Investigating the impact of self on attitudes toward luxury brands among teens in Iran

Mohsen Alvandi¹, Safar Fazli², Sepideh Najafi³

1. Member of scientific board, Imam Khomeini International University, Iran, Qazvin
2. Member of scientific board, Imam Khomeini International University, Iran, Qazvin
3. Department of social science, Imam Khomeini International University, Iran, Qazvin

*Corresponding Author email: najafi.sepideh@yahoo.com

ABSTRACT: The major purpose of this study is to understand the impact of self on attitudes toward luxury brands among Iranian teens. In order to do this, the model presented by Gil et al. (2012) is examined among an Iranian sample. This article investigates the relation of self on social consumption motivation, the moderating role of peer pressure, and the effect of social consumption motivation on attitudes toward luxury brand. Also, the impact of materialism on social consumption motivation and attitudes toward luxury, are examined. This study used a sample of 419 teenagers between the ages of 14 to 19. It is the first time that this effective and powerful group of consumers is the focus of a study in Iranian luxury marketing literature. Structural equation modeling is used to test hypotheses. Results show that there is a negative relation between self concept clarity and social consumption motivation and social consumption motivation relates positively to interest toward luxury brands; also, materialism is an important factor in teenagers' attitude toward luxury brands.

Key words: Consumer behavior; Iran; luxury brands; self; teenagers

INTRODUCTION

Teen market is substantial and growing which necessitates marketers to understand the teen spending motivations for current sales and future brand loyalty. Oxford English dictionary defines adolescents as individuals in transition between childhood and adulthood (Rhee and Johnson, 2012a). This transition is a complex process when young people who have always depended on parents start to take definitive steps to achieve a measure of financial, residential and emotional independence (Akturan et al., 2011).

Marketers are interested in teenagers because of several reasons: In the transitional period from adolescence to early adulthood young people seek to establish their own individual personas. As they evolve their own behavior patterns, attitudes, and values, they also form their own consumption patterns. They develop brand loyalty at an early age, and that favorable attitudes toward brands last well into adulthood, and therefore they constitute a future market (Akturan et al., 2011). According to Makgosa (2010) teenagers influence each other in adopting specific latest fashion styles, and have relatively greater spending power. Indeed; Teenagers spend a lot of their parents’ money (Fikry, 2012); According to Rhee and Johnson (2012b), teen’s purchasing power has increased over the past several years. Adolescents spent over $189.7 billion in 2006, compared to $175 billion in 2003. According to a recent research by EPM Communications, adolescents’ spending power holds over $200 billion. In addition, adolescents also substantially influence on family and siblings’ purchasing decisions. Furthermore the studies put forward that they are very likely to spend their cash as quickly as they acquire it (Akturan et al., 2011).

According to Akturan et al. (2011), teens are motivated by independence, ownership, status and peer pressure. Thus; Adolescents, like adults, are often characterized as brand conscious consumers. Evidence that brand communications are successful with adolescents is displayed in research that demonstrates adolescents showing a preference for specific brands at an early age and associating brands with specific personal characteristics. Researchers found that the number and depth of self-brand connections increased with age, and that these connections increase because adolescents view brands as having personalities and user characteristics reflective of their own (Rhee and Johnson, 2012b). As Aaker (1997) states consumers often make purchase decisions based on a product’s symbolic meanings which can be used to create and enhance self or identity.

In sum, adolescents are in a transitional period during which they continue to progress in understanding abstract meanings of social phenomenon and themselves as a member of a society. They learn to interpret different meanings of brands and to apply these meanings to themselves as a means of managing...
their self-presentation in society (Rhee and Johnson, 2012a). Adolescents share that they are motivated to buy the branded products to be perceived as having traits such as superior, rich, or fashionable. Children and adolescents also understand that having certain brands facilitates participation in some social groups (Rhee and Johnson, 2012b).

This article examines the relation between perception of the self and attitudes toward luxury brands among teens in Iran. There are many brand-conscious consumers in Iran that want to buy more expensive and well-known brands (Hanzae and Aghasibeig, 2010); indeed, the luxury market in Iran has grown sharply in recent years. There are many examples that can describe this phenomenon. The appearance of global luxury brands in fashion such as Gucci, Prada, Omega, Rolex, Louis Vuitton and Versace products is obvious. Luxury car sales in Iran also reach new peaks each year. Iran has emerged as the world’s seventh-largest consumer of cosmetics, spending $US2.1 billion ($A2.26 billion) annually on various beauty products, most of them world famous brands. Luxury services in Iran include elegant restaurants, spas, beauty salons, gyms among others (Teimourpour and Hanzae, 2011).

Indeed. In terms of the population size, increasing consumer tendency to luxury goods and the existence of affluent people, Iran as a developing country could be an extremely attractive marketplace. Despite the importance of the Iranian market for luxury products, research is scant on both the market and on consumer behavior regarding luxury goods (Teimourpour et al. 2013). In this article we are going to fill this gap using the framework introduced by Gil et al. (2012) that represents a sum of interrelated fields such as consumer psychology, sociology and marketing. We examine the relations of self, peer pressure, social consumption motivation, materialism and attitudes toward luxury brands with respect to Iran’s young population, largest group of people in Iran. According to the Iran National Statistics web site, 55 per cent of the total population is under the age of 30; so, it's necessary both for marketing managers and academicians to understand the attitudes of this large and important group toward luxury brands.

Hypothesis development

The purpose of this study is to examine the model presented by Gil et al. (2012) among Iranian teens. This model investigates the areas of reference group (peers and social groups in general), self, and materialism that are relevant for influencing teenagers' attitudes toward luxury brands. Fig. 1 shows the conceptual model.

![Conceptual model](image)

Figure 1. Conceptual model. Source: Gil et al., (2012).

Self dimensions, social consumption motivation, and peer pressure

One of the conceptual areas within the behavioral science which promise to yield meaningful information about consumer behavior is self theory. Self-theory has been the subject of much psychological and sociological theorizing and empirical search; the available knowledge strongly supports the role of the self-concept as a partial determinant of human behavior and, therefore, represents a promising area for marketing research (Grubb and Grathwohl, 1967). Kavak et al. (2009) point out that, in the consumer behavior literature, researchers have investigated the role of self-concept in a number of areas such as product perception, advertising perception, advertising effectiveness and brand/product preference or purchase intention.

The self is what one is aware of, one’s attitudes, feelings, perceptions, and evaluations of oneself as an object. An individual’s evaluation of himself will greatly influence his behavior, and thus, the more valued the
self, the more organized and consistent becomes his behavior (Grubb and Grathwohl, 1967). Individuals who have a strong sense of self (i.e., to be master of one’s psychological domain) do not need continual validational stroking, because their feelings of self-worth are stable and secure. Also, having a strong sense of self means that one’s self-concept is clearly and confidently defined, so that it contributes to a coherent sense of direction in one’s daily life (Kernis et al., 2000). In very broad terms, self-concept is a person’s perception of himself. These perceptions are formed through his experience with his environment, and are influenced especially by environmental reinforcements and significant others (Shavelson et al., 1976).

Self-concept clarity is defined as the extent to which the contents of an individual’s self-concept (e.g., perceived personal attributes) are clearly and confidently defined, internally consistent, and temporally stable (Campbell et al., 1996). Previous findings state that high self-concept clarity is positively related to a number of indices of psychological health and well-being, including high self esteem and low neuroticism (Campbell et al., 1996). People with high self-esteem are found to be more certain about their own attributes. People with low self-esteem did not have a well-defined, clear and not even a negative self-image. The relationship between low self-esteem and unclear self-knowledge appears to be based on a feedback mechanism. Low self-esteem mediates diverse information about oneself, which causes low clarity. That, in turn, makes one more prone to outside influence, which can lower self-esteem (Blazek and Besta, 2012). The self-concept of low-esteem people are characterized by relatively high levels of uncertainty, instability, and inconsistency (i.e. low clarity) (Campbell et al., 1996) and they are more influenced by external sources.

Social consumption motivation is the level of importance that individual consumers place on what other consumers think or do prior to purchasing a product (Gil et al., 2012) and is related to the importance of conspicuous consumption; and self-expression via conspicuous consumption (Moschis, 1978). As Grubb and Grathwohl (1967) point out, an individual’s self-concept, in other words, an individual's evaluation of him/her self, influences his behavior. According to the authors, individuals shape their behaviors to maintain and enhance their self-concept. As a result, consumers use goods as symbols and prefer products or product images that reflect their self-concept. According to Gil et al. (2012) during adolescence, the process of building one's own character takes place. For that reason, examining self-concept assists in understanding how attitudes and consumption represent a way to express a teen's individual self to the outside world. Gil et al. state that Social consumption motivation plays a critical role in the development of teenagers' sense of self. Campbell (1990) finds that individuals with low self-concept clarity are more susceptible to and dependent on the social environment. Gil et al. (2012) suggest that the findings imply that teenagers with high self-concept clarity would construe their own behavior as separate from the social context.

H1. Self-concept clarity relates negatively with social consumption motivation.

Social scientists have recognized group membership as a determinant of behavior. The fact that people act in accordance with a frame of reference produced by the groups to which they belong is a long-accepted and sound premise (Bearden and Etzel, 1982). One of the most important issues in this area is the influences of peers. The various items used to define “peer group” include the following: “intimate group of peers who interact with each other regularly” (Ryan, 2001), “other teenagers whose opinion you value” (Akers et al., 1979), “current friends and acquaintances” (Ritter, 1988), “sociometric groups or cliques” (Brown, 1990), “your five closest friends” (Chassin et al., 1986) and “your best friend” (Kandel, 1985) (quoted from Opoku, 2012).

Peer relationships become characterized by concerns about adherence to peer group norms and standards and peer pressure is defined as “when people your own age encourage you to do something or to keep from doing something else, no matter if you personally want to or not” (Santor et al., 2000).

Peer pressure becomes particularly significant as people enter adolescence when they ‘learn about their peers’ product favourites and take them into account when evaluating products on their own’ (Elliott and Leonard, 2004). Indeed, Becoming a member of a peer group is one of the primary developmental tasks of adolescence. Peer groups influence adolescent socialization and identity by allowing young people to explore individual interests and uncertainties while retaining a sense of belonging and continuity within a group of friends (Santor et al., 2000).

The influence of peers is strong for publicly consumed luxuries such as branded fashion items than for privately consumed necessities. Privately consumed luxuries also attracted more peer influence than privately consumed necessities (Bearden and Etzel, 1982). Researchers have shown that peer influence play an important role than parental influence and television in teenagers’ likelihood to be sensitive to brands in the purchase of clothes. Also, peers exert the greatest influence than parents and television in teenagers’ athletic shoe purchasing (Makgosa and Mohube, 2007).

Previous studies find that even teenagers with high self esteem and self confidence are subject to peer pressure (Michell & Amos, 1997). According to Gil et al. (2012) peer pressure is a complex issue and influence even individuals with very clear self concept.

Since the self-concept grows out of the recognition and reinforcing reactions of parents, peers, teachers, and significant others; an individual tries to develop or change his/her behavior to obtain positive reaction from
them. Therefore, individuals act in a manner not only to achieve their ideal self-concept, but also to receive positive reactions from their significant others (Grubb and Grathwohl, 1967).

H2. Peer pressure moderates the impact of self concept clarity on social Consumption motivation.

Self-construal orientation refers to variations in individualistic and collectivistic tendencies measured at the individual level. Traditionally, individualism and collectivism have been analyzed at the cultural level. Recently it has been argued that these tendencies may vary among individuals within cultures. Indeed, these conceptions have been found to be a major determinant of individual behavior (Hackman et al., 1999).

According to Singelis (1994), Self-construal is conceptualized as a constellation of thoughts, feelings, and actions concerning one's relationship to others, and the self as distinct from others. The focus is on what people believe about the relationship between the self and others and, especially, the degree to which they see themselves as separate from others or as connected with others.

As Gudykunst and Lee (2003) state, Everyone has both independent and interdependent self construals, but individuals tend to use one self construal more than the other to guide their behavior, in part, as a function of their cultures.

Independence is characterized by individual autonomy and distinction from others (Kam et al., 2012). Independent self-construal, refers to the view of the self as defined by unique attributes and characteristics that distinguish one from others (Tsai, 2006). In contrast, interdependence refers to a self-identity that emphasizes relations with others and with social groups (Kam et al., 2012) and interdependent self-construal, referring to the view of the self as embedded in ingroups and interconnected with other members of the ingroups (Tsai, 2006).

Markus and Kitayama (1991) suggest that independence “requires construing oneself as an individual whose behavior is organized and made meaningful primarily by reference to one's own internal repertoire of thoughts, feelings, and action, rather than by reference to the thoughts, feelings, and actions of others”. While, interdependence “entails seeing oneself as part of an encompassing social relationship and recognizing that one's behavior is determined, contingent on, and, to a large extent organized by what the actor perceives to be the thoughts, feelings, and actions of others in the relationship”.

Previous research suggests that highly independent individuals are less susceptible to external influences such as social pressures (Wong & Ahuvia, 1998). Gil et al.(2012) state that independent individuals are more likely to reject motivations that are socially generated.

H3. Independent self-construal relates negatively to social consumption motivation.

According to Gil et al. (2012)The negative correlation between independency and social consumption motivations, leads to the belief that conversely, interdependency is positively related to social consumption motivations.

When individuals' behavior is guided by their interdependent self construals their behavior is a response to others with whom they are interdependent (Gudykunst and Lee, 2003). interdependent self-construal prompts a stronger tendency to stay away from undesired end states like an environment full of uncertainty, a high-risk job, or personal failure and blame from others (Tsai, 2006). So we can propose that:

H4. Interdependent self construal relates positively to social consumption motivation.

coal consumption motivations and attitude toward luxury

People employ consumption not only to satisfy basic physiological functions but to create a “self” and define one’s role in society. Consumption has now become a means of self-realization and identification, as consumers no longer merely consume products; they consume the symbolic meaning of those products, the “image”. Luxury consumption is one of the interesting aspects of consumption. They do not need these products for their survival, yet consumers are engaging in the consumption of luxury products (Teimourpour and Hanzaee, 2011).

Luxury is a key factor in differentiating a brand in a product category. Luxuries are defined in Webster’s as “non-essential items or services that contribute to luxurious living; an indulgence or convenience beyond the indispensable minimum” (Wiedmann et al., 2009). Wordiq(2004) defines it as a good at the highest end of the market in terms of quality and price. Also, Vigneron and Johnson (1999) define it as the highest level of a prestigious brand encompassing values such as perceived conspicuous value, perceived unique value, perceived social value, perceived hedonic value and perceived quality value.

Based on the above definitions of luxury, It is possible to say that luxury branded goods can be conceptualized from the viewpoint of product attributes or a consumption perspective. According to Turunen and Laaksonen (2011) the perceived product excellence earned through product attributes does not grant a branded product luxury status in itself. luxury status of a product is constructed by an individual, and instead of focusing only on objective product attributes of luxury items, more attention should be paid to the meaning construction of luxury, which arises in specific social context through an individual's perception. Indeed, It is in the dynamic interaction of individual and social context (i.e. symbolic interactionism), that social and personal meanings of luxury are created.
Vigneron and Johnson (2004), state that the psychological and social meanings of luxury brands, are the crucial characters that separate luxury items from non-luxury products. According to them, Luxury is an abstract concept, as its meaning is determined by personal and interpersonal motives and therefore, it is primarily built on consumer perception.

Thus, luxury brands may be important to individuals in search of status and representation. A research in the field of clothing brands has found that, prestigious brand name clothing is very important to adolescents. Also, a study of young status conscious consumers, found they “are more likely to be affected by a status brand’s symbolic characteristics, by feelings evoked by the brand and by the degree of congruency between the brand-user’s self-image and the brand image.” Researchers suggest that younger consumers spend more on branded products including status products (Eastman and Liu, 2012).

According to Gil et al. (2012), social consumption motivation means that individuals want to display their consumption behavior to others. Since, a set of values, attitudes, and lifestyle is manifested through consumption (Turunen and Laaksonen, 2011). Veblen (1899) is generally regarded as one of the first theorists to shed light on how the process of social comparison via the display of status symbols operated. Veblen argues that consumer demand for services and goods derives from a need to establish social networks and a desire to emulate higher social classes and economic groups. (Patsiaouras and Fitchett, 2012). Tsai (2005), and Vigneron and Johnson (2004) mentioned to the influence of the self and external world on luxury brand consumption. In Tsai (2005), and Vigneron and Johnson (2004) research, the impact of social influence on consumers’ luxury brand purchase intention was discussed and empirically supported. According to Tsai (2005), socially oriented consumers are motivated to possess luxury brands in order to display their status and success to their targeted social groups. This would be especially important in luxury brands which are known internationally (Hung et al., 2011) and it is important to say that there is evidence for age-related increases in emphasis on social comparison and self-presentation (Banerjee and Dittmar, 2008).

Gil et al. (2012) state that consumer interest and evaluation of different brands (evaluative attitude toward luxury brands is an individual's general opinion about luxury brands and Interest toward luxury brands implies that a brand is considered to be significant for an individual) often reflect a strong tendency to identify with the brand’s symbolic nature and to identify with their own social motivations. According to them, social consumption likely predicts the interest and evaluative attitude towards luxury brands.

**Role of materialism**

Materialism is the interest in acquiring goods and the importance one attaches to worldly possessions (Belk, 1985). It refers to the belief that material objects are important and valuable. Thus, a materialistic person is someone who values material objects highly (Larsen et al., 1999) and finds that possessions play a central role in his/her life (Teimourpour and Hanzaei, 2011). According to (Richins, 2004) Materialistic values reflect “the importance ascribed to the ownership and acquisition of material goods in achieving major life goals”.

Materialism is increasing, especially among young people. In a recent cross-cultural study with respondents from the USA, Turkey and Denmark, evidence is found that materialistic values are spreading globally (Shukla, 2012). In a study conducted in the U.S, it was found that two-thirds of college students in 1967 mentioned the importance of developing a meaningful philosophy of life was very important to them, and money was not at the forefront of their preoccupation. However, by 1997, those figures were reversed (Bindah and Othman, 2011). Compared with individuals in the 60’s and 70’s, young people today place more emphasis on earning a lot of money but less emphasis on work (Larsen et al., 1999). Researchers have shown that the percentage of American first-year college students that reported that “being very well off financially” was a “very important” or “essential” life goal rose from 39% to 75% between 1970 and 1993 (Rose and DeJesus, 2007).

Richins (2004) postulates that a highly materialistic person believes that the acquisition of material goods is not only a central life goal but also a key to self-definition and happiness, and a prime indicator of success and status. Thus, perceived social and personal benefits of material goods are regarded as an important facet of materialism (Banerjee and Dittmar, 2008).

In a general sense, materialistic consumers find possessions desirable and tend to devote more time and energy to product-related activities (Belk, 1985). Research has also found that materialistic consumers rely heavily on external cues, favoring those possessions that are worn or consumed in public places (Richins and Dawson, 1992). This can be associated with the materialistic understanding that possessions serve as a single source of communicating and portraying impressions of who they are and what their status or position is (Teimourpour and Hanzaei, 2011). So, Social motivation (attention-to-social-comparison-information) and materialism appear to be important factors in making purchase decisions (Heaney et al., 2005). Previous findings positively relate prestige sensitivity to social consumption motivation. According to Gil et al.(2012), given that prestige sensitivity might be an indicator of materialism, one might conclude that materialism would also be positively related to social consumption motivation.
In summary, materialism can influence what motivates a person to consume.

H6. Materialism relates positively to social consumption motivation.

Materialists place a high level of importance on acquiring more possessions (Belk 1985). Consumers more materialistically driven have also been found to be more conscious than less materialistic consumers regarding the design, aesthetic appeal, and other appearance features related to their possessions (Kozar and Marckett, 2011). As reported by Richins (1994), this perception likely influences purchase decisions and as Schor (2004, p. 13) states, Adolescents today are “...the most brand-oriented, consumer-involved, and materialistic generation in history” (cited in Chaplin and John, 2010). So examining the relation of materialism and consumption of luxuries among teens is important.

In materialism view point, luxury items become more valuable (Teimourpour et al., 2013). Wong (1997) states that, Not only are materialists viewed as “driven” to consume more, they are also seen to focus on the consumption of “status goods”. According to her, If materialists believe that success can be visibly demonstrated through possessions, it stands to reason that expensive luxury goods would be a natural mechanism for doing so. Richins (1994) show that in comparison with low materialists, high materialists are more likely to value expensive objects, items that convey prestige, and objects that enhance social status and appearance of the owners.

H7a. Materialism relates positively to interest toward luxury brands.

H7b. Materialism relates positively to evaluative attitudes toward luxury brands.

Research model is depicted in Figure 2.

Table 1 represents the findings of previous researches that are related to this study.
Table 1. Related researches

<table>
<thead>
<tr>
<th>Author/s</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churchill &amp; Moschis (1979), Elliott &amp; Leonard (2004)</td>
<td>Peers appear to be important agents in adolescent consumer socialization, teaching these young people the “expressive” elements of consumption. Peer pressure may play an important role in arousal of consumption symbolism and materialism.</td>
</tr>
<tr>
<td>Teimourpour &amp; Hanzaei (2011)</td>
<td>Iranian culture decision making is based on group influence, so opinion leaders and group pressure are very important.</td>
</tr>
<tr>
<td>Campbell (1990)</td>
<td>Individuals with low self-concept clarity are more susceptible to and dependent on the social environment</td>
</tr>
<tr>
<td>Wong &amp; Ahuvia (1998)</td>
<td>Highly independent individuals are less susceptible to external influences such as social pressures</td>
</tr>
<tr>
<td>Tsai (2005)</td>
<td>Socially oriented consumers are motivated to possess luxury brands in order to display their status and success to their targeted social groups. This would be especially important in luxury brands which are known internationally.</td>
</tr>
<tr>
<td>Richins and Dawson (1992)</td>
<td>Materialistic consumers rely heavily on external cues, favoring those possessions that are worn or consumed in public places</td>
</tr>
<tr>
<td>Richins (1994)</td>
<td>In comparison with low materialists, high materialists are more likely to value expensive objects, items that convey prestige, and objects that enhance social status and appearance of the owners</td>
</tr>
</tbody>
</table>

METHODOLOGY

Sample and Study Setting
The study collected information from high school students in Qazvin, Iran. Participation was voluntary and a small gift was provided at the end. The data collection procedure was the survey, addressed to teens between 14 and 18 years old (based on interviews with experts, this range was selected, as they believed that this group are the most suitable group within adolescents to inform about the variables under study).

The instrument was the questionnaire developed by Gil et al. (2012). In this questionnaire: Self-concept clarity scale was developed by Campbell et al. (1996), this scale has 12 items. The independent and interdependent self-construal scale used was developed by Gudykunst and Lee (2003). This scale has 14 items for the first one and 11 items for the second. A four-item social consumption motivation measure, originally developed by Moschis and Churchill (1978) and updated by Moschis (1981) was used. Also, a short version of the attitude toward luxury measure created by Dubois and Laurent (1994) that fits the scope of this research was used. Peer peer pressure scale was developed by Santor et al. (2000). This scale has 11 items. 15 items assess teenagers’ materialism value. The measure was developed by Wong, Rindfleisch, and Burroughs (2003).

All items in this questionnaire are measured using a 1- to 7-point scale. The instrument was translated into Persian by a native speaker, then translated back into English by a different person who was affluent in English.

According to different geographical regions in Qazvin, stratified sampling is used as the method of sampling. First, 17 high school in different regions (base on the number of students in each region), selected by simple random sampling. Then the research team contacted the group of target schools by telephone. The research team asked them if they would agree to participate. In total, 9 schools accepted and out of 500 questionnaires dispersed to students in some classes; of the responses, 419 questionnaires were eventually used for the study.

Reliability and validity
For evaluating validity of questionnaires, content validity and construct validity were used. For testing content validity, we asked 8 experts to modify questionnaire if needed. These experts evaluated all implemented criteria in questionnaire and modified it. A pre-test of the questionnaire with 60 students was conducted prior to the actual survey to enable refinement of the measurement scales and to check for any ambiguous or loaded questions.

For reliability evaluation Cronbach’s alpha was utilized. The Cronbach’s alpha reliability of all the 8 latent variables were more than 0.6 (a >0.6), which indicated that all scales demonstrated good reliability.
RESULTS

Sample demographics
Respondents were asked about ten demographic characteristics: gender, age, ownership of mobile phone, products purchased with allowance money, job, parents' relationship status, parents' education, grade level, number of siblings, and the number of televisions and computers at home. A mixture of 48 per cent males and 51 per cent females offer a good balance of gender in the sample. Around 36 per cent of the respondents are 16, 35 per cent of them are 17, 18 per cent are 15 and around 10 per cent are 14 or 18 years old. 89 percent of the respondents own a mobile phone, even though 97 per cent of them do not have job. Almost more than half of the respondents have at least one television and computer at home, and nearly forty eight per cent spend their own allowances on clothes and shoes. In terms of school year, seventy five per cent are in the 2nd or 3rd grade. Around forty six per cent of the respondents have at least one brother or sister and parents of ninety five percent of the sample are married and they live with their parents.

Confirmatory factor analysis
We used LISREL 8.50 to perform a confirmatory factor analysis (CFA) on each construct. As necessary, we made revisions to the measurement model prior to estimating the structural model. After this, two items were removed: one from self concept clarity, and one from independent self-construal, because these two items were not significantly loading onto their factors (t-value <1.96).

A ratio of Chi-square to df ($\chi^2$/df) of <3, was used as an appropriate criterion; This was 2.1528 for independent self-construal, 2.5853 for interdependent self-construal, 2.693 for self-concept clarity, 2.9448 for materialism, 0.06 for social consumption motivation, 0.01 for evaluative attitude toward luxury brands, 2.7128 for interest toward luxury brands and 1.7642 for peer pressure. The root mean square error of approximation (RMSEA) is examined too. Conventionally, values of .08 or lower for the RMSEA are indicators of a well-fitting model. The values were 0.066 for independent self-construal, 0.062 for interdependent self-construal, 0.064 for self-concept clarity, 0.068 for materialism, 0.000 for social consumption motivation, 0.000 for evaluative attitude toward luxury brands, 0.064 for interest toward luxury brands and 0.043 for peer pressure. Also, in all cases, Goodness of Fit (GFI) and Adjusted Goodness of Fit (AGFI) were ≥0.90.

Using the revised measurement model, we estimated the structural model.

Structural equation model
Based on analysis by using WarpPLS 3.0, the relationship between independent and interdependent self-construal with social consumption motivations having beta coefficient 0.15 and 0.10 and P-Value is 0.16 for the first one and 0.18 for the second one. The results concluded that this two hypotheses can't be accepted. Also, results show social consumption motivation does not have any significant effect on evaluative attitudes toward luxury brands; Because of P-value that is more than 0.05. For detail results can be seen in Figure 3 and table 2. And as shown, the peer pressure does not mediate the relation of self concept and social consumption motivation; so hypothesis 2 is rejected too.

More details about Average variance extracted, composite reliability and R square for different factors are shown in table 3. As it's depicted, all AVE's are more than 0.5 and composite reliabilities are more than 0.7; so, the proposed research model closely fits the sample data. Also, R-squared values show the percentage of variance explained by the variables that point at them in the model; So, independent and interdependent self construal, self concept clarity and materialism contribute for the social consumption motivation about 18% and all of them(independent and interdependent self construal, self concept clarity, materialism, social consumption motivation) contribute for the evaluative attitude toward luxury brands near 3% and interest toward luxury brands near 24%.
Figure 3. Result finding

Table 2

<table>
<thead>
<tr>
<th>No.</th>
<th>hypotheses</th>
<th>Path coefficient</th>
<th>p-value</th>
<th>Standardized error</th>
<th>result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self-concept clarity → Social consumption motivation</td>
<td>0.15</td>
<td>&lt;0.01</td>
<td>0.059</td>
<td>Accept</td>
</tr>
<tr>
<td>2</td>
<td>self concept clarity → Social consumption motivation</td>
<td>0.08</td>
<td>0.15</td>
<td>0.073</td>
<td>Reject</td>
</tr>
<tr>
<td></td>
<td>Peer pressure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Independent self-construal → Social consumption motivation</td>
<td>0.15</td>
<td>0.16</td>
<td>0.155</td>
<td>Reject</td>
</tr>
<tr>
<td>4</td>
<td>Interdependent self-construal → Social consumption motivation</td>
<td>0.10</td>
<td>0.18</td>
<td>0.104</td>
<td>Reject</td>
</tr>
<tr>
<td>5a</td>
<td>Social consumption motivation → interest toward luxury brands</td>
<td>0.22</td>
<td>&lt;0.01</td>
<td>0.070</td>
<td>Accept</td>
</tr>
<tr>
<td>5b</td>
<td>Social consumption motivation → evaluative attitude toward luxury brands</td>
<td>0.08</td>
<td>0.13</td>
<td>0.045</td>
<td>Reject</td>
</tr>
<tr>
<td>6</td>
<td>Materialism → Social consumption motivation</td>
<td>0.31</td>
<td>&lt;0.01</td>
<td>0.042</td>
<td>Accept</td>
</tr>
<tr>
<td>7a</td>
<td>Materialism → interest toward luxury brands</td>
<td>0.37</td>
<td>&lt;0.01</td>
<td>0.049</td>
<td>Accept</td>
</tr>
<tr>
<td>7b</td>
<td>Materialism → evaluative attitude toward luxury brands</td>
<td>0.15</td>
<td>&lt;0.01</td>
<td>0.052</td>
<td>Accept</td>
</tr>
</tbody>
</table>
The major purpose of this study is to understand the impact of self on attitudes toward luxury brands among Iranian teens. In order to find this, the model presented by Gil et al. (2012) is examined among an Iranian sample. This article investigates the relation of different aspects of self (self concept, independent and interdependent self construal) on social consumption motivation and the effect of that motivation on attitudes toward luxury brand. Also, the impact of materialism on social consumption motivation and attitudes toward luxury, and the moderating role of peer pressure in the relationship of self concept and social consumption motivation are examined.

Our findings show that among three aspects of self that are presented in the model, self concept clarity has relation with social consumption motivation. This is consistent with Campbell (1990) and also Gil et al. (2012). But the relation of two other aspects, independent and interdependent self construal, with social consumption motivation, is rejected. This is contradictory with findings of Wong and Ahuvia (1998). Also, in the study conducted by Gil et al. (2012), Hypothesis three (negative relation between independent self construal and social consumption motivation) is accepted; this issue suggests further investigation. Another unexpected result is the rejection of hypothesis two; while different studies, like Churchill & Moschis (1979), and also Elliott & Leonard (2004), have shown the effect of peers on teens. Also, considering the collectivism culture in Iran and findings of Teimourpur and Hanzaee (2011) about the importance of group pressure in Iran, this result seems more surprising. More detailed research is needed since this relationship has a solid basis in theory.

According to the findings of this study, materialism is an important force in producing positive attitudes toward luxury brands among Iranian teens; this finding is consistent with Gil et al. (2012) and Richins (1994). The important role of materialism among Iranian is shown in the study conducted by Teimourpur and Hanzaee (2011) too. In addition, materialism associates positively with social consumption motivation, consistent with Gil et al. (2012) and Richins and Dawson (1992).

In this study hypothesis 5a is accepted, while the article published by Gil et al. (2012) reports that both parts of hypothesis 5 are rejected; Contradictory with Zhan & He (2012), Tsai (2005), Vigneron and Johnson (1999, 2004), Wiedmann et al.’s (2003). They state that “the unexpected finding of a negative association between social consumption motivation and evaluative attitude toward luxury brands contradicts conventional wisdom. Evaluative attitude toward luxury brand is what a teenager thinks about luxury brands, their personal opinion about luxury brands. In other words, evaluative attitude is an individual's view about luxury brands. A possible explanation for the result is that what one thinks about luxury brands is related more to personal values, not to the desire to impress others by acquiring prestigious or expensive brands.”

This study has implications for managers and academicians. Investigating the model presented by Gil et al. (2012) in a different culture can enhance understanding of deficiencies of the model. Also, this research confirmed the relation between self concept clarity and social consumption motivation in an Iranian sample. Marketing managers of luxury brands who want to target Iranian teens, should consider materialistic aspects as an important factor in their activities and plans. For example, they can show materialistic values of their products in their advertisings and so on. Also, they should consider that social consumption motivation effects interest toward luxury brands. As mentioned before, social consumption motivation is the level of importance that individual consumers place on what other consumers think or do prior to purchasing a product, or the desire to display consumption behavior to others. So managers should focus on the social and public aspects of their luxury products in Iran. As Teimourpour & Hanzaee (2011) also state, conspicuousness value is the most valuable item for Iranian consumers.

This research is not free from limitations. This study is conducted just in one city of Iran, investigating this model in different regions may reveal better understanding. In the future studies, the other methods of data collection like interview can be used because the questionnaire inherently has limitations. Also, operating the study among a specific socio-economic group of teens can be more useful and accurate.

Table 3

<table>
<thead>
<tr>
<th></th>
<th>AVE</th>
<th>Composite reliability</th>
<th>R square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interdependent self-construal</td>
<td>0.537</td>
<td>0.839</td>
<td></td>
</tr>
<tr>
<td>Independent self-construal</td>
<td>0.607</td>
<td>0.761</td>
<td></td>
</tr>
<tr>
<td>self concept clarity</td>
<td>0.541</td>
<td>0.820</td>
<td></td>
</tr>
<tr>
<td>Materialism</td>
<td>0.620</td>
<td>0.788</td>
<td></td>
</tr>
<tr>
<td>Social consumption motivation</td>
<td>0.617</td>
<td>0.865, 0.178</td>
<td></td>
</tr>
<tr>
<td>evaluative attitude toward luxury brands</td>
<td>0.564</td>
<td>0.863, 0.037</td>
<td></td>
</tr>
<tr>
<td>interest toward luxury brands</td>
<td>0.585</td>
<td>0.847, 0.246</td>
<td></td>
</tr>
<tr>
<td>Peer pressure</td>
<td>0.630</td>
<td>0.789</td>
<td></td>
</tr>
<tr>
<td>Peer pressure* self concept clarity</td>
<td>0.624</td>
<td>0.905</td>
<td></td>
</tr>
</tbody>
</table>

INTERPRETATION AND DISCUSSION

For example, they can show materialistic values of their products in their advertisings and so on. Also, they should consider that social consumption motivation effects interest toward luxury brands. As mentioned before, social consumption motivation is the level of importance that individual consumers place on what other consumers think or do prior to purchasing a product, or the desire to display consumption behavior to others. So managers should focus on the social and public aspects of their luxury products in Iran. As Teimourpour & Hanzaee (2011) also state, conspicuousness value is the most valuable item for Iranian consumers.
REFERENCES


