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Choi, Sooyeon, "An Exploration of How Having a Materialistic Value is Related to an Environmentally Sensitive Personality." (2022). *Association of Marketing Theory and Practice Proceedings 2022*. 41. https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2022/41

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An Exploration of How Having a Materialistic Value is Related to an Environmentally Sensitive Personality.

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EXTENDED ABSTRACT

Lifestyles of health and sustainability (LOHAS), an emerging global lifestyle, is characterized by a focus on health, well-being, and environmental sustainability (Emerich, 2011). The Natural Marketing Institute (NMI) had coined this terminology to refer to a sustainable cultural shift to identify sustainable market segments and create a marketing strategy that appeals to such segments (Choi & Feinberg, 2021). Personal value is a determinant of sustainable consumption behavior. Most relevant studies have perceived the values of materialism as contrasting to the practices and principles of sustainability. For example, Kilbourne and Pickett (2008) found that consumers who gain pleasure and satisfaction from the material acquisition are more self-centered and less likely to be satisfied by participation in environment conservation practices. However, little research has been achieved in terms of understanding the role of materialistic ideas in LOHAS. The purpose of this research is to examine the relationship between materialism and LOHAS based on the value basis theory. Responses from one hundred fifty subjects were analyzed based on moderated regression using SPSS27.0. The results showed that different aspects of materialism have a different effect on LOHAS, indicating the potentially complex implications of materialism on sustainable practices (e.g., Evers et al., 2018). This research has several implications. First, the findings revealed the multifaceted value structure of materialism. The sub-dimensioning of materialism fails to assure uniform prediction of the general lack of inclination toward LOHAS. Second, this study demonstrated that the motivation to achieve materialistic possession can partially drive people to adopt LOHAS. This finding aligns with those for the positive association between materialism and sustainable consumption, which demonstrates that self-presentational values inherent in green products determine their purchase.

Keywords: *Materialism, LOHAS*

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Sooyeon Choi is a consumer behaviorist and assistant professor in the Department of Marketing at Loras College. She received her Ph.D. in Consumer Science at Purdue University. Her academic research includes scale development, the effect of the decision-making process on sustainable consumption behavior, and business-to-business marketing. Her teaching interests are in the areas of marketing and consumer analytics, consumer behavior, international marketing, marketing principles.