

Abstract

Cross-cultural differences of relationships between luxury consumption and consumer susceptibility to interpersonal influence, face concept and meanings of conspicuous consumption were investigated in this study. Participants were undergraduate students from Hong Kong ($N=94$) and the United States ($N=55$), aged from 18 to 36. About 40% of the participants were male. To study the relationships between the variables, consumer susceptibility to interpersonal influence scale (Bearden, Netemeyer & Teel, 1989), 6 items of face concept (Ng & Ang, 1997) and the revised version of meaning of conspicuous consumption scale (Marcoux, Filiatrault & Cheron, 1997) were used. Positive relationships between luxury consumption and the fear of losing face as well as consumer susceptibility to normative interpersonal influence were found in Hong Kong only. These findings suggest that marketers of luxury brands could capture more market share through differentiating marketing plans under different cultures.