Diverse Viewpoints on Consumerism, Possession and Materialism Due to Different Cultures

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This research study focuses on the relationship between the role of culture and different perspectives on consumerism, materialism, and possession. By surveying students at the University of Utah, I gathered information to help determine if Asians or non-Asians are more brand-conscious and if certain cultures view products from lines like Versace, Armani, and Coach differently. The research also wanted to see if there was a difference between males and females as well.

After analyzing the data, there are certain brands that people from almost every culture recognize and do not recognize. Both Asians and non-Asians recognized Ralph Lauren, Gucci, and Louis Vuitton about 90% of the time. The brands least recognized were Yves Saint Laurent, Emilio Pucci, and Hermes. There were differences in the order of recognition and the ability to name the brand. There is a high correlation between one's ability to recognize and name the brands for both Asians and non-Asians.

Overall females are able to recognize brands more than males. Both sexes can recognize cars easily than other items like shoes and purses, but males can accurately name the cars than females. There is a difference in which brands males and females can recognize, but the top brand that both sexes recognize is Ralph Lauren.

One of the hypothesis believed that Asians will consider the brands as luxury goods; famous brands, while non-Asians consider brands like Dolce and Gabanna a designer brand or high-end brand. In fact, Asians consider the brands as luxury goods, while non-Asians considered the same brands as high-class and expensive. Asians also name brands more quickly and accurately than other races and recognize more brands than non-Asians.

Culture does play a part in how people view consumer products. As for materialism and possession, some Asians have told me it is because their material possessions are one of the only things they truly have control over. Non-Asians tend to know the brands more from seeing it in the media or possessing the products themselves.