

## **IMPACT OF POPULARITY AND PEER PRESSURE ON ATTITUDES TOWARD LUXURY AMONG TEENS**

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### **ABSTRACT**

Peer pressure and popularity have always been important issues for teenagers, potentially impacting on teenagers' attitudes towards luxury, social consumption motivation and their self-concept clarity (how clearly teens view themselves). We empirically investigate these relationships using data from a sample of Brazilian teens and find that self-concept clarity has a significant effect on peer pressure, popularity and social consumption motivation, which itself directly impacts attitudes towards luxury items. The total sample consisted of 558 teenagers between the ages of 12 and 19 (grades 7 through 12). Hypotheses were tested using structural equation modeling.

**Keywords:** popularity, peer pressure, social consumption motivation, self-concept clarity, attitude toward luxury, teenagers

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