

Luxury Consumption and Self-Esteem Dynamics: Mediating Role of Attitude Functions in Fashion Retailing - Evidence from Western Province in Sri Lanka

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The rapid growth of luxury fashion consumption in Sri Lanka's Western Province highlights the need to understand its psychological effects. While luxury goods are often associated with status and exclusivity, the mechanisms linking luxury consumption and self-esteem - particularly the mediating role of attitude functions - remain underexplored in the Sri Lankan context. This study aimed to investigate the impact of luxury consumption tendency on self-esteem and to examine the mediating role of attitude functions (social-adjustive, value-expressive, hedonic, utilitarian) among fashion consumers in the Western Province. A quantitative, cross-sectional survey of 384 fashion consumers (aged 18-50) in Sri Lanka's Western Province was conducted using simple random sampling and a validated questionnaire. Data were analyzed using SPSS with correlation, regression, and mediation analyses. Luxury consumption tendency showed a significant positive effect on self-esteem (correlation coefficient $r = 0.4$, regression coefficient $\beta = 0.38$, $p = 0.000$). Attitude functions were found to mediate the relationship between luxury consumption and self-esteem, with social-adjustive and value-expressive functions demonstrating the strongest mediating effects ($p = 0.000$ for both). The sample was balanced by gender (male: 50.0%, female: 50.0%), with the majority aged 22-39 years (60.0%). Luxury consumption tendency significantly enhances self-esteem among fashion consumers, primarily through the mediating effects of social-adjustive and value-expressive attitude functions. The findings suggest that marketing strategies in fashion retailing should account for the psychological functions of consumer attitudes to enhance self-esteem through luxury consumption.

Keywords: Attitude Functions, Luxury Consumption, Self-Esteem