Consumers’ Need For Prestige: Scale Development
  Friederike Blum, University of Bayreuth, Germany
  Hajo Hippner, University of Bayreuth, Germany
  Stefan Hampel, University of Bayreuth, Germany

The need for prestige is deeply anchored in everyday social life. This research details the development of the “Consumers’ Need for Prestige” scale designed to measure individual differences in aspiring prestige. The 21-item CNFP scale consisting of the impression-oriented, social-approval, and impressible dimensions demonstrate reliability, convergent, discriminant, and nomological validity.

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18-F: Jewelry and Clothing Only, Please! Happiness from Material Object Gifts Greater than Happiness from Experiential Gifts

Christopher Ling, University of South Carolina, USA
Thomas Kramer, University of South Carolina, USA

We examine recipient (self vs. other) as moderator of the effect of chosen option on happiness, finding that consumers associate greater happiness with experiential versus material objects bought for themselves; however, these results reverse when receiving from others: in this context happiness is greater for material than experiential objects.

18-G: The Effect of Anticipated Future Consumption Amount on Food Consumption Experience

Hua (Olivia) Lian, University of Alberta, Canada
Jennifer J. Argo, University of Alberta, Canada
Gerald Häubl, University of Alberta, Canada

This research examines how people’s food consumption experiences are affected by the amount of food they anticipate consuming. Controlling for the actual consumption amount, we found that participants enjoyed the eating experience more when they had anticipated consuming a smaller (vs. a larger) amount of food.

18-H: Compulsive Collecting: Conceptualization and Measurement

Monika Kukar-Kinney, University of Richmond, USA
Nancy Ridgway, University of Richmond, USA

Although there is much research on the topic of collecting, no attempt to separate collecting from compulsive collecting has been made. In this research, we conceptualize and develop a measure of compulsive collecting. The research offers important theoretical and empirical contributions as well as public policy implications.

19-A: Coping versus Enhancement Motives of Compulsive Buying and Subtyping of Compulsive Buyers

Sunghwan Yi, University of Guelph, Canada
Roisin O’Connor, Concordia University, Canada

We assessed the heterogeneity of compulsive buyers (CB) based on affective motives of buying: coping and enhancement motives. Latent profile analysis identified three clusters of CB: high coping CB, moderate coping/enhancement CB, and low coping/enhancement buyers. High coping CB cluster had significantly more serious CB problems than the other clusters.

19-B: Consumers’ Need for Prestige: Scale Development

Friederike Blum, University of Bayreuth, Germany
Stefan Hampel, University of Bayreuth, Germany
Hajo Hippner, University of Bayreuth, Germany

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