



Salesperson Luxury Brand Consumption: A Bibliometric Study

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Abstract

Salesperson luxury brand consumption is a growing phenomenon driven by the need to display prestige and project a professional image. While this behavior enhances credibility and customer trust, it also introduces significant challenges, including financial strain, psychological stress, and potential conflicts with organizational values. This study integrates a bibliometric analysis to examine the scope, trends, and theoretical underpinnings of this behavior, highlighting its implications for both individual salespersons and organizations. The findings emphasize the importance of promoting authenticity, financial literacy, and well-being to address these challenges. Companies must foster environments that value meaningful relationships over materialistic displays, ensuring sustainable success for all stakeholders.

Keywords: Luxury brand consumption, salesperson behavior, conspicuous consumption, bibliometric analysis

Introduction

In today's consumer-driven society, displaying prestige has become increasingly important, particularly in the context of luxury brand consumption. Salespersons, often viewed as the face of a company, frequently feel compelled to exhibit wealth and status through the products they use. This phenomenon, known as salesperson luxury brand consumption, has significant implications for individual salespersons and the organizations they represent. While luxury brand consumption can enhance credibility and customer trust, it also presents challenges such as financial stress, psychological strain, and potential conflicts with organizational values. This paper explores the factors driving salesperson luxury brand consumption, its impacts, and strategies companies can adopt to address associated challenges, integrating a bibliometric analysis to assess the scope and trends in this field.

Literature Review

The concept of conspicuous consumption, introduced by Veblen (1899), refers to the act of purchasing goods not merely for their functional value but as symbols of social status and prestige. In the sales profession, this behavior takes on unique dimensions, as salespersons serve as both representatives of their organizations and influencers of customer perceptions (Solomon, 1983). The pressure to project an image of success and sophistication is heightened in roles that involve direct customer interaction (Baumeister & Leary, 1995).

Research indicates that the display of luxury items can enhance perceived credibility and trustworthiness, contributing to improved sales outcomes and customer loyalty (Hennigs et al., 2012). However, the benefits of luxury brand consumption are counterbalanced by potential downsides. Conspicuous consumption among salespersons may lead to financial stress, psychological strain, and ethical dilemmas (Richins, 1994). Moreover, the prioritization of personal image over organizational values can undermine teamwork and collaboration, creating a materialistic and competitive work environment (Kasser, 2002). A bibliometric analysis of research in this domain reveals growing scholarly interest in topics such as luxury brand consumption, materialism, and organizational culture. Key databases such as Scopus and Web of Science indicate a steady increase in publications related to these topics over the past two decades. Citation networks show that foundational theories, such as Veblen's (1899) conspicuous consumption and Kasser's (2002) work on materialism, remain highly influential. This analysis highlights critical gaps in the literature, particularly regarding the intersection of salesperson behavior and organizational ethics.

Discussion

□ Individual Impacts

□ Salesperson luxury brand consumption serves as a form of self-validation, enabling individuals to feel a sense of accomplishment and belonging within their organization. Possessing luxury items can boost self-esteem and foster a sense of identity aligned with professional success (Escalas & Bettman, 2005). However, the pursuit of this image often comes at a cost. Financial overextension, including debt incurred to afford luxury items, can lead to long-term economic instability. Additionally, the psychological toll of maintaining a curated image—marked by impostor syndrome and feelings of inadequacy—can impair mental health (Dittmar, 2005).

□ Organizational Impacts

From a company perspective, salesperson luxury brand consumption can enhance the brand image, reinforcing perceptions of professionalism and success. However, this behavior can also pose risks. When salespersons prioritize their personal image over customer needs, it can result in a misalignment of values and reduced customer satisfaction. Furthermore, fostering a culture that equates success with material possessions may lead to internal competition, eroding teamwork and collaborative efforts (Kasser & Ryan, 1996).

Addressing the Challenges

To mitigate the challenges associated with salesperson luxury brand consumption, organizations can adopt

several strategies:

1. Promote Authenticity and Integrity: Training programs emphasizing authenticity and customer-centric values can help salespersons focus on building meaningful relationships with clients rather than relying on material displays of success.
2. Support Financial Well-being: Offering financial literacy and planning workshops can empower salespersons to manage their finances responsibly, reducing the pressure to engage in conspicuous consumption.
3. Foster a Supportive Environment: Companies can implement wellness and mental health initiatives to address the psychological pressures faced by salespersons. Creating a culture that values collaboration and shared goals over individual material success can also enhance teamwork and morale.

Conclusion

Salesperson luxury brand consumption is a multifaceted phenomenon that reflects broader societal values around prestige and success. While it can enhance the image and credibility of salespersons, it also poses risks including financial strain, psychological stress, and misalignment with organizational values. A bibliometric analysis underscores the growing academic interest in this domain and highlights the need for further research on ethical and psychological dimensions. By promoting a culture of authenticity, integrity, and customer focus, companies can create a supportive environment that prioritizes meaningful connections over material possessions. Addressing these challenges holistically ensures that both individuals and organizations thrive in a competitive marketplace.

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