	0.062	***	H ₁ Accepted	
Status consumption	Luxury symbolism	0.643	10.372	0.063	***	H ₂ Accepted	
Status consumption	Repurchase intentions	0.588	9.935	0.070	***	H ₃ Accepted	2.155
Luxury symbolism	Repurchase intentions	0.229	5.113	0.052	***	H ₄ Accepted	1.882
Conspicuous consumption	Repurchase intentions	0.145	3.587	0.050	***	H ₅ Accepted	1.759

Notes: β = Standardized estimate, *C.R.: Critic Ratio, SE = Standard error

Source: Author's own elaboration

The results regarding the mediating roles of the variables conspicuous consumption and luxury symbolism in the model are presented in Table 7. The mediating role was examined using the three-step method proposed by Baron and Kenny (1986). The requirements for this method stipulate that the independent variable must influence the mediator variable, the independent variable must also affect the dependent variable, and there should be a statistically insignificant relationship between the independent variable and the dependent variable when the mediator variable is considered, or there should be a decrease in the existing relationship. Direct effects without the mediator variable were compared to the effects in the presence of the mediator variable, and the significance values were reviewed for both scenarios. When examining the mediating role of conspicuous consumption between status consumption and repurchase intention, it was found that including conspicuous consumption in the model reduced the effect of the relationship, indicating a partial mediation effect. Similarly, when evaluating the mediating role of luxury symbolism between status

consumption and repurchase intention, the inclusion of luxury symbolism in the model also resulted in a reduction in the effect of the relationship, confirming a partial mediation effect. Based on the findings, hypotheses H₆ and H₇ were accepted. Lastly, the standardized indirect effects and two-tailed significance values were calculated. The analysis resulted in significance levels of 0.004 and 0.006, confirming the mediating effects of both conspicuous consumption and luxury symbolism.

Table 7 | Mediation analysis results

Relationship		Std. Regression Weight	Sig (p)	Results	Two-Tailed Significance
Status consumption-Conspicuous consumption-Repurchase intentions	direct with mediator	0.630	***	partial mediation	0.004
	direct without mediator	0.812	***		
Status consumption-Luxury symbolism-Repurchase intentions	direct with mediator	0.616	***	partial mediation	0.006
	direct without mediator	0.812	***		

Source: Author's own elaboration

4 Discussion and contribution

The current research provides significant theoretical insights into the repurchase intentions of luxury products through status consumption, with a particular focus on its mediating roles of conspicuous consumption and luxury symbolism. A review of the literature indicates that status and luxury consumption have been examined as a unidimensional construct. As some luxury products are associated with status while others are linked to conspicuous consumption, this creates a degree of ambiguity. In contrast, this study offers a distinct perspective by exploring the difference between status consumption and conspicuous consumption, as well as the mediating role of conspicuous consumption.

Notably, this study is the first to investigate the mediating roles of conspicuous consumption and luxury symbolism between status consumption and repurchase intention. It has been observed that individuals who attempt to emphasize their social identities and statuses through status consumption are more likely to have intentions to repurchase luxury products. This finding aligns with results from the literature (Latter et al., 2010; Nelissen & Meijers, 2011). It is evident that luxury products hold not only economic value but also provide various social and psychological benefits. The preference for luxury products by consumers contributes to prestige and social acceptance, thereby strengthening their positions within social relationships.

Examining the effect of status consumption on conspicuous consumption is critical for understanding how social norms interact and how individuals improve their positions within society. It has been particularly noted that conspicuous consumption not only provides individual satisfaction but also plays a significant role in social interaction. Through conspicuous consumption, which reflects a desire to display social status, individuals experience status consumption more vividly, positively influencing their repurchase intentions. The results align with findings in the existing literature (Piron, 2000; Truong et al., 2008). It has been identified that conspicuous consumption, via its mediating role, shapes

attitudes towards luxury brands and products while increasing repurchase intentions. Similarly, the mediating role of luxury symbolism, which reflects the desire to express prestige and personal identity, has been found to enhance the effect of status consumption on repurchase intentions. Through luxury symbols, individuals strengthen their perceptions of brands, positively affecting their repurchase intentions.

4.1 Managerial implications

In addition to its academic contributions, this study offers practical implications for marketers and retailers of luxury products. From a strategic perspective, the findings should first be interpreted within the framework of segmentation, targeting, and positioning. The desire of consumers to showcase their social identities and statuses plays a guiding role in the development of marketing strategies for brands. On the other hand, it is recommended to create consumer segments targeted at individuals exhibiting tendencies toward conspicuous consumption, along with the development of marketing strategies tailored to these segments. Accordingly, brands should distinguish between consumers motivated primarily by internal status attainment and those driven by visible social display, and positioning strategies should be adapted to reflect these differences. Specifically, emphasizing the symbolic value of luxury products facilitates consumers' self-expression. Emphasizing luxury symbols allows brands to associate their products with social status and prestige, thereby strengthening consumer perception and effectively positioning the products in the market. Marketing campaigns should be designed to highlight the status conferred by luxury products, with messages related to social acceptance and prestige conveyed in a more impactful manner.

At the tactical level, these strategic choices should be translated into the marketing mix and communication channels. Therefore, prioritizing aesthetic and unique elements in product marketing, such as custom designs and limited editions, will not only motivate consumers to pay higher prices but also enhance their intention to repurchase. The primary goal of luxury products, which are significant tools in shaping individual identities, should not be solely focused on the sale of the products. Particularly, through the effective use of social media and digital platforms, interactions should be created to foster brand loyalty. Increasing brand presence on social media and digital platforms will facilitate consumers' identification with the brand. By encouraging the sharing of stories related to luxury products and consumers' experiences with these products, such interactions will have a significant effect on potential consumers' purchase intentions.

Given that the study demonstrates strong explanatory power for repurchase intention, loyalty-oriented strategies should occupy a central role in managerial planning. Rather than relying solely on price-based incentives, brands should develop tiered loyalty programs, exclusive membership systems, and symbolic recognition mechanisms that reinforce consumers' perceptions of status and prestige. It is essential to conduct a thorough analysis of how conspicuous consumption provides happiness and satisfaction to consumers, which, in turn, should inform effective communication planning and long-term relationship management strategies.

4.2 Limitations and further research suggestions

The current study has several limitations. First and foremost, the data necessary for the research was collected from consumers in Turkey. Considering socio-cultural differences, future studies could replicate the work across different countries, utilizing data collected from

developed countries, developing countries, and underdeveloped nations for comparative analysis. The second limitation of the study is that the data was obtained through a cross-sectional survey-based data collection tool. Future research could incorporate qualitative methods to gather deeper insights into consumer motivations. The third limitation is that no distinction was made among luxury product categories when collecting the research data. Future studies could explore different categories of luxury products and examine whether there are variations in consumer motivations among these categories. These differences could be analyzed based on various demographic characteristics such as income groups, gender, and generation. Moreover, while solid evidence is presented for the relationships among the variables in the model, other variables that could serve as mediators may also be included in the model. Therefore, future research could incorporate different variables that may influence the repurchase of luxury products, allowing for an expansion of the study.

Conclusion

A review of prior studies on luxury products reveals that the distinction between status consumption and conspicuous consumption has not been clearly articulated. Additionally, the role of luxury symbolism in the intention to repurchase luxury products has not been sufficiently explored. This study aims to examine the effects of status consumption, conspicuous consumption, and luxury symbolism on repurchase intention, as well as to understand the mediating roles of luxury symbolism and conspicuous consumption in the relationship between status consumption and repurchase intention. It has been found that both conspicuous consumption and luxury symbolism have partial mediating effects between status consumption and repurchase intention.

From a theoretical perspective, conspicuous consumption, which facilitates the display of social status, along with the emphasis on elements such as prestige and personal identity through luxury symbolism, enables a richer experience of status consumption, which in turn contributes to repurchase intentions. From a practical standpoint, a better understanding of the importance of symbolic benefits, alongside the functional advantages provided by products, will greatly benefit brands. Marketing strategies and messages should be designed with factors such as status, prestige, and luxury symbols in mind, thereby providing significant advantages to brands.

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Appendix

Appendix 1 | Measurement Items

Conspicuous consumption

- 1. I always buy the most expensive product in its class.
- 2. I purchase interestingly designed products that are not plain to show that I have a unique taste.
- 3. I try to show people that I enjoy being original by looking for more interesting versions of ordinary products.
- 4. I want to demonstrate to others that I have a different style.
- 5. By choosing a product with an exotic look and design, I show my friends that I am different.
- 6. Sometimes I buy products to show others that I am wealthy.
- 7. When I buy high-priced products, It says something to people around me.
- 8. If I had the opportunity, I would hang paintings by famous artists on my walls.
- 9. People around me wish they could have my sense of beauty and taste.
- 10. I choose products that reflect my style and that everyone will admire.

Status consumption

- 11. I would buy a product just because it has status.
- 12. I am interested in new products with status.
- 13. I would pay more for a product if it had status.
- 14. The status of a product is irrelevant to me. *(reverse-coded)*
- 15. A product is more valuable to me if it has some snob appeal.

Luxury symbolism

- 16. This luxury brand allows me stand out in the crowd. *(deleted)*
- 17. This luxury brand enhances my personal image in the eyes of important others.
- 18. Owning this luxury brand allows me to get social approval.
- 19. This luxury brand allows me to make a good impression on other people.
- 20. This luxury brand allows me to display a status symbol.
- 21. This luxury brand makes me look sophisticated.
- 22. This luxury brand makes me look successful.
- 23. Buying this luxury brand makes me feel that I have made the smart choice.

Repurchase Intention

- 24. I will repurchase luxury products in the future.
 - 25. I would love to use/support luxury products.
 - 26. I think of myself as a loyal consumer/supporter of luxury products.
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