

ABSTRACT

The primary focus of this study is to analyse the impact of self-discrepancies towards the status consumption with respect to the luxury car brands industry in Sri Lanka. After analyzing the research gap focusing on theoretical, literature and practice gap, researcher developed the problem statement for the study. Impulsiveness and materialism variables used as a mediator and moderator. Hypotheses were developed based on the objectives. The epistemological stance of the research was positivism and approach were deductive. Quantitative research strategy was used. Survey method used to collect the data and 7-point likert scale was used to measure each indicator. Final questionnaire was established after completing the pilot survey. Sample method used was multilevel mixed method. Data were collected through enumerators over 21 districts. 391 responses were selected for the study. SEM model was used to analyze the data. PLS-SEM method was used for the analysis over CB-SEM method to test the hypotheses. As per the findings, there was a significance relationship between self-discrepancy states and status consumption. Secondly, each sub variable has shown a significant relationship towards self-discrepancy. Impulsiveness was not mediating the relationship between self-discrepancy and status consumption. Materialism shown a significance moderation both at higher and lower level towards the status consumption. It was found that seven out of nine constructs given the high importance to the status consumption. Based on that, researcher has concluded that, relationship between self-discrepancy and status consumption has a significance relationship where this relationship further significance with the association of materialism. Therefore, researcher's recommendation to the marketing practitioners that, they should focused on the strategies they crafting to stimulate the self-discrepancies, should complement with the materialistic value to the consumers because consequences of the same will impact on status consumption behaviour specially concern to the luxury car brands industry of Sri Lanka. Finally, the, result revealed that, with the findings new extension of the self-discrepancy theory would give the great platform to the academia for future research.

Key words: Self discrepancies, Status consumption, Impulsiveness, Materialism, Luxury brands