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Having less or saving more: the role of social responsibility perception in reducing guilt over luxury purchases

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Abstract

Purpose

This paper aims to challenge the notion that “having-less” – limiting consumption of scarce resources to a select few – represents a social responsibility route toward guilt reduction. It rather argues that “saving-more” – the purposeful pursuit of conscious and collaborative consumption – captures consumers’ true representations of responsible luxury which in turn reduces anticipated guilt.

Design/methodology/approach

Six experiments using different operationalizations of saving-more (vs. having-less) and a mix