



EXAMINATION OF SELF-CONGRUITY AND STATUS CONSUMPTION FOR TAIWANESE CONSUMERS PURCHASING BLUE JEANS

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The purpose of this study was to investigate the influence of the self-congruity theory and status consumption on Taiwanese consumers' purchase of designer versus non-designer brand blue jeans.

Results were analyzed by One-Way Analysis of Variance and Wilch-Aspin F-test. Taiwanese consumers who purchased designer brand blue jeans considered themselves (actual image) more delicate, fashionable, sophisti-cated, fresh, sociable, trendy, and urban than those who purchased non-designer brand blue jeans. Consumers who purchased designer brand blue jeans would like to be seen (ideal image) as more charming, delicate, fashionable, fresh, sociable, sophisticated, trendy, and urban than those who purchased non-designer brand blue jeans. Respondents who purchased designer brand blue jeans had a higher self-congruity score, which indicated a higher level of discrepancy between product image and actual or ideal self-image, than those who purchased non-designer brand blue jeans. Taiwanese consumers who purchased designer versus non-designer jeans had a higher mean score for status consumption. Purchasers of designer brand blue jeans were older, more likely to be single, had higher income, and spent more on clothing than purchasers of non-designer brands.