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**Conflict of Interest**

The author (s) declared no conflict of interest and have not received any funds for the project.

# Conspicuous Consumption and Emotional Drivers: Understanding Repurchase Intention through Pleasure, Guilt, and Arousal in Karachi, Pakistan

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## Abstract

This study examines the influence of conspicuous consumption on responsible purchase intention among upper-middle-class consumers, focusing on the mediating roles of pleasure, guilt, and arousal. Data were collected using the mall-interception method, targeting individuals actively engaged in retail environments. Structural equation modeling results reveal that conspicuous consumption has a direct and indirect positive impact on responsible purchase intention, mediated by emotional factors. Pleasure and arousal enhance the intention to purchase responsibly, while guilt emerges as a corrective emotional trigger encouraging ethical behavior. The strongest mediating effect was observed through arousal, highlighting the power of emotional intensity in shaping consumer decisions. These findings challenge the conventional view that status-driven consumers are indifferent to ethical concerns and suggest that emotional engagement can bridge self-expression and social responsibility. The study offers valuable implications for marketers and policymakers aiming to promote

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sustainable consumption through emotionally resonant and status-aligned messaging.

**Keywords:** *conspicuous consumption, style consumption, consumer satisfaction, consumer repurchase intention, remorse, and branded clothing*

## Introduction

Past studies show that the luxury or conspicuous brand segment faces several challenges. For instance, novelty seekers prioritize uniqueness and social distinction, often avoiding repurchasing the same luxury brands (Igani & Ledum, 2025). Additionally, the fashion brand market is dynamic, compelling consumers to constantly change, which creates economic difficulties for marketers trying to meet consumers' rapidly evolving needs (Sharma et al., 2024).

Promoting consumers' intention to repurchase is essential for the growth and sustainability of firms (Hamdani et al., 2023). Abubakar (2025) asserts that it reflects consumer satisfaction and brand trust. Repurchase intention in the context of conspicuous brands is a more complex phenomenon (Elibol, 2023). Unlike the repurchase of non-luxury brands, the repurchase intention of luxury brands is influenced by social signaling, brand prestige, and the emotional gratification associated with ownership (Acar et al., 2024). Thus, we argue that consumers' repurchase intention would increase significantly when marketers can address such symbolic and social benefits (Islam et al., 2024). Researchers believe conscientious consumption is a crucial psychological and social driver influencing individuals' purchasing decisions (Kamaaluddin et al., 2025). Conspicuous consumers are motivated to purchase luxury products to signal wealth, status, or taste (Bazi et al., 2023). If a brand fails to exhibit these qualities, its likelihood of repurchase decreases significantly (Haque et al., 2023).

The extant literature suggests that many studies on repurchase intentions are available, utilizing different antecedents across various cultures and countries (Phua, 2021; Michaut-Denizeau, 2020). One study in Vietnam focused on luxury brand consumers and concluded that a high-quality online shopping experience—characterized by responsiveness, personalization, and trust—promotes customer satisfaction and repurchase intention. This study recommended that, among all factors, consumers place greater emphasis on the trustworthiness of virtual shops (Nguyen et al., 2022). Another study in Germany on long-term purchase intention documents that brand prestige motivates consumers to purchase a brand and that consumers' repurchase intentions depend on brand trust. This study advised that transparency in the communication process fosters trust and sustainable loyalty in the luxury market (Wiedmann et al., 2020). Additionally, a study in the United States documents that brand authenticity

directly affects emotional value, which mediates the relationship between authenticity and repurchase intention. The study noted that customer loyalty profoundly depends on evoking personal identity and delivering genuine, meaningful experiences (Jin & Phua, 2021). Similarly, a study in Germany documents that functional and social values promote repurchase intention. The study noted that luxury consumers prioritize quality and emotional satisfaction over social recognition (Hennigs et al., 2019).

This study has used pleasure, guilt, and arousal as mediators, which have been the focus of limited studies. For example, a study in South Korea by Ko, Costello, and Taylor (2019) illustrated that emotional factors like brand love and self-brand congruity positively influence repurchase intentions without relying on emotional states such as guilt or arousal. They advise luxury brands to nurture strong emotional ties and ensure the brand image resonates with consumers' identities to promote enduring loyalty. Together, these studies emphasize the significance of trust, sustainability, and emotional brand connection in encouraging repurchase behavior, regardless of conventional affect-based mediators. Another study in Vietnam by Nguyen et al. (2022) revealed that a high-quality online customer experience, defined by usability, personalization, and responsive service, directly boosts customer trust, subsequently elevating repurchase intention. The authors suggest that luxury brands emphasize creating seamless and personalized digital experiences to enhance consumer loyalty in online settings. Kapferer and Michaut-Denizeau (2020) explored how consumers' views on sustainability and ethical practices impact their repurchase behavior in France. They discovered that environmental and social responsibility authenticity significantly bolsters brand loyalty, especially among younger, value-driven consumers. They recommend that luxury brands incorporate visible and credible sustainability initiatives into their branding strategies to attract ethically conscious customers. Given the above discussion, the study aims to examine:

- The direct relationship between conspicuous consumption and repurchase intention.
- To explore how consumer pleasure, guilt, and arousal mediate the relationship between conspicuous consumption and repurchase intention.

## **Literature Review**

### **Theoretical Background**

The study has extended the Theory of Planned Behavior (TPB), developed by Ajzen (1991), to examine the impact of conspicuous consumption on repurchase intention and the mediating roles of pleasure, guilt, and arousal on repurchase intention. The

TPB posits that individual behavior is shaped by attitudes toward a behavior, subjective norms (social pressure), and perceived behavioral control (the degree of difficulty or ease of a behavior) (Mishra et al., 2023). These factors directly and indirectly influence purchase intention and behavior (Sharma et al., 2024). Existing literature suggests that consumers who engage in conspicuous consumption derive positive feelings and pleasure from owning luxury and status goods (Hien et al., 2024).

These feelings and pleasure can foster positive attitudes, enhancing their intentions to repurchase luxury goods in the future (Yadav & Kar, 2025). Yoo and Bae (2024) assert that consumer pleasure is a key motivator that can bolster the relationship between conspicuous consumption and repurchase intention. The researcher contends that when consumers experience negative emotions (such as guilt) stemming from their conspicuous consumption, they can rationalize their behavior to maintain their positive attitudes toward purchasing luxury goods (Mishra et al., 2023). This ambivalence–positive attitudinal responses arising from negative emotions—aligns with the TPB, which posits attitudes as a principal determinant of behavioral intentions (Hien et al., 2024). Additionally, the impact of subjective norms or social expectations is crucial to conspicuous consumption (Yadav & Kar, 2025). Researchers argue that individuals frequently engage in conspicuous consumption to conform to social expectations and impress others by showcasing their wealth and status (Veblen, 2021). Furthermore, social pressure to align with peers and social values encourages conspicuous consumers to buy luxury goods (Wu & Lee, 2025). Perceived behavioral control reflects an individual's feelings regarding their perceived ability to perform a behavior

### **Conspicuous Consumption and Repurchase Intention**

Yan et al. (2024) assert that conspicuous consumption occurs when consumers acquire goods and services to exhibit social status. This phenomenon is common in both individualist and collective societies. However, it is more prevalent in societies where individuals seek to differentiate themselves by possessing material goods. Many studies in various cultures and countries report that conspicuous consumption is strongly associated with customers' repurchase intentions (Cho et al., 2025). Moreover, many researchers have found that consumers who frequently purchase luxury brands are often status-conscious (Nunkoo et al., 2024). Extending this argument, Yadav and Kar (2025) report that luxury brands also benefit from status consumption, as consumers feel more confident in their success with high-status products. Consequently, it boosts their confidence in brand choices and increases repeat purchases (Yadav & Kar, 2025).

*H1: Conspicuous consumption "has a positive impact on repurchase intention."*

## **Conspicuous Consumption, Consumer Pleasure, and Repurchase Intention.**

Consumer pleasure, the emotional satisfaction or joy derived from goods and services, has been linked to conspicuous consumption (Sharma et al., 2024). The theory suggests that consumer pleasure originates from a person's emotional satisfaction stemming from social recognition and validation gained through consuming luxury or high-status goods (Yun et al., 2025). Research indicates that individuals who buy relatively inexpensive goods at higher prices are more likely to link their choices to the emotional satisfaction they obtain from these items. For instance, fans of expensive perfumes frequently mention the pleasure they experience from the attention received while wearing them and the associated psychological benefits (Lin et al., 2024). Consequently, emotional gratification often serves as the primary motivation for purchasing and repurchasing conspicuous goods, as consumers seek to relive positive emotional experiences (Hamdani et al., 2023). Experiments demonstrate that consumer pleasure mediates the connection between conspicuous consumption and the intention to repurchase (Haque et al., 2023). When consumers find pleasure in conspicuous consumption, they form a positive emotional bond with the product, enhancing their intention to buy it again (Babin et al., 2024). For example, luxury fashion brands leverage their customers' pleasure when wearing their products to encourage repeat purchases (ti). The emotional rewards of conspicuous consumption drive consumers to buy similar products to keep experiencing those pleasurable emotions (Acar et al., 2024).

*H2: Consumer pleasure “mediates the relationship between conspicuous consumption and repurchase intention.”*

## **Conspicuous Consumption, Consumer Guilt, and Repurchase Intention**

Although conspicuous consumption has the potential to lead to consumer hedonism, it can also trigger consumer guilt, particularly when purchasing luxury goods is seen as indulgent or excessive (Hamdani et al., 2023). Consumer guilt is an unfavorable emotional condition that arises when a consumer experiences a conflict between their purchase and a perceived norm, such as the need to be fiscally or socially responsible (Cho et al, 2025). Conspicuous consumption still benefits the repurchase intention, even with guilt. Consumers may use compensatory behaviour to reduce guilt by persuading themselves to purchase conspicuous goods necessary to maintain social status or emotional well-being (Oginyi et al., 2023). As a result, consumers could continue repurchasing conspicuous goods to justify the guilt of purchasing conspicuous goods, implying that consumer guilt may not decrease the repurchase intention, but instead strengthen the repurchase intention as an emotional justification (Yun et al, 2025).

*H3: Consumer guilt mediates the relationship between conspicuous consumption and repurchase intention.*

### Conspicuous Consumption, Arousal, and Repurchase Intention

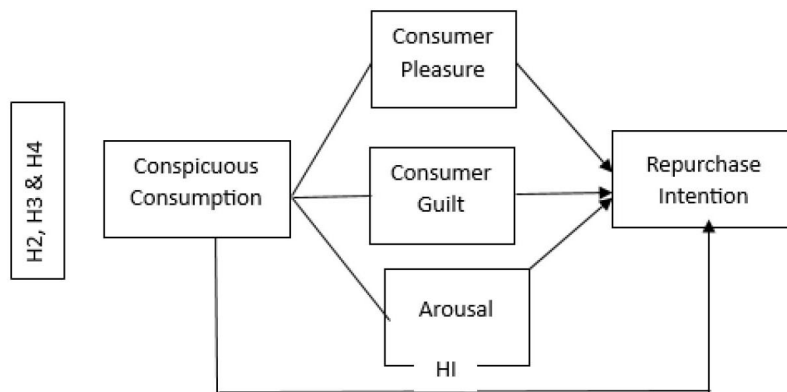
Chao et al. (2025) assert that consumer arousal stimulates the emotional level during consumption. In the context of conspicuous consumption, the intensity of the emotional level is significantly higher, especially when consumers perceive that their purchases confer status or recognition upon them (Hamdani et al., 2023). Thus, we argue that arousal is a potent driver of repurchase intention because consumers desire to replicate the self-enhancement experienced during prior purchases (Iqbal et al., 2025).

Past studies have shown that arousal has a direct and indirect (mediating) effect on the repurchase intention of conspicuous products (Nurrizky et al., 2023). When consuming products, consumers often experience high arousal. As a result, they feel more emotionally driven to repurchase the product to recreate the experience (Cruz et al., 2025). Researchers believe that these effects are particularly pronounced for luxury goods, where the hedonic value of the purchase itself is an integral part of the consumption experience (Mnqanqeni et al., 2023).

*H4: Arousal mediates the relationship between conspicuous consumption and repurchase intention.*

### Conceptual Model

Figure 1 depicts the developed conceptual framework, showing the relationships of the articulated relationships.



**Figure 1: Conceptual Model**

## Methodology

### Research Design

This Study adopted the Methodology as outlined by O’Kane et al. (2024). This study is based on a positivism philosophy and an objective, observable reality that can be measured. Positivism enables the testing of hypotheses and generalization from empirical data, which is suitable for this research, and the identification of relationships between dependent and independent variables. A deductive research approach was used. The research is based on the development of hypotheses from the existence of a theory to the testing of the hypotheses through empirical data. Bell et al. (2022) state: “A deductive approach is ideal for testing theories and hypotheses using a structured, quantitative approach.” The study adopted the survey strategy to collect data from the participants. Surveys are a particularly efficient method to collect standardized data from some respondents. They are used in positivism research to test predefined hypotheses (O’Kane et al., 2024). The survey is a structured questionnaire. This study adopted a mono-method approach to ensure data consistency and to be quantitatively analyzed. A mono-method is appropriate when the hypothesis needs to be tested and to obtain a high level of reliability of the data collection (Taherdoost, 2021). A cross-sectional time horizon has been adopted, meaning the data have been collected at only one point. This is the appropriate approach to identify patterns and relationships within the data without needing longitudinal analysis, which is mostly adopted in studies with a longer period (Anand et al., 2021). The non-probability sample, called convenience sampling, was used. Convenience sampling is a technique that allows the researcher to collect data from people who are easily available (Bell et al., 2022).

### Population and Sampling

The population for this study is all individuals living in Karachi. Its population exceeded 20 million, distributed across its seven administrative districts (Census, 2023). The target population for this study comprises upper-middle-class families living in Karachi. The study adopted mall intercept methods to collect the data, as luxury products and brands are available in malls. We used Raosoft web to calculate the sample size 387; however, we intercepted 500 respondents in the targeted malls, and 486 were usable.

### Scale and Measures

Scales and measures play a vital role in collecting and analyzing data in research. Using well-designed scales and measures ensures the validity and reliability of research findings, enabling researchers to draw meaningful conclusions. Standardized scales and measures facilitate comparisons across various studies, populations, and contexts, allowing for more robust and generalizable results. Table 1 depicts “constructs, sources,

items, and reliability of the constructs in past studies.”

**Table 1: Constructs and Items Used in the Study**

Constructs	Sources	Items	Reliability in Past Studies
Repurchase Intention	Sharma et al. (2024)	5	0.748 to 0.817
Conspicuous Consumption	Lu et al. (2024)	6	0.748 to 0.817
Consumer Pleasure	Cachero-Martínez et al. (2024)	5	0.823 to 0.859
Consumer Guilt	Hamdani et al. (2023)	5	0.709 to 0.844
Consumer Arousal	Nurriszky et al. (2023)	5	0.786 to 0.835

### Statistical Analysis

We used Smart PLS for statistical analysis, as it allows researchers to model complex relationships between latent and indicator variables. Researchers utilizing this software can model the relationship between latent variables and their indicators (Measurement model). Additionally, they can model the relationship between latent variables through a structural model.

## Results

### Respondent Profile

Respondent profiles help researchers identify patterns and trends in the data. Moreover, a well-defined profile ensures that the sample is representative of the target population, increasing the generalizability of the findings. Table 2 shows a summary of respondents' profiles. It starts with a minimum income of Rs 150,000 and an age of 18, as our inclusion criteria were to target middle—and higher-income groups and adults.

**Table 2: Respondent Profile**

Category	Percentage (%)
<b>Current age</b>	28.00%
18 – 27 years	35.00%
28- 38 years	20.00%
39 - 48 years	17%
49- 58 years	28%
<b>Income per month (In Rupees)</b>	
150,000 Rs 200,000	25%
200,001– 250,000	32%
250,001 – 300,000	28%
300,001- 400,000	15%

**Last education**

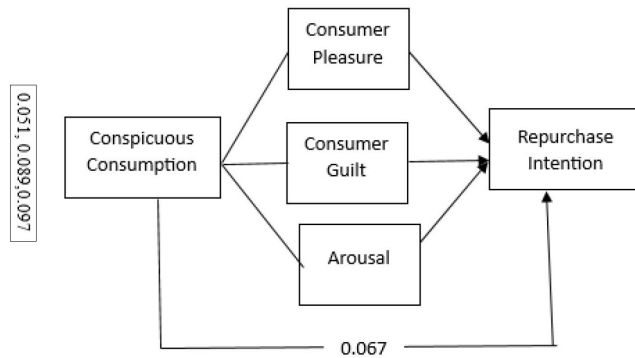
High School	38.00%
Bachelor's Degree	28.00%
Master Degree	25.00%
Postgraduate Degree	9.00%

**Occupation**

Business	48%
Service	52%

**Measurement Model**

Researchers believe a well-defined measurement model is crucial for theory testing and informed decision-making. A measurement model generates results such as reliability, validity, and factor loadings to ensure that the latent constructs are accurately captured. It also shows the relationship between latent and indicator variables (Figure 2).



**Figure 2: Measurement Model**

**Convergent Validity**

Convergent validity measures whether the indicators of the same construct agree and consistently measure the underlying concept. The constructs' convergence validity is based on Outer Loadings (OLs), Average Variance Extracted (AVE), and Composite Reliability (CR). Refer to Table 3 for results.

**Table 3**

<b>Constructs</b>	<b>Items</b>	<b>Loading</b>	<b>AVE</b>	<b>CR</b>	<b>Rho A</b>
Arousal	AR1	0.716	0.571	0.842	0.879
	AR2	0.781			
	AR3	0.751			
	AR4	0.773			
Conspicuous Consumption	CC1	0.868	0.624	0.868	0.876
	CC2	0.682			
	CC3	0.866			
	CC4	0.727			
Consumer Guilt	CG1	0.713	0.656	0.884	0.860
	CG2	0.838			
	CG3	0.846			
	CG4	0.836			
Consumer Pleasure	CP1	0.764	0.542	0.825	0.837
	CP2	0.747			
	CP3	0.778			
	CP4	0.650			
Repurchase Intention	RI1	0.746	0.651	0.881	0.847
	RI2	0.837			
	RI3	0.840			
	RI4	0.799			

### **Discriminant Validity**

Discriminant validity ensures that each construct in a model is “distinct and empirically different.” Researchers suggest using two methods for assessing discriminant validity (Fornell & Larcker, 1981). Following the advice of the researchers above, we have ascertained discriminant validity using the Fornell-Larcker criterion (Table 4) and the HTMT (Heterotrait-Monotrait) ratio (Table 5).

**Table 4: Discriminant Validity (Fornell-Larcker Criterion)**

<b>Constructs</b>	<b>AR</b>	<b>CC</b>	<b>CG</b>	<b>CP</b>	<b>RI_</b>
Arousal	0.756				
Conspicuous Consumption	0.495	0.790			
Consumer Guilt	0.568	0.662	0.810		
Consumer Pleasure	0.547	0.421	0.534	0.736	
Repurchase Intention	0.551	0.663	0.594	0.488	0.807

**Table 5: Discriminant Validity (HTMT Ratio)**

Constructs	AR	CC	CG	CP	RI
Arousal					
Conspicuous Consumption	0.631				
Consumer Guilt	0.714	0.814			
Consumer Pleasure	0.759	0.529	0.677		
Repurchase Intention	0.698	0.800	0.713	0.625	

### R and Q Square Values

$R^2$  (R-squared) and  $Q^2$  (Q-squared) measure the model's explanatory and predictive power. The R-squared values explain the endogenous (dependent) construct's predictive power. Conversely, the Q-square value, also known as Stone-Geisser's  $Q^2$ , assesses the predictive relevance of the model, specifically whether the model has predictive power beyond what would be expected by chance. Refer to Table 6

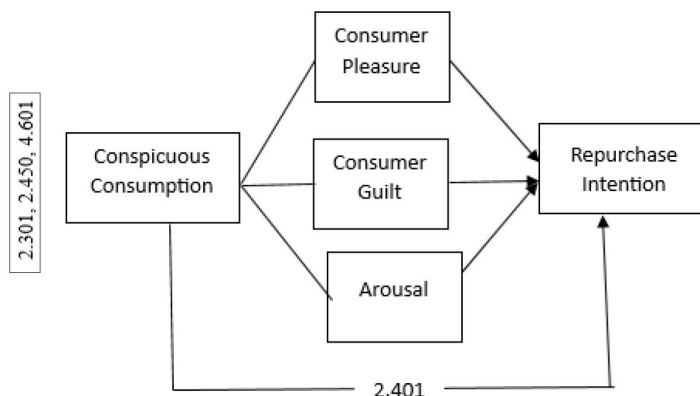
**Table 6: R and Q Square Value**

Endogenous LVs	R Square	Q Square
Arousal	0.245	0.136
Consumer Guilt	0.438	0.284
Consumer Pleasure	0.378	0.389
Repurchase Intention_	0.531	0.340

The construct arousal (R-squared value = 0.246) and the construct consumer pleasure (R-squared value = 0.378) indicate weak predictive powers. The construct consumer quilts (R-squared =0.436), which is moderate. The construct repurchase intention (R-squared value=0.531) is significant. Q-squared values ranged between 0.136 and 3.890, suggesting the model is predictively relevant for all the constructs.

### Structural Model

Based on the underlying theoretical framework, the structural model in PLS-SEM illustrates the hypothesized relationships among latent constructs. It evaluates how well the independent (exogenous) variables account for the dependent (endogenous) variables. After confirming the reliability and validity of the measurement model, researchers analyze the structural model to test their hypotheses. Key indicators for assessing the structural model include path coefficients, which indicate the strength and direction of relationships among constructs, and their t-values and p-values, usually derived from bootstrapping, which determine statistical significance. (Figure 3)



**Figure 3: Structural Model**

### Hypothesis Results

The structural model was tested using bootstrapping in SmartPLS to evaluate the proposed hypotheses. Path coefficients, t-values, and p-values were assessed to determine the significance of each relationship. The table below presents the results, indicating whether each hypothesis is supported.

**Table 7: Hypothesis Results**

RELATIONSHIPS	$\beta$	T Stat.)	P Values	DECISION
Cons. C. ->R.P. Intention (H1)	0.067	2.401	0.003	Accepted
Consp. C. -> Pleasure -> R.P. Intention (H2)	0.057	2.301	0.006	Accepted
Consp.C. -> Guilt -> R.P. Intention (H3_)	0.089	2.450	0.015	Accepted
Consp. C.-> Arousal -> R. Intention (H4)	0.097	4.601	0.000	Accepted

## Discussion and Conclusion

### Discussion

The findings from this study offer valuable insights into the psychological mechanisms by which conspicuous consumption influences responsible purchase intention. They highlight the significant role of emotional mediators such as pleasure, guilt, and arousal.

The study documents the direct positive effect of conspicuous consumption on responsible purchase intention ( $\beta = 0.067$ ,  $p = 0.003$ ). Thus, we argue that

individuals who engage in status-driven consumption may also be inclined toward responsible consumer behavior. This is consistent with previous findings by Griskevicius et al. (2010), who argue that consumers sometimes engage in conspicuous green consumption to signal status and reputation. In this context, responsible consumption becomes a socially desirable behavior that can complement status motives rather than oppose them.

We found that the mediation effect of pleasure (H2;  $\beta = 0.057$ ,  $p = 0.006$ ) supports the notion that emotional gratification helps shape responsible behavior. This aligns with Babin, Darden, and Griffin (1994), who found that hedonic shopping value contributes to consumer satisfaction and behavioral intentions. When consumers experience pleasure from conspicuous purchases, they may be more motivated to translate that positive emotional state into responsible consumption choices, which are increasingly considered fashionable and rewarding.

The third hypothesis (H3) regarding the mediating role of guilt ( $\beta = 0.089$ ,  $p = 0.015$ ) reflects a deeper emotional response to perceived ethical conflicts. Previous studies, such as Antonetti and Maklan (2014), have emphasized the importance of guilt as a driver of prosocial and ethical consumer behavior. When consumers recognize the negative impact of their consumption habits, feelings of guilt can prompt corrective actions, such as opting for environmentally friendly or socially responsible products.

Notably, arousal emerged as the strongest mediator (H4;  $\beta = 0.097$ ,  $p = 0.000$ ), indicating that heightened emotional activation—whether due to cognitive dissonance, awareness of social norms, or marketing stimuli—can significantly influence responsible purchase intention. This supports the findings of Pham (1998), who emphasized that emotional intensity (arousal) can enhance decision-making by focusing on value-laden aspects of a choice, such as ethical concerns or social approval.

These results demonstrate that conspicuous consumers are not necessarily at odds with responsible consumption. Rather, their behavior is influenced by complex emotional mechanisms that can both justify and encourage ethical purchasing.

## Conclusion

The demand for the luxury brand has increased profoundly in recent years. Given its importance, this study has examined the impact of conspicuous consumption on the repurchase intention of the conspicuous product. The study also examined the mediating effect of "pleasure, guilt, and arousal." The demand for luxury brands has increased significantly in recent years. Given its importance, this study examines the impact of conspicuous consumption on the repurchase intention of conspicuous products. Additionally, the study investigates the mediating effect of "pleasure, guilt, and arousal" on repurchase intention. The data was collected from the upper middle class of Karachi using the mall intercept method.

This study concludes that pleasure and arousal enhance the intention to purchase responsibly, while guilt serves as a corrective emotional trigger, promoting ethical behavior. The strongest mediating effect was observed through arousal, highlighting the power of emotional intensity in shaping consumer decisions. These findings challenge the conventional view that status-driven consumers are indifferent to ethical concerns and suggest that emotional engagement can bridge self-expression and social responsibility. The study provides valuable implications for marketers and policymakers aiming to encourage sustainable consumption through emotionally resonant and status-aligned messaging on repurchase intention.

## Managerial Implications

These findings encourage managers to believe luxury brands should emphasise consumers' positive experiences to receive emotional pleasure. Marketing campaigns focusing on the pleasure of emotional satisfaction and status from luxury products can lead to repeat purchases. Intimate services, exclusive experiences, and uniqueness of products are useful management strategies to increase consumer pleasure and brand loyalty. For example, Hagtvedt and Patrick's research (2021) reveals that status concerns were positively associated with purchase behaviour, and personal mobile services (PMSs) and exclusivity increased self-esteem, which enhanced the pleasure of consumer experiences.

Brands should also recognize the role of consumer guilt as one factor underlying repeat purchasing behavior. As a negative emotion, guilt is typically seen by researchers as poorly aligned with consumer behavior. However, we found that consumers can justify their reflective guilt by presenting reasons to indulge, such as focusing on the product's perceived long-term value, craftsmanship,

or sustainability. This is a strategy that brands can use to reduce guilt without dampening their customers' high levels of repurchase intention.

The findings that arousal enhances enjoyment and is a shared experience across individuals suggest that luxury brands might want to invest more in creating emotionally arousing atmospheres. These could be accomplished through sporting events, brand experiences, and exclusive product launches that make shoppers anticipate something new and exciting. Brands that create a sense of consumer arousal will likely drive repeat purchasing. Emotions are great predictors of repeat purchasing behavior, especially in luxury brands, as consumers are looking for more than just a product, but meaningful experiences when investing in the luxury market.

### **Marketing Implication**

We recommend luxury brand marketers devise marketing strategies that evoke excitement and emotional arousal, whether through exclusive product releases, immersive shopping experiences, or innovative advertising campaigns. Consequently, positive emotional states in consumers can reinforce their desire to repurchase. Moreover, we argue that sustainability has become a significant concern for many consumers; therefore, brands should consider expanding their product lines to include ethically produced and environmentally friendly luxury goods. This can help alleviate consumer guilt and attract a growing market of socially conscious consumers.

### **Limitations and Future Research**

Despite its advantages, this research has several limitations. First, using convenience sampling limits the generalizability of the findings. In other words, the sample may not represent the broader population. Therefore, this study faces constraints when making inferences about specific demographics, socio-economic status, and cultural differences (Saunders, Lewis, and Thornhill, 2021). Second, this study's cross-sectional design prevents observation of changes in consumer behavior over time. For instance, feelings of guilt, pleasure, and arousal may vary with external factors such as changes in economic conditions or evolving social norms. A longitudinal approach could help us better understand how these emotional responses develop and influence purchasing behavior in the long run (Hair et al., 2021). Furthermore, while this study examined only the mediating roles of consumer pleasure, guilt, and arousal, other variables, such as brand loyalty, socio-cultural influences, and personal values, may also affect consumer behavior. Future studies should focus on these dimensions

to comprehensively understand conspicuous consumption and repurchase intention (Eastman, Goldsmith, and Flynn, 1999).

Future research should also explore whether the scale performs equally well (or poorly) when applied to more diverse samples across various geographic regions and consumer segments. Only this type of research would enable us to determine if conspicuous consumption and emotional mediators function similarly and strongly across different cultures and income groups. Humans are complex entities, and a comprehensive understanding of how conspicuous consumption affects those who engage in it will require quantitative measurements in consumer labs and longitudinal studies that provide deeper insights into how consumer behavior and emotional responses to conspicuous consumption evolve. Furthermore, the increasing interest in sustainable consumption may reveal that conspicuous consumption is not necessarily opposed to pro-environmental behavior and lifestyle. Future studies could investigate how guilt from consuming unsustainable luxury brands influences customer repurchase behavior and how brands can adapt by altering their supply chains to offer sustainably produced goods (Hennigs, Wiedmann, and Klarmann, 2021).

## Annexure: 1

### Constructs and Items Used in the Questionnaire

#### Re Purchase Intention.

RPI1. I intend to continue purchasing luxury goods from this brand in the future.

RPI2. I would recommend this luxury brand to others.

RPI3. I am likely to repurchase luxury products from this brand.

RPI4. This luxury brand meets my expectations, and I plan to buy from them again.

RPI5. I would consider this luxury brand as my first choice for future purchases.

#### Conspicuous Consumption

CC1. I purchase luxury goods to showcase my wealth and status.

CC2. I purchase luxury goods to showcase my wealth and status.

CC3. I often buy products that are in style or trendy.

CC4. My purchasing decisions are influenced by how others perceive me.

CC5. I feel more confident when using luxury products.

CC6. To me, the price of a product is a reflection of its quality and value.

#### Consumer Pleasure

CP1. Purchasing luxury goods gives me a sense of joy and satisfaction.

CP2. I feel happy when using luxury products.

CP3. The experience of buying luxury goods is pleasurable for me.

CP4. Luxury products make me feel good about myself.

CP5. I derive emotional satisfaction from owning luxury goods.

#### Consumer Guilt

CG1. I feel guilty spending money on luxury goods.

CG2. I worry that others might judge me for buying luxury products.

CG3. I sometimes feel that purchasing luxury goods is extravagant or wasteful.

CG4. I feel uneasy about the cost of luxury goods.

CG5. I question whether I truly need the luxury products I buy.

#### Consumer Arousal

CA1. Buying luxury products gets me excited.

CA2. I feel a thrill when purchasing high-end goods.

CA3. The experience of buying luxury products is stimulating.

CA4. I get a sense of euphoria when I acquire luxury items.

CA5. Purchasing luxury goods makes me feel energized and enthusiastic.

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