

Gender Differences in the Effects of a Product's Utilities and Identity Consumption on Purchase Intentions

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This study will examine similarities and differences among men and women in forming purchase intentions. Theoretically, when exploring purchase intentions, identity consumption is an important determinant in purchase formation on its own, but the mechanism of how it interacts with other purchasing variables is still unclear. In the purchasing context, men are described as more instrumental than women, and women are described as more focused on the shopping experience. Hence, in addition to the main effect of acquisition and transaction utilities, the combination of high levels of identity consumption and a high degree of transaction utility should contribute to explaining purchase intentions among women only. In contrast, the combination of high levels of identity consumption and a high degree of acquisition utility should contribute to explaining purchase intentions among men only. The results show significant independent effects of both acquisition and transaction utilities in forming purchase intentions for both men and women. Interactive effects between utility and identity consumption indicate significance for transaction utility and identity consumption for women, and significance for acquisition utility and identity consumption for men. Implications of the findings for the general theory of consumer behavior as well as managerial insights are also discussed.

Consumers' intentions to purchase different products can be affected by a wide range of factors. In general, these factors can be broadly grouped around the product's utilities and the consumers' characteristics. Product utilities include *acquisition utility*

(i.e., the utility derived from the use of the product relative to its price) and *transaction utility* (i.e., the utility derived from the positive gap between the expected price and the actual price) (Thaler, 1985). In general, the higher the acquisition and transaction utilities, the more likely people will purchase the product, and vice versa. Among the consumers' characteristics that might influence potential behavior is their emotional orientation that can reinforce purchase intentions. One aspect of this emotional orientation that has received a great deal of attention in the literature is *identity consumption*, which is defined as the tendency to attach value to products that are perceived as compatible with the "self" of the person.

In addition to the rich literature about the effect of a product's utilities on purchase intentions, recent literature shows that identity consumption can also play a significant role in this process (e.g., Sirgy & Su, 2000; Wang, Yang, & Liu, 2009). Determining whether these factors have an additive effect or interact with one another should provide additional insight into the formation of purchase intentions. Such insights will help to identify the processes that play a role in purchasing decisions, and those that may involve combining different elements that are seemingly independent of one another. For example, it is intuitive to expect that a consumer who derives a high degree of acquisition utility from purchasing running shoes will be more likely to buy them. It is also intuitive to expect that for some consumers, identifying with the brand of the shoe might enhance the intent to purchase it. An additive effect, therefore, might be an intuitive way to represent these effects on purchase intentions. However, it is less intuitive to expect that an interaction between the two will have a positive or negative effect on purchase intentions. The same arguments might hold for transaction utility and identity consumption. Furthermore, the role that consumer heterogeneity plays in these potential relationships is also an important factor in understanding differences in how consumers form their purchase intentions.

Vast literature has shown gender to influence perceptions, attitudes, purchase intentions, and even product's choice considerations (Akhter, 2003; Darley & Smith, 1995; Lowengart, 2010; Temme, Paulssen, & Dannewald, 2008). Despite the potential importance of product utilities and identity consumption in forming purchase intentions, relatively little research has examined the combined effect of these two dimensions on different consumer groups, specifically, the moderating effect of gender on the relationship between a product's utilities, identity consumption, and purchase intentions in order to determine potential heterogeneity.

The current study seeks to fill this void in the literature by exploring gender differences in terms of this combined effect. To this end, the contribution of each dimension (product utility and identity consumption) through its effect on purchase intentions and the interactive effect of the two dimensions among men and women is examined. Such an analysis will provide a theoretical understanding about the process of forming purchase intentions, and in particular, the similarities and differences between men and women in how they formulate these intentions. From a practical standpoint, such insights will help managers tailor their marketing efforts more specifically to address different consumers' needs. Using these insights, managers can adopt different strategies with regard to both their products' attributes and their communications aimed at strengthening the effect of the appropriate dimensions.

Conceptual Framework

The basic premise of the conceptual framework, based on the literature, is that consumers derive utility from a product in two ways. The first is the product's utilities, meaning its features and the consumers' perceptions about the benefits of the transaction. The second is the consumers' utilities, meaning the degree of compatibility between the product's image and the consumers' self-perceptions. Consumers tend to engage in identity consumption when they want to gain social approval or maintain self-consistency (Allen & Ng, 1999).

Formally, this combined utility is expressed as:

$$U_i = PU_i + IDENT_i \quad (1)$$

where:

U_i - The total utility that consumer i receives from the product

PU_i - The product utility that consumer i receives from the product

$IDENT_i$ - The identity consumption of consumer i (consumer utility)

We define the product's utility PU_i as:

$$PU_i = AU_i + TU_i \quad (2)$$

where:

AU_i - The acquisition utility that consumer i receives from the product (i.e., the utility derived from the use of the product relative to its price)

TU_i - The transaction utility that consumer i receives from the product (i.e., the utility derived from the positive gap between the expected price and the actual price) (Thaler, 1985).

One way to present these relationships is through an additive functional form of these aspects, where:

$$U_i = AU_i + TU_i + IDENT_i \quad (3)$$

A different approach to explaining these relationships is through the interaction between these elements. The interactive effect of the product's utility and identity consumption can be expressed as follows:

$$U_i + AU_i + TU_i + IDENT_i + IDENT_i * AU_i + IDENT_i * TU_i \quad (4)$$

In the following sections, the theoretical background for these potential relationships between product utilities and identity consumption will be presented.

The Product's Utility

In general, the literature acknowledges that product utility is the main determinant of purchase intentions and is a factor that can influence actual behavior (e.g., Bei & Simpson, 1995; Gupta & Kim, 2010). Thaler's (1999, p. 201) definition of a purchase intention as "the decision to buy something" indicates that such an intention is a decision, the outcome of mental accounting, in which consumers code, categorize, and evaluate events. As prospect theory (Kahneman & Tversky, 1979) maintains, consumers

perceive outcomes in terms of a value function in which they try to avoid losses relative to a subjective reference point. In addition, prospect theory states that consumers do not value gains and losses equally. A reference point can be the result of a pre-evaluation of the expected price of the product of interest. Given that purchase intentions are influenced by the value of the purchase, the greater the utility, the stronger the purchase intentions.

The notion of product utility is a utilitarian perspective that creates a perceived value for a product. It is based on the utility the consumer receives from the price paid and from the features of the product (both internal features, such as the comfort of a shoe, and external features, such as brand name), PU_i . Product utility consists of cognitive components, where the value perceptions are the result of consumer comparisons of different price structures (Monroe, 1990). These price structures might include the actual price, P , and a reference price, RP . The latter is constructed from two different sources: an internal reference price, IRP , which is a price in the consumer's mind generated from past experience with the product, and an external reference price, ERP , which is a price consumers use for comparison that is generated by information from the external environment such as the advertised price of a product (see Lowengart, 2002 for a review of reference price constructs). Under the reference-price framework, consumers compare the actual price to the reference price, and the purchasing decision is influenced by the difference, $P - RP$. The perceived value of the purchase is a combination of acquisition and transaction values (Thaler, 1985). The acquisition utility of consumer i , AU_i , is the economic gain or loss from the purchase transaction and is a function of product utility and purchase price. The utility of the purchased good was loosely defined by Thaler (1985, p. 200) as "the inherent need satisfying properties of the product." The literature offered a specific definition of the construct as "the value equivalent of the usefulness of the item less the price paid. Acquisition utility might be assumed to vary only with the attributes of the product and the price and not with the name of the brand or category attached" (Creyer & Ross, 1996, p. 175-76). This focus implies that value-conscious consumers are concerned about the product's value in use over time, which is a stable characteristic of the product (Lichtenstein, Netemeyer, & Burton, 1990).

One way to evaluate the acquisition utility is to calculate the difference between the purchase price and the maximum price the consumer is willing to pay (i.e., reservation price, $RES-P$). A negative difference between the actual price observed by consumer i for product j , and the reservation price of consumer i for product j , $0 \leq P_{ij} - RES_{ij}$ will affect the purchase intentions of consumers through acquisition utility. The transaction utility of consumer i , TU_i is defined as the pleasure or displeasure associated with the financial terms of the deal. A negative difference between the two, expressed as $0 \leq P_{ij} - RP_{ij}$, will affect the purchase intentions of consumers through transaction utility.

Grewal, Monroe, and Krishnan (1998) supported Thaler's (1985) theory, showing that at the aggregate level, the acquisition value was the primary determinant of the willingness to buy. The rationale for this finding was that consumers purchase products to solve a particular consumption problem. Therefore, any incremental utility produced by a noticeably low or high price would be of secondary importance for consumers compared to the importance of the product's ability to provide the desired solution.

Other research found that the probability of making a purchase is positively related to global perceptions about acquisition and transaction utilities (Della Bitta, Monroe, & McGinnis, 1981). In fact, these research studies seem to indicate that, in general, the perceived reference price (internal or external) influences purchase intentions and that both acquisition and transaction utilities are important in predicting the purchasing behavior of consumers.

Identity Consumption

As noted earlier, this study seeks greater insight into consumers' purchase intentions by adopting a broader approach that examines the relationships between a product's utilitarian factors and consumers' identity consumption, and examines these factors among men and women. The literature in this area has been mainly concerned with the calculation of utilities relative to the product's price and attributes, without examining the general responses of consumers with different identity consumption levels.

Identity consumption is defined as the extent to which people give symbolic meaning to a product as representing themselves. This factor becomes important when consumers want to gain social approval or maintain self-consistency (Allen & Ng, 1999). Onkvisit and Shaw (1987) developed the "image congruence hypothesis," which assumed that consumers tended to purchase a specific brand because its image fit their own self-image. Identity consumption was described in the literature as an affective component, a state of emotion-laden mental readiness that influences consumers' allocation of emotional, cognitive, and behavioral resources toward a particular target (Park & MacInnis, 2006). In the same manner, Elliott (1998, p. 1) highlighted the role of identity consumption in the process of choosing a product, and therefore defined the decision making as being "based on emotional processes rather than cognitive evaluation." Mikulincer et al. (2001) also claimed that strong associations between the object and the self result in a rich set of schemas, exemplars, and affect-laden memories linked to the object.

Some scholars such as Sparks and Shepherd (1992) showed that when self-identity was included in a model of planned behavior, it contributed significantly to the predictive power of behavioral intentions. Based on social identity theory, Cornwell and Coote (2005) found a positive relationship between consumer identification with a not-for-profit organization and the intention to purchase products from it. Others have also shown that consumers do not make consumption choices based solely on a product's utility. Some consumers also considered the product's symbolic meaning (e.g., Elliot & Wattanasuwan, 1998; Govers & Schoormans, 2005). This symbolic meaning can also be reflected in the idea that consumers are what they own, because their possessions are viewed as a major part of their extended selves (Belk, 1988). In an experimental study, Reed (2004) found that consumers tended to purchase products relevant to the identity they wanted to highlight. In sum, all of these studies demonstrated that there are consumers who prefer products, firms or brands with an image consistent with their own self-image. As noted earlier, not all consumers use identity consumption as a main consideration when forming a purchase intention, rather this emotional dimension can have a differential effect on this process for different consumer groups. Despite the abundance of studies in the field of identity consumption, there is very

little research on the differential effects of gender on these constructs and ultimately on purchase intentions.

Gender Differences in Purchasing Behavior

In general, emotional utility (such as identity consumption) seems to be more important for women and functional utility more important for men. Dittmar (1989, 1991) found that men and women relate differently to their material possessions. Confronted with lists of preferred possessions, women chose more objects with sentimental value, while men chose objects related to leisure and finances. Women saw their possessions as important due to the emotional comfort they provided and as symbols of their relationship with others. On the other hand, men highlighted elements related to use and activity. Kleine and Baker (2004, p.15) also provided support for this claim, noting that “the meaning of possessions tends to differ between the sexes: autonomy seeking for men and affiliation seeking for women.”

For women, shopping is perceived as a pleasure-seeking activity that gratifies wants and desires and meets an expressive need (Campbell, 1997). For men, on the other hand, shopping takes place when a ‘need’ has been established and one goes out to satisfy this need. This view indicates that men are more utilitarian in their thinking, while women tend to be more emotional. As noted earlier, both elements may affect purchase decisions, but a real issue still remains unresolved: Are both sexes similar in how they form their purchase intentions? Does identity consumption affect the process differently for men and women?

Identity Consumption, Product Utilities, and Purchase Intentions Among Men and Women

Literature about identity consumption highlights the void in understanding the effect of gender on the relationship between identity consumption and purchase intentions. Puntoni (2001) claimed there was no research that assessed the influence of gender on the relationship between self-identity (as a component of identity consumption) and purchase intentions, and suggested examining this effect at different levels of consumer involvement in the purchase decision (which can influence the level of identity consumption). Mugge, Schifferstein, and Schoormans (2004) also argued that future research needed to examine the specific situations, product categories, and personal characteristics of consumers that influence their level of identity consumption, which is expressed in their desire to make a product they purchased more personal and an expression of the self.

A product’s utility is a core element in purchase intentions. Therefore, it is proposed that it will be important for both sexes, so thus, the first two hypotheses are:

Hypothesis 1: The relationship between acquisition utility and purchase intentions will be positive for both sexes.

Hypothesis 2: The relationship between transaction utility and purchase intentions will be positive for both sexes.

This set of hypotheses essentially models Equation 3.

Interactions

In light of the first hypothesis, it is interesting to examine the relationships between identity consumption and product utilities (acquisition and transaction utilities), and the effect of these relationships on purchase intentions. Such an examination may shed more light on the decision-making processes of consumers about making purchases. In addition to the direct effect of acquisition and transaction utilities on purchase intentions, it can be expected that identity consumption will have an interactive effect on purchase intentions that is dependent on the utility examined according to gender and not as a main effect. Only under certain circumstances would one expect identity consumption to have an effect on this type of relationship. When predicting purchase intent, identity consumption is expected to interact with acquisition and transaction utilities differently according to gender. Given that men are described as being more instrumental and oriented to practical use, the combination of acquisition utility and identity consumption is expected to have an additive explanation of purchase intention. Hence, only when the acquisition utility is high will identity consumption add to purchase intentions, beyond the explanatory power of both acquisition and transaction utilities. On the other hand, women tend to focus on the “shopping experience,” hence the combination of transaction utility, which represents the positive local shopping experience, and identity consumption is expected to add a meaningful explanation to predictions about purchase intentions. These assumptions lead to the next two hypotheses:

Hypothesis 3: There will be an interactive effect between acquisition utility and identity consumption in forming purchase intentions among men, but not among women.

Among men, when acquisition utility and identity consumption are high, there will be more intentions to purchase. Hence,

Hypothesis 4: There will be an interactive effect between transaction utility and identity consumption in forming purchase intentions among women, but not among men.

Among women, when transaction utility and identity consumption are high, there will be more intentions to purchase. These hypotheses follow Equation 4.

Methodology

Procedure

This study used a descriptive approach, with a quota sampling approach by gender. Data was collected at shopping centers, train stations, and on university campuses. Respondents were asked to evaluate various aspects of a given product on a close-ended questionnaire. The questionnaire had three parts. The first part presented a scenario that described a new athletic shoe and its attributes. It included a description of a brand name athletic shoe and the assertion that this brand’s image matched the image respondents had of themselves. Respondents were asked to imagine the following scenario: “A major sports company is marketing a new sports shoe called Sigma. You

know that the shoes have unique qualities: they are comfortable and durable, absorb shock and sweat and have an innovative design. You think the shoe is compatible with the image you have of yourself.” Subjects were then asked to predict the price of the product. Next, the market price was presented to the respondents, and they were asked to answer questions about the product’s utility and evaluate their purchase intentions. In the second part of the questionnaire, respondents were asked to evaluate their level of identity consumption. In the third part of the questionnaire, demographic variables were collected. A pretest on a group of 60 subjects was conducted and resulted in minor changes in the wording of the questions.

The product category used in this study was athletic shoes, as consumers may vary widely in their assessments of the functional and symbolic aspects of this product. Some consumers viewed the product as an object with tangible utility that relates to the functional attributes of the product (e.g., convenience, functionality, efficiency, usefulness) or as an object with emotional utilities (e.g., social, experiential, psychological benefits).

Sample

The sample was quota sampling by gender, comprised mostly of students. 233 individuals, 122 (52%) of whom were women and 111 (48%) of whom were men. Respondents ranged in age from 18 to 60, with a mean of 29.31 years ($SD=8.54$). The mean level of education was 14.78 years ($SD=3.091$). The majority of respondents (59%) had an income level below the national average, 12% had an average income, and 29% made more than the national average. The average monthly use of an athletic shoe by respondents was 10.96 days ($SD=9.073$): 13.56 days ($SD=9.375$) for men and 8.59 days ($SD=8.129$) for women. These results indicated that respondents were very familiar with the product selected for this study. Therefore, it was not expected to have confounding effects of product familiarity and usage in the results.

It is important to note that there was no significant difference between the sexes in any of the demographic variables except for the last variable mentioned above, usage rate.

Measures

Scales for measuring the relevant constructs were based on existing scales found in the literature. Purchase intention was measured using a 3-item, 5-point behavioral intention scale (Armitage & Arden, 2002) that yielded a Cronbach’s α of 0.94. Acquisition utility was measured with three items on a 5-point scale (Al-Sabbahy, Ekinci, & Riley, 2004) and resulted in a Cronbach’s α of 0.82. Transaction utility was measured by two items on a 5-point scale (Urbany et al., 1997) with a Cronbach’s α of 0.86. Identity consumption was measured in a similar fashion to the component of personal consistency that is part of Allen and Ng’s (1999) symbolic meaning scale; it had a Cronbach’s α of 0.76. The Cronbach’s α results indicated that the scales and measures used in this study were reliable. For all of the items measured in this study, except the transaction utility scale, a 5-point Likert scale ranging from 1, “completely disagree” to 5, “completely agree” was used. For the measurement of the transaction utility construct, a 5-point semantic differential scale ranging from 1, “very inexpensive” to 5, “very expensive” was used.

Analysis

A three-stage analysis was used in this study. The first stage consisted of data dimensionality reduction in order to identify the relevant constructs in consumer product evaluation using a varimax factor analysis. The results of this analysis confirmed the expected structure. Each dimension was differentiated from another as follows: dimension 1 – subjective norms, dimension 2 – brand perception, dimension 3 – identity consumption, dimension 4 – acquisition utility, and dimension 5 – transaction utility. All of the dimensions were fully separated and explained 72.96% of the total variance (See Appendix 1 for more details).

In the second stage, the relationships between the different utility and identity consumption constructs and purchase intentions were analyzed in order to test the research hypotheses.

Results

To test Hypotheses 1 and 2, a factor analysis regression (FAR)-based model (Basilevsky, 1981) was used to analyze the data. The FAR model provided a simple way to predict intent by using factor scores as independent variables. Basilevsky (1981) described the method as unbiased and consistent for the coefficient vector of a multiple regression model, given the parameters of the factor analysis measurement model. Using the factor scores as predictors of purchase intentions, the study was able to simplify the complex multi-attribute case. Furthermore, FAR coefficients are linearly independent, so the effects of multicollinearity could be removed.

In order to account for the contribution of the interaction, a hierarchical procedure was used. To control possible heterogeneity in the product usage level (measured by the average monthly use in days), this variable was entered first into the analysis. In the second stage, the independent variables were entered: acquisition utility, transaction utility and identity consumption. Finally, in the last stage, the interaction variables were entered: identity consumption with acquisition utility and transaction utility. Table 1 presents the results of this analysis.

The results presented in Table 1 provide support for all four hypotheses. As the table shows, both types of utilities, acquisition and transaction, influenced both men and women, thereby confirming Hypotheses 1 and 2. Furthermore, the interaction between identity consumption and transaction utility was significant for women only ($t=-1.93$, $\text{sig}=0.042$), while the interaction between identity consumption and acquisition utility was significant for men only ($t=-2.63$, $\text{sig}=0.006$), providing support for Hypotheses 3 and 4. In addition, the interaction added significantly to the explanation of purchase intentions with an R^2 change for men of 7.3% ($\text{sig F change}=0.013$) and of 3.5% for women ($\text{sig F change}=0.068$).

To gain more insight into this interaction, consumers were separated into two subgroups. The first included respondents with a high level of identity consumption, one standard deviation above the average level. The second group included respondents with a low level of identity consumption, one standard deviation below the average (Cohen et al., 1983). Figures 2 and 3 present the differences between the two groups.

Table 1: Regression Results – Basic Structure of Purchase Intention Determinants – Disaggregate Level Analysis

		Men		Sig F Change	Women		Sig F Change
Model 1	Variable	Coefficient	P-value		Coefficient	P-value	
	Constant	3.112	0.000		3.045	0.000	
	Usage level	0.005	0.755		0.005	0.694	
R ²			0.001		0.001		
				0.755			0.694
Model 2	Variable	Coefficient	P-value		Coefficient	P-value	
	Constant	3.168	0.000		3.197	0.000	
	Usage level	-0.007	0.596		-0.005	0.647	
	IDNT	0.112	0.324		-0.068	0.432	
	AU	0.581	0.000		0.424	0.000	
	TU	0.404	0.001		0.329	0.000	
R ²			0.375		0.237		
				0.001			0.001
Model 3	Variable	Coefficient	P-value		Coefficient	P-value	
	Constant	3.126	0.000		3.262	0.000	
	Usage level	-0.005	0.496		-0.009	0.388	
	IDNT	0.109	0.333		-0.104	0.230	
	AU	0.522	0.000		0.418	0.000	
	TU	0.451	0.013		0.372	0.000	
	IDNT*AU	-0.263	0.006		-0.086	0.317	
	IDNT*TU	0.180	0.183		-0.193	0.042	
R ²			0.448		0.272		
				0.013			0.068

Figure 1: Interaction between Transaction Utility and Identity Consumption Among Women

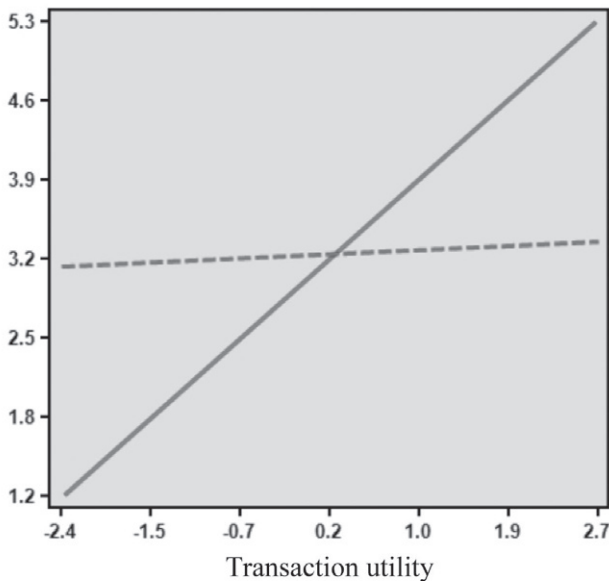


Figure 2: *Interaction between Acquisition Utility and Identity Consumption Among Men*

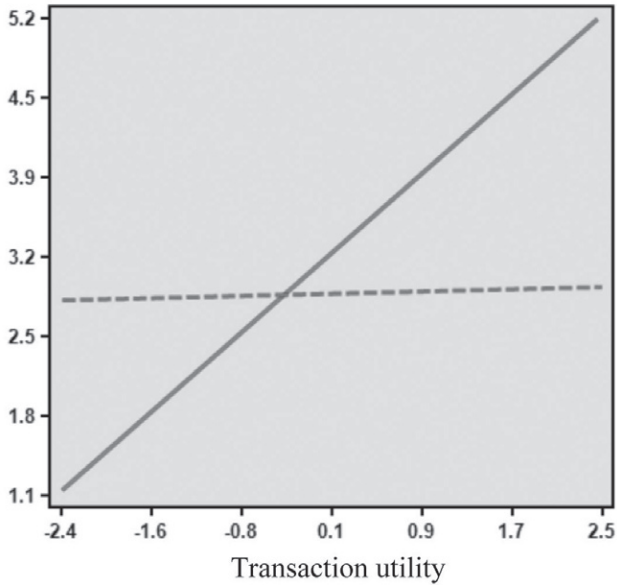


Figure 1 demonstrates that there is a differential effect in the strength of the relationship between transaction utility and purchase intentions as a function of identity consumption among women. This result accords with the prediction in Hypothesis 4. As for men (Figure 2), the level of identity consumption affects the strength of the relationship between acquisition utility and purchase intentions, just as Hypothesis 3 predicted. Based on this analysis, it appears that a high level of identity consumption contributes to purchasing behavior among both women and men, depending on the utility at hand. The implications of these interesting findings are discussed in the following section.

Discussion and Conclusions

The main purpose of this study was to expand the understanding of how consumers form their purchase intentions. Within this framework, the paper was interested in the separate and combined effect of each type of product utility and identity consumption on consumer behavior, and the differential effect of gender in this context. Previous research has shown that each of these aspects has an effect on purchasing behavior, but there are few studies that have examined the combined product-consumer effect, especially with regard to gender differences. This study developed a conceptual framework that took the combined effect into account and examined the model among men and women.

The analysis of the interactive effect between identity consumption and each of the product utilities on purchase intentions provided insights into the decision-making

processes used by men and women before purchasing a product. Identity consumption affects both men and women, depending on the type of utility examined.

As expected, when forming purchase intentions, identity consumption has a differential affect on men and women. For women, identity consumption contributes to purchase intentions when transaction utility is high (i.e., the product has a lower price than expected). This effect does not occur when transaction utility is low (i.e., the product has a higher price than expected). Thus, *transaction utility* represents a positive local shopping experience, and only when it is present, does identity consumption enhance women's intentions of purchasing a product. For men, whom research has determined are more targeted shoppers focusing on the purchase of practical items, identity consumption may contribute to purchase intentions only when the product has a high degree of acquisition utility. This situation does not occur when the product has a low level of acquisition utility.

Overall, the theoretical findings about a differential, gender based, interactive effect indicate the importance of accounting for consumers' heterogeneity in exploring the process through which purchase intentions are formed. Therefore, exploring the potential effects of heterogeneity is an area worthy of further research. Future research can also examine other product categories with different levels of involvement for men and women. As Browne and Kaldenberg (1997) found, there are differences between men and women with regard to the level of involvement in different product categories.

The results of this research have several managerial implications. First, depending on the product's category, managers should create a mixed marketing message that takes into account the product's utilities and the behavioral factors of their target audience. For example, when selling products such as sports shoes, managers should understand that a message that focuses on identity consumption (for example, "Choose the shoes that say who you are") might not have the same affect on men as on women. This message will probably affect men only when the acquisition utility is high (the shoes are perceived as useful) and affect women only when the transaction utility is high (the shoes are perceived as a good deal and less expensive than expected). Thus, when marketing to different genders, awareness of these two factors—the product's utilities and identity consumption—will help managers create messages that will increase purchase intentions.

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Appendix 1: Factor Analysis Results

Item	Component				
	1	2	3	4	5
1 Compared to what I expected, 400 seems high/low*	.065	-.094	0.061	.165	.907
2 Compared to what I expected, 400 seems overpriced/underpriced*	.017	.004	.095	.220	.894
3 I get a lot from the attributes of the product relative to its price (400)	.054	.01	.020	.865	-.006
4 I think the product meets my specific needs (comfortable, durable, sweat absorbent, etc.) at a reasonable price	.127	.099	.015	.801	.237
5 I think I am getting a product that will be useful, at a reasonable price	.127	.214	.192	.746	.361
6 I care about what people who are important to me (friends/family...) will say regarding a shoe I am about to purchase	.849	.175	.011	.122	.057
7 It is important to me that people whose opinions I value support a purchase I am going to make	.802	.237	.031	.097	.041
8 I would purchase a shoe just like the people who are important to me would do	.846	.083	.210	.067	-.028
9 I would like to purchase a shoe that fits the expectations of the people who are important to me	.779	.100	.220	.033	.062
10 I choose a shoe that is most compatible with the image I have of myself	.021	.830	.089	.078	-.047
11 I prefer a shoe that reflects who I am	.139	.867	-.043	-.059	-.080
12 The image a shoe portrays is an important part of my decision whether or not to buy it	.227	.644	.197	.065	.044
13 When I make a purchase of a shoe, I choose a product that I can proudly display	.321	.573	.261	.101	.016
14 Buying a brand-name shoe makes me feel good	.233	.193	.738	.007	.145
15 Shoes of a well-known brand are good products with good value for money	.088	.096	.872	.141	.092
16 Well-known sports shoe firms sell the best products	.102	.087	.878	.156	-.025
% of variance explained	30.277	16.054	10.403	9.319	6.907

Key: Items 1-2 measure transaction utility*, items 2-5 measure acquisition utility, items 6-9 measure identity consumption, items 10-13 measure brand consumption.

*Items were reversed when analyzed.