



CONSPICUOUS CONSUMPTION AND PURCHASE DECISIONS OF IPHONE PRO MODELS IN A DEVELOPING ECONOMY

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Abstract

This study examines how conspicuous consumption affects the purchase decisions of luxury brands in developing economies. The study's objectives were to examine the effect of bandwagon effect, the snob effect, social class signalling, and status consumption on purchase decisions of luxury brands. The study used a survey research design. The population size is unknown because there isn't a complete database of iPhone Pro users. Only respondents who now own and use Apple iPhone Pro models were targeted using a purposive sample technique, guaranteeing pertinent and knowledgeable answers. A total of one hundred and thirty-one (131) respondents completed the survey. Questionnaires are the data-generating tools used for this study. In testing the hypotheses in this study, the combined effect of the independent variables, which are bandwagon effect, the snob effect, social class signalling, and status consumption, shows that conspicuous consumption has contributed positively ($R^2=0.852$ and $P=.000$) to the purchase decisions of luxury brands. The study recommends that business owners and their marketing managers should consistently take the factors tested above into consideration when deciding on the purchase decisions of luxury brands in developing economies, as it affects the consumer buying behaviour.

Keywords: Conspicuous consumption, Purchase Decision, Consumer Behaviour, Luxury Brands, Developing Economies.

1. INTRODUCTION

Luxury brand consumption is no longer restricted to the wealthiest, Western, and industrialised nations. Nigeria, being a developing country, has always had a rich tradition of luxury. Lagos, Nigeria, is a developing country operating in a complex, challenging, and changing business environment embedded with (high-class and financially vulnerable) consumers who patronise these businesses. Aggarwal et al. (2025) claim that luxury brands mainly serve the higher classes by providing them with superior value, exclusivity, and aesthetic appeal. Luxury brands are still important and popular with consumers all around the world (Jaravaza et al., 2025). These consumers exhibit different behaviour towards the consumption of these luxury brands. In contrast to Abboud et al. (2023), low-power customers might not be able to get the service



results they want. Unlike the financially vulnerable consumers who want to feel among others, follow the bandwagon, and also force themselves to be seen as belonging to a high class that most of them do not fit into. Considering the extreme behaviour of these consumers, which might be objective or subjective, it has been observed that some of these consumers go to the extent of borrowing and applying for loans with interest to buy these luxury brands as it appeals to them, while others who do not have access to finance options, rent these luxury brands for the fulfilment of their wants for the time being. In contrast to the general belief that luxury brands are meant only for the rich. The study will cover broader mechanisms that drive conspicuous consumption to create a market for luxury brands in developing economies.

Researchers have been attempting to determine what influences these purchase decisions for a long time. Due to the consumers' increased awareness of the potential long-term consequences of their choices, consumers are becoming more conscious about what they buy than in the past (Jaiswal & Dixit, 2024). Consumers are less likely to purchase goods from a nation when they harbour hostility towards it (Khan et al., 2019). On the other hand, individuals may purchase a product manufactured in a certain nation for a variety of complex reasons related to their unique personalities, such as to demonstrate their affluence or to raise their social standing among their peers (Khan et al., 2012). Consumers are part of society, which has a direct contribution towards the choice being made on luxury brands. The effect of losing one's face can range from a minor inconvenience on one end of the spectrum to a complete hindrance to one's ability to engage in social interactions (Monkhouse et al., 2013). Like brands and things, organisations are anthropomorphised by both internal and external audiences (Martin, 2022). Achieving and sustaining appropriate levels of customer well-being are significant objectives for people, businesses, and governments (Abboud et al., 2023).

Luxury brands have drawn particular attention and are often sought after due to their compensating attributes when it comes to purchasing decisions. Luxury brands including Armani, Cartier, Chanel, Gucci, Apple, and Stella McCartney adopt sustainable marketing communications despite divergent opinions (Janssen et al., 2014). However, quality is more important to premium clients than sustainability (Steenkamp et al., 2010). Sustainable consumption is the usage of products and services to improve the quality of life and lessen negative effects on the use of environmental resources and waste generation during a product's life cycle (Soyer & Dittrich, 2021).

In recent years, sustainable consumer goods production, distribution, and recycling have grown in importance across a range of societal levels, including politics (accelerated at the EU level by the Green Deal), industry, trade, production, non-governmental organisations (NGOs), and consumer behaviour. The legislative framework and growing competitiveness in the sustainable production arena have motivated the digital industry to create and implement corporate responsibility policies and reveal them to stakeholders. In order to secure their clients' future



purchasing inclinations, numerous luxury businesses, both fast and slow, have begun setting their sustainability goals in accordance with the UN's Sustainable Development Goals (SDGs) (Beşe & Avşar, 2024).

Thus, the absence of thorough empirical data on the connection between conspicuous consumerism and iPhone Pro model purchases in emerging economies is the issue this study attempts to address. In particular, it is necessary to look into how consumers' decisions to buy iPhone Pro models are influenced by status-seeking behaviour, social influence, prestige perception, and self-image considerations. Closing this gap would help marketers, politicians, and researchers interested in luxury spending and high-end technological items better understand consumer behaviour in developing nations.

Research Objectives

This study aims to examine the impact of consumer buying behaviour on the sustainable purchase decisions of luxury brands in developing economies. The specific objectives are to:

- i. determine the influence of the bandwagon effect on sustainable purchase decisions of luxury brands in developing economies.
- ii. evaluate the significance of the snob effect on the sustainable purchase decision of luxury brands in developing economies.
- iii. establish the effect of Social Class signalling on the sustainable purchase decision of luxury brands in developing economies.
- iv. assesses the influence of Status Consumption on the sustainable purchase decision of luxury brands in developing economies.

2. LITERATURE REVIEW

Conspicuous Consumption

In The Theory of the Leisure Class, economist and sociologist Thorstein Veblen (1899) coined the term "conspicuous consumption" to refer to the habit of acquiring high-end goods to exhibit social status and wealth. Instead, Veblen argues that it is essential to demonstrate one's status. The deliberate acquisition, ownership, and use of goods and services that project a unique self-image to others, often linked to high economic and cultural value, is known as conspicuous consumption. Conspicuous consumption is not just about creating or influencing particular product preferences in a specific circumstance, even though it is often thought to be an innate characteristic that drives people to engage in extravagant forms of consumption to demonstrate their individuality through product selection and use (Tor-Kadioglu & Bozyigit, 2025). According to O'Cass and McEwen (2004), psychological and sociological variables are the primary drivers of conspicuous consumption.



Conspicuous Consumption of Luxury Brands as it relates to Africa

For example, wealthy women in West African nations like Nigeria frequently adopt traditional values that honour social standing and collective identity, motivating them to spend money on luxury items that signify prestige and heritage, such as custom apparel and handcrafted goods (Ezenagu, 2020). Gender is one of the elements influencing conspicuous consumption, according to claims. According to research, wealthy women's shopping decisions are greatly influenced by African cultural ideas, which reflect the diverse landscape of the continent (Petravičiūtė et al., 2021). According to Jaravaza et al. (2025), cultural festivals and ceremonies can stimulate substantial expenditures among these groups, since luxury goods frequently make significant contributions to social gatherings as well as to personal satisfaction.

Kaus (2013) argues that the black middle class in Africa prioritises the ostentatious purchasing of luxury items over the building of assets because they are under social pressure to demonstrate their achievement to others. Nieftagodien and Van der Berg (2007), however, argue that trade-offs are necessary since conspicuous consumption occurs after the asset scarcity stage is finished. Despite the possibility of personal debt accumulation, Burger et al. (2015) assert that black middle-class or middle-income Africans spend more on luxury goods and household assets than their white counterparts. It is possible to collect both home assets and luxury items simultaneously.

Drivers of Conspicuous Consumption and Identified Characteristics of Sustainable Consumers in Africa

Eastman and Eastman (2015) assert that social motivations, rather than emotional or self-rewarding ones, are the only external drivers of the conspicuous consumption of luxury brands. Below are the identified characteristics of sustainable consumers in Africa that serve as drivers of their conspicuous consumption:

1) Conspicuous consumption: The extravagant, public display of one's riches and social standing is sometimes known as conspicuous spending, or the Veblen Effect (Eastman & Eastman, 2015). According to Veblen's theory, prestige and wealth are immaterial concepts that cannot be seen. Accordingly, the manifestation of wealth necessitates a material and observable outlet or channel to become apparent because it is intangible (Kaus, 2013). Among other things, conspicuous consumption can be done to improve one's social status judgments. According to O'Cass and Siahtiri (2013), conspicuous consumption refers to how people attempt to attain and exhibit social status by indicating to others their wealth through the symbolic meanings infused in the pricey items they purchase.

2) The bandwagon effect: In addition to the ostentatious purchasing of luxury items, the bandwagon effect is an external motivation for status. The "bandwagon effect" is a form of status consumerism that happens when consumers purchase luxury products in an effort to fit in or be accepted into specific upper social class groups (Eastman & Eastman, 2015). Shukla (2012)



asserts that bandwagon consumers are obsessed with social approval and identifying with and wanting to be a part of elite social class groupings. As a result, bandwagon buyers identify with their favoured social class groupings by purchasing premium status items. As a result, these buyers seek luxury products that have symbolic meanings associated with the individuals they like to befriend.

3) The Snob effect: The snob effect is fuelled by prestige and ostentatious consumption, claim Eastman & Eastman (2015). Hudders (2012) defines the snob effect as a consumer's need for exclusivity. According to this researcher, snobs use prestige items that are out of reach for many people to satisfy their desire for exclusivity and high status. More costly prestige items are typically consumed by snobs. This is because the cost of a product typically prevents the majority from adopting it. As a result, snobs are willing to spend extra for some unique and exclusive luxury products to show others how different and unattainable their social standing is (Eastman & Eastman, 2015).

4) Social Class Signalling effect: According to Anderson and Kilduff (2009), social class is defined as one's position in society relative to others. An individual's level of prestige is determined by their social standing, which ranges from relatively low to middle-class to upper-class statuses (Kraus et al. 2012). According to researchers like Kraus et al. (2012), a person's social class is based on their resources, which include both social and economic resources. According to Savage et al. (2013), social and cultural capital determine socioeconomic class. These academics also contend that the former is connected to one's social networks, which may result from one's occupation, financial status, ancestry, or residential areas. According to McMullin and Cairney (2004), social class can also affect how they are viewed by those in a different social class.

5) Status Consumption: According to Han et al. (2010), status is a person's perceived importance or prestige. Additionally, they claim that status is how society values or prioritises a person or group of people, which gives the status holder a sense of power (Rucker & Galinsky, 2008). Among other aspects linked to prestige, status can also be considered success, wealth, and power (O'Cass & McEwen, 2004). One can be considered to have reached a certain level of status based on these variables (Souiden et al., 2011). In addition, status is an idea that is socially constructed, intangible, and requires evidence to be shown to have form. Therefore, among the different ways that status can be portrayed or exhibited are costly assets, prestigious non-durable commodities, and experiences (Han et al., 2010).

Empirical Review

Without a doubt, one of the most important problems noted in the literature is the disparity in customers' sustainable purchasing decisions regarding luxury brands. Miemczyk et al. (2012) offer a structured literature review on sustainability in supply chain management and purchasing



that goes beyond the conventional environmental and social sustainability. The idea of sustainability is reviewed in the article at the dyad, supply chain, and network inter-organisational analysis levels. The report summarises indicators used to examine sustainability across organisational borders and dissects the scope and character of previous studies. Two distinct patterns in the types of research that have been done are identified by this study. While the second focuses more on a tendency to address environmental sustainability than social sustainability, the first focuses on internal or dyadic challenges.

To further grasp the latent construct, empirical research has examined many aspects of sustainable advertising's credibility (Barchiesi et al., 2018). To develop enterprises' accountability, for instance, the brand's product design and marketing tactics are crucial. But in order for a brand to be considered credible, a customer must believe that it is both willing and able to consistently deliver on its promises (Martín-Consuegra et al., 2018).

Additionally, Martín-Consuegra et al. (2018) discovered empirical proof that increases purchase intention and enhances brand image due to brand credibility. Wang and Yang (2010) previously examined the relationship between customer purchase intention in emerging countries and brand credibility, which is comprised of attractiveness, competence, and trustworthiness, with a particular emphasis on the Chinese automotive sector.

Furthermore, Lili et al. (2022) found a strong correlation between purchase intention for sustainable cosmetics and brand credibility, indicating that consumers are concerned about a company's capacity to support its claims. Their study's findings are consistent with the theory that consumers give careful thought to brand reputation when making fashion purchases.

Nguyen et al. (2023) studied the sustainable fashion practices of high-end boutique fashion firms in Vietnam: what works and what doesn't. According to their research, this study looked at the current sustainable fashion practices and challenges faced by luxury boutique fashion firms (LBFBs) in Vietnam. A series of in-depth interviews was conducted with twenty Vietnamese LBFB managers and founders. The findings show that sustainable practices promote sustainable lifestyles, support the use of local resources, strengthen ethnic cultures, and eventually contribute to the long-term expansion of boutique fashion companies. Nonetheless, the brands encounter several obstacles when interacting with their stakeholders, including a lack of internal resources, prejudice in consumer attitudes and purchasing patterns, and legal challenges to obtaining accredited environmental certification, all eroding sustainable practices locally. The study did not conduct survey research; it only conceptualised existing literature. This study sought to bridge the theoretical and methodological gaps in their research.

In a study carried out in Bulgaria by Lichev (2017), understanding how psychological elements influence consumer behaviour is the goal of this study. It is an effort to answer important issues



in modern companies by combining economic and psychological expertise. Consumers are intricate sociopsychological beings, and their actions are influenced by a wide range of psychological traits and mechanisms. The scientific paper is interdisciplinary and considers the accomplishments of various sciences. Developing methods and models for appropriately integrating psychological and other information into economic practice is the main concept. This calls for educating the public and businesses on a variety of contemporary issues while also encouraging a shift in mindset to meet contemporary demands. The goal is to determine the points of reference for developing a thorough theoretical research model that will be put to the test experimentally and help to improve the operations of Bulgaria's commercial companies. Theoretical and knowledge gaps were identified in this study, which sought to bridge them.

Additionally, Piramanayagam et al.'s (2024) study expands on the Theory of Planned Behaviour (TPB) to examine the variables influencing guests' sustainable consumption behaviour (SCB) in upscale hotels. This study employed a quantitative cross-sectional method to investigate the variables influencing visitors' SCB. Between November 2021 and January 2022, 298 respondents provided data for the study using Google Forms. The outcome shows that visitors' attitudes toward sustainability have a major impact on their SCB when staying at luxury hotels. Perceived cost, perceived value, and perceived behavioural control are other important aspects that influence customers' sustainable consumption behaviour at luxury hotels. The study also shows that TPB is applicable and that its extension is necessary to comprehend people's SCB from the standpoint of perceived cost and benefit. Theoretical and knowledge gaps were also identified in the study which this study, which sought to bridge.

Oyalakun et al. (2022) studied how consumer buying behaviour influences the performance of Small and Medium Scale Enterprises in Nigeria. Their study did not cover luxury brands. They measure consumer buying decisions using cultural, psychological, social, and personal factors. Consequently, it is suggested that a consumer's propensity to buy the endorsed goods increases with their level of moral identification with the celebrity endorser (Martin & Tao-Peng, 2017). Considering the findings of previous researchers and the gaps that have been identified in the literature. This study sought to close the existing identified gaps in the literature reviewed by attempting to understand the broad difficulties that face consumers while making purchase decisions of luxury brands in developing economies, considering consumer buying behaviour. Furthermore, despite the abundance of studies on conspicuous consumption, the sustainable purchase decisions of luxury brands in developing economies are rarely the main emphasis. This leaves a gap in undertaking a study on the consumer buying behaviour and purchase decisions of luxury brands in developing economies.

Theoretical Review

Hedonic Consumption Theory (HCT)

The HCT theory was propounded by Holbrook and Hirschman (1982). HCT places a strong



emphasis on the emotive and sensory components of a consumer's product-purchasing and usage experiences. It presents the case that people seek out cheerful items or circumstances because doing so improves their overall well-being. Impulsive buying is often the outcome of this pursuit of pleasure, which is driven by the desire for immediate gratification or the anticipation of a satisfying emotional experience. Using a product's sensory and emotional aspects is known as hedonistic consumption, whereas impulsive buying refers to last-minute, impulsive purchases. Impulsive buying is greatly influenced by hedonistic shopping objectives such as adventure, thrill, and gratification. The theory goes that the pleasure that comes from buying and consuming encourages careless spending above and beyond needs. Feelings of accomplishment, pleasure, or excitement impact the emotional fulfilment that is a part of the hedonic experience of consumption (Cinjarevic et al., 2011).

Theory of Social Identity

According to Tajfel (2010), a person's involvement in social groups has an impact on their ego and self-esteem. According to Ellemers et al. (2002) and Tajfel (2010), the social identity idea refers to an individual's knowledge of belonging to a social group because of emotional and significant issues. Social identities are often linked to prominent identification traits and ongoing classifications like gender or ethnicity (Stets & Burke, 2003). In order to choose appropriate marketing tactics, businesses can anticipate how a customer will identify with particular social groupings, which makes social identification crucial in the business world (Algesheimer et al., 2005). Understanding different customer behaviours in luxury goods has been shown to depend on social identity (Khare, 2014).

Theory of Planned Behaviour

The corpus of previous research on luxury purchasing guides the choices used for the study. The most influential model for predicting human social behaviour is Ajzen's (1985) Theory of Planned Behaviour (TPB), which has been widely used to analyse consumer behaviour (Ajzen, 2011). Ajzen's explanation in the TPB states that behavioural intention, which is influenced by behavioural, normative, and control views on an action, determines behaviour (Ajzen, 1985, 1991). TPB has become widely accepted because it provides significant explanatory and predictive power in goal-oriented behaviour decision-making processes. According to the TPB, an individual's behaviour is determined by their attitudes, subjective norms, and perceived behavioural control, all of which are mediated by behavioural intention. These elements work together to influence both behavioural intention and actual behaviour (Ajzen, 2011).

The theory of planned behaviour (TPB) can be used to study purchase intention, as shown by interest in barriers and facilitators. Fundamentally, the theory of planned behaviour looks at behavioural, normative, and control beliefs to forecast the intentions of customers (Ajzen, 2011). According to Ajzen (1991), a purchase in this situation should result from a positive attitude, favourable subjective norms toward the luxury buy made online, and high behavioural control.



Ajzen (1991) asserts that the theory of planned behaviour is always susceptible to revealing a greater degree of variation in goal or behaviour. However, due to the following reasons, a new variable ought to be included in the original model: (1) A significant factor should influence the decision-making process. (2) It ought to be conceptually distinct from the earlier elements and stand alone. (3) It must fit a particular behaviour (Sharma & Akinwalere, 2023). To investigate attitudes, purchase intentions, and actual purchases related to sustainable consumption, several research has used TPB (Sheoran & Kumar, 2022). Despite its strength, it has been criticised for failing to take into account additional factors like prior behaviour, routines, and the perceived worth of an activity. To address this critique, numerous studies have recognised that TPB is amenable to expansion and change (Quoquab et al. 2019). The TPB has recently been expanded by numerous scholars with justification (Nimri et al., 2020).

3. METHODOLOGY

The study adopts mixed-method research that systematically sources data from selected customers of the iPhone Pro models (iPhone 13 Pro, 14 Pro, and 15 Pro), particularly among Federal University of Agriculture, Abeokuta, Ogun State, Nigerian students, who made up the study population. Because they actively participate in luxury brand consumption and buying decisions, these people were deemed appropriate for the study's goal of examining conspicuous consumerism in developing nations. The population size is unknown because there isn't a complete database of iPhone Pro users. Only respondents who now own and use Apple iPhone Pro models were targeted using a purposive sample technique, guaranteeing pertinent and knowledgeable answers. A total of one hundred and thirty-one (131) respondents completed the survey, yielding enough information for insightful analysis. A statistical data processing package called SPSS v23 was used to analyse the data obtained from the respondents with the use of inferential statistics to test the hypotheses. Furthermore, ethical considerations on the research were put in place, and issues such as confidentiality, participant information, and identification of participants/pseudonyms were all considered before the conduct of any empirical and field work.

4. RESULTS AND DISCUSSION OF FINDINGS

Regression analysis was used to test the effects of the independent variable on the dependent variables of the hypotheses.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.852	.847	.83184



a. Predictors: (Constant), Status Consumption, Bandwagon Effect, Snob Effect, Social Class Signalling

Interpretation of the Model Summary

According to the model summary, purchasing decisions for iPhone Pro models in underdeveloped economies are strongly correlated with conspicuous consumption aspects. The independent variables (status consumption, bandwagon effect, snob effect, and social class signalling) and consumers' purchasing decisions appear to be strongly positively correlated, according to the correlation coefficient ($R = 0.923$).

The chosen conspicuous consumption variables collectively explain 85.2% of the variation in iPhone Pro model purchasing decisions, according to the R^2 value of 0.852. This high explanatory power implies that social and symbolic consumption motivations, rather than only practical or utilitarian ones, are the main drivers of luxury smartphone purchases in developing nations.

The model's robustness is further supported by the adjusted R^2 (0.847), which shows that the explanatory power is still high even after accounting for the number of predictors. The model's dependability in forecasting iPhone Pro model purchases in developing economies is further supported by the comparatively low standard error of estimate (0.83184), which indicates a solid fit.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	500.874	4	125.219	180.963	.000 ^b
	Residual	87.187	126	.692		
	Total	588.061	130			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Status Consumption, Bandwagon Effect, Snob Effect, Social Class Signalling

Interpretation of ANOVA

According to the ANOVA results, the regression model is statistically significant ($F = 180.963$, $p < 0.001$), suggesting that the independent factors taken together significantly influence consumers' decisions to buy iPhone Pro models in developing nations.

This outcome demonstrates that the model explains purchase decisions more accurately than would be predicted by chance. Additionally, it confirms the combined significance of social class signalling, bandwagon effect, snob effect, and prestige consumption in explaining why consumers in developing economies decide to buy iPhone Pro models.

The model is appropriate for behavioural analysis in emerging market environments since the significance of the ANOVA highlights the systematic influence of conspicuous consumption-related factors on luxury smartphone purchasing decisions.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.383	.235		-1.632	.105
Bandwagon Effect	.172	.051	.151	3.357	.001
Snob Effect	.227	.070	.187	3.223	.002
Social Class Signalling	.729	.106	.499	6.886	.000
Status Consumption	.260	.110	.183	2.375	.019

a. Dependent Variable: Purchase Decisions

Interpretation of Coefficients

Each predictor's unique contribution to iPhone Pro model purchases in developing economies is revealed by the coefficient analysis.

i. Social Class Signalling ($p < 0.005$, $\beta = 0.499$)

Purchase decisions are most strongly and significantly influenced by social class signalling. This confirms the symbolic function of premium smartphones in developing economies by showing that users buy iPhone Pro versions largely to communicate social status, prestige, and upward social mobility.

ii. Snob Effect ($p < 0.005$, $\beta = 0.187$)

Purchase decisions are positively and considerably impacted by the snob effect, indicating that consumers are driven by uniqueness and exclusivity. People who want to stand out from the general public of smartphone users are drawn to iPhone Pro models.

iii. Status Consumption ($p < 0.005$, $\beta = 0.183$)

Purchase decisions are heavily influenced by status consumption, suggesting that in the context of developing economies, owning an iPhone Pro model is linked to social recognition, success, and personal achievement.

iv. Bandwagon Effect ($p < 0.005$, $\beta = 0.151$)



The bandwagon effect also has a major beneficial effect, suggesting that social trends and peer pressure push people to buy iPhone Pro models, particularly when these devices are extensively embraced by powerful reference groups.

Discussion of Findings

The hypotheses state that conspicuous consumption has no significant effect on the purchase decisions of luxury brands in developing economies. Following the analysis of the results of research hypotheses, we therefore reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), which states that conspicuous consumption has significant effects on the purchase decisions of luxury brands in developing economies. The result of this present study was in line with the study of Gabler et al. (2014), whose study concluded that conspicuous consumption influences the purchase decisions of luxury brands in developing economies. Based on the above, it is evident that the conspicuous consumption behaviour of consumers goes a long way in influencing the selection of different luxury brands.

5. CONCLUSION AND RECOMMENDATIONS

The bandwagon effect, snob effect, social class signalling and status consumption effects of consumers on the purchase decision of luxury brands in developing economies should be highly put into consideration when deciding on what to produce for consumers who make purchase decisions of luxury brands in developing economies. To satisfy luxury consumer expectations, managers also need to take into consideration the tested factors that affect their decision, into consideration when making managerial decisions based on the consumers' needs.

Contribution to knowledge

By expanding current theories beyond conventional luxury items to luxury technological products, particularly Apple iPhone Pro models, this study contributes to the literature on conspicuous consumerism and luxury spending in developing nations. The study uses Social Identity Theory to show how high-end smartphones function as symbolic consumption items that help users create, express, and strengthen their social identities. The empirical results demonstrate that social class signalling, snob effect, bandwagon effect, and status consumption all have a significant impact on purchase decisions. This confirms that consumers buy iPhone Pro models not only for practical reasons but also to signal social distinction, aspirational identity, and group membership within their social environment. This study will assist in contributing to the United Nations (UN) 2030 agenda (Goal 5: Gender Equality, Goal 8: Decent Work & Economic Growth, Goal 12: Responsible Consumption & Production, and Goal 17: Partnerships for the Goals).

Suggestion for Further Studies

The scope of a study determines whether additional research is necessary to investigate topics



not addressed by the study or to take advantage of the study's limits in order to shed light on the darkness and offer a better method of avoiding the constraints of earlier research.

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