

### **Abstract**

Hong Kong, one of the most affluent cities in the world, is at the same time characterized by low self-esteem, materialism, and conspicuous consumption. It therefore provides an excellent opportunity for investigating the antecedent influences of self-esteem, materialism, and spirituality (which is commonly considered an antonym for materialism) on conspicuous consumption. The present study utilized survey data collected from 133 adult Hong Kong residents. Results show that materialism significantly influenced conspicuous consumption, but self-esteem and spirituality did not. This suggests that individuals who are more materialistic are more prone to conspicuous consumption, but those with lower self-esteem or who are less spiritual are not. Incidental findings regarding the relationships among self-esteem, materialism, and spirituality are worthy of attention too. Significant demographic differences in conspicuous consumption were not found in this study. Results, implications, and limitations of the study are discussed, and future research suggestions are given.

*Keywords:* self-esteem, materialism, spirituality, conspicuous consumption