

Gender Differences in Self-identity Motives for Luxury Consumption

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**ABSTRACT**

This paper examines the gender differences in self-identity motives for luxury consumption. The concept of constructing self-identity through luxury consumption has been discussed by past research. Self-esteem is one of the widely used motives that has close connection to one's luxury buying behavior. Recent research has found that there are other motives that aid the construction of self-identity. Using the methodology developed by Vignoles, Regalia, Manzi, and Scabini (2006), and the conceptual model created by Wiedmann, Hennigs, and Siebels (2007), this quantitative pilot study is conducted to examine the contribution of the self-identity motives (self-esteem, continuity, distinctiveness, meaning, belonging, and efficacy) to construction of self-images and identities of different genders when they are engaged in luxury consumption. Respondents were given a questionnaire in which they answered questions about demographics and self-identity motives. The interpretation of the results revealed mild differences between genders in self-identity motives and luxury consumption. Results will be useful in marketing and product development of luxury goods.