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ABSTRACT

Research on materialism has focused on the Richins Materialism constructs. The study focused on the relationship between materialism constructs, the positive and negative affect toward rivals and consumer purchase strategies when a rival purchased a product. Three segments of materialistic consumers were identified. Each segment model had different significant paths from the three short-form Richins Materialism constructs to the affect constructs and purchase constructs. PLSSEM and FIMIX analysis was used to develop the path models and segments by identifying unobserved heterogeneity in the data. The results indicate that not all consumers may exhibit the same materialism profiles as they are related to affect towards rivals and purchase strategies.

ABOUT THE AUTHORS

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