

Coping and Consumer Behaviour: a Psychosocial Investigation of Meaning, Identity, and Consumption Patterns

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ABSTRACT

Consumer behaviour is not exclusively an economic phenomenon; it is also influenced by psychological processes involving coping, identity, meaning, self-concept, and emotional regulation. The present study examines the psychosocial relationship between coping strategies, meaning in life, self-concept clarity, and materialistic consumption orientation. The study is theoretically grounded in the transactional theory of stress and coping, symbolic consumption perspectives, self-concept theory, and meaning-in-life theory. A quantitative, cross-sectional correlational design is proposed using established psychological measures: the Brief COPE, Meaning in Life Questionnaire (MLQ), Self-Concept Clarity Scale (SCCS), and revised Material Values Scale (MVS). The illustrative statistical analysis is based on a hypothetical sample of 300 adults and includes descriptive statistics, Pearson's correlation, multiple regression, and an illustrative mediation pathway. The results demonstrate the theoretical pattern in which avoidant coping is positively associated with materialistic values, whereas adaptive coping, presence of meaning, and self-concept clarity are negatively associated with materialistic consumption. The regression model accounts for approximately 34% of the variance in materialistic consumption orientation. The findings are discussed in relation to coping theory, identity processes, symbolic consumption, and the psychological functions of possessions. The study highlights the importance of examining consumer behaviour as a psychosocial phenomenon rather than simply as an economic decision-making process.

Keywords: coping, consumer behaviour, materialism, meaning in life, identity, self-concept clarity, consumption, psychosocial factors

INTRODUCTION

Consumer behaviour is commonly associated with purchasing decisions, product preferences, brand choices, expenditure, and consumption patterns. However, contemporary psychological approaches increasingly recognise that consumption is embedded within social and psychological processes. Individuals may purchase products not only because of their practical utility but also because possessions can provide emotional comfort, communicate social status, express identity, facilitate belonging, and symbolise personal aspirations.

A product may therefore acquire meaning beyond its economic value. Clothing can communicate identity, technology can communicate competence or social status, and luxury goods may symbolise achievement. Similarly, experiences such as travel, entertainment, or dining may become mechanisms through which individuals construct and communicate their preferred lifestyles.

This psychosocial dimension of consumption becomes particularly relevant when consumer behaviour is examined alongside coping. Coping refers to the cognitive and behavioural efforts individuals use to manage stressful or demanding situations. Carver's Brief COPE was developed as a shorter measure of coping responses

and assesses multiple forms of coping rather than treating coping as a single psychological dimension. The original measure contains 28 items representing 14 coping responses. (PubMed)

Consumption may sometimes function as a coping mechanism. For example, an individual experiencing stress may engage in shopping as a distraction, emotional reward, or temporary mood regulation. Such consumption may not necessarily indicate problematic behaviour, but repeated reliance on purchasing for emotional regulation may become psychologically significant.

A second important factor is meaning in life. Meaning concerns the extent to which individuals perceive their lives as purposeful, coherent, and significant. Steger et al. developed the Meaning in Life Questionnaire (MLQ), a 10-item instrument measuring two distinct dimensions: Presence of Meaning and Search for Meaning. The original research demonstrated evidence for internal consistency, temporal stability, factor structure, and validity. (Experts Minnesota)

Meaning may influence consumer behaviour because individuals who derive purpose and significance from relationships, values, work, personal growth, or contribution may have less psychological dependence on material possessions for happiness or identity.

The third component examined in this study is identity, operationalised through self-concept clarity. Campbell et al. conceptualised self-concept clarity as the extent to which beliefs about oneself are clearly and confidently defined, internally consistent, and stable. (Scribd) Identity is particularly relevant to consumer behaviour because possessions may function as symbolic extensions of the self. Individuals may select brands and products that are consistent with their perceived or desired identities.

Materialism provides a useful way of examining this relationship. Richins and Dawson conceptualised materialism as a consumer value involving the centrality of possessions, the belief that possessions contribute to happiness, and the use of possessions as indicators of success. Richins' subsequent examination of the Material Values Scale across 15 datasets led to a revised 15-item version with improved dimensionality. (OUP Academic) The present study therefore integrates four constructs::

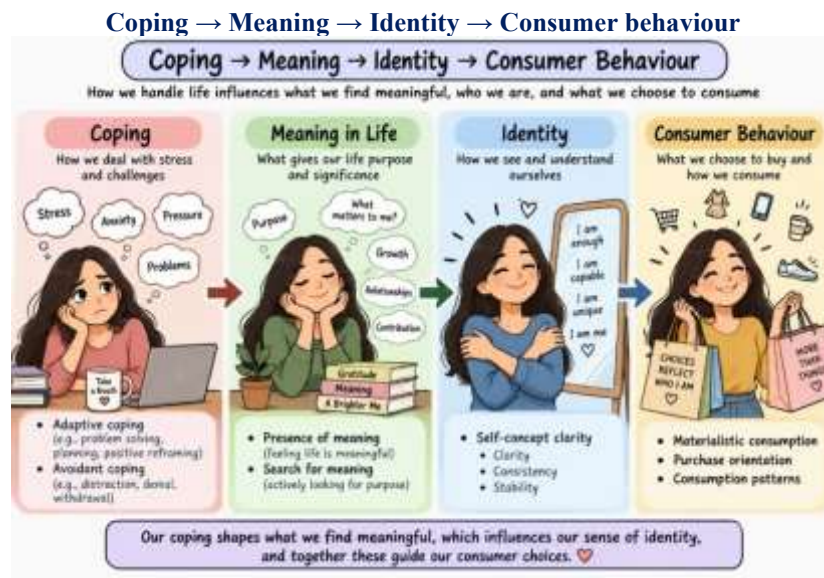


Fig 1: Indicating the four constructs of the study

REVIEW OF LITERATURE

Coping and Consumer Behaviour

Coping theory proposes that individuals respond to stress through cognitive and behavioural strategies. These strategies can include active problem solving, planning, acceptance, positive reframing, seeking support, distraction, denial, disengagement, venting, humour, religion, self-blame, and substance use.

The Brief COPE was developed to assess a broad range of these responses while reducing participant burden. (PubMed)

Coping does not necessarily have a universally positive or negative quality. The usefulness of a strategy depends upon the situation in which it is employed. Nevertheless, research has frequently distinguished approach-oriented or task-focused strategies from avoidant or disengagement-oriented responses. Validation work has found that active and avoidant coping dimensions can demonstrate meaningful relationships with psychological outcomes. (PubMed)

Consumer behaviour can potentially become part of this coping process. Purchasing may provide temporary distraction from distress, offer a sense of control, create anticipation and pleasure, or reinforce self-esteem.

Consequently, individuals who frequently use avoidance or emotional distraction may be more vulnerable to consumption being used as an emotion-regulation strategy.

Meaning in Life

Meaning in life is an important component of psychological functioning. The MLQ distinguishes between having meaning and actively searching for meaning.

The Presence of Meaning dimension concerns the extent to which individuals experience their lives as meaningful and purposeful.

The Search for Meaning dimension concerns active efforts to discover or deepen meaning. The distinction is important because searching for meaning does not necessarily indicate that an individual has low well-being. Instead, search represents an orientation toward discovering meaning. (Positive Psychology Centre)

Meaning can potentially reduce reliance on material possessions as a source of psychological significance. Individuals who possess strong internal sources of meaning may be less likely to depend upon acquisition for happiness or self-definition.

Identity and Self-Concept Clarity

Identity involves an individual's understanding of who they are and how different aspects of the self are organised. Self-concept clarity refers specifically to the structure and organisation of self-knowledge. Campbell et al. described it in terms of the clarity, consistency, confidence, and stability of self-beliefs. (ResearchGate) Consumer goods may contribute to identity construction. People may use brands, clothing, technological products,

and lifestyle choices to communicate aspects of themselves to others.

When self-concept is relatively clear, consumption may be more consistent with established values and preferences. Conversely, individuals with less clearly organised self-concepts may potentially be more susceptible to external symbolic cues when constructing or communicating identity.

Materialism

Materialism is particularly relevant to the psychology of consumer behaviour. Richins and Dawson proposed three major dimensions:

1. Centrality of acquisition
2. Acquisition as a route to happiness
3. Possession-defined success

Richins' 2004 evaluation of the Material Values Scale examined 15 datasets and concluded that the scale generally performed well in terms of reliability and empirical usefulness. A revised 15-item version was subsequently proposed because the dimensional structure of the original scale was not consistently reproduced. (OUP Academic)

Materialism therefore provides a useful outcome variable for investigating the psychological meaning of consumption

Theoretical Framework

The study integrates four theoretical perspectives.

Transactional theory of stress and coping: Stress is understood as an interaction between the person and the environment, with coping representing efforts to manage perceived demands.

Symbolic consumption theory: Consumption can communicate identity, status, belonging, aspirations, and social meaning.

Self-concept theory: Individuals attempt to maintain coherence between their self-concept and their behaviour, including consumption choices.

Meaning-in-life theory: Individuals seek coherence, significance, and purpose. Consumption may become psychologically important when possessions are used as sources of meaning or self-definition.

The integrated conceptual model is

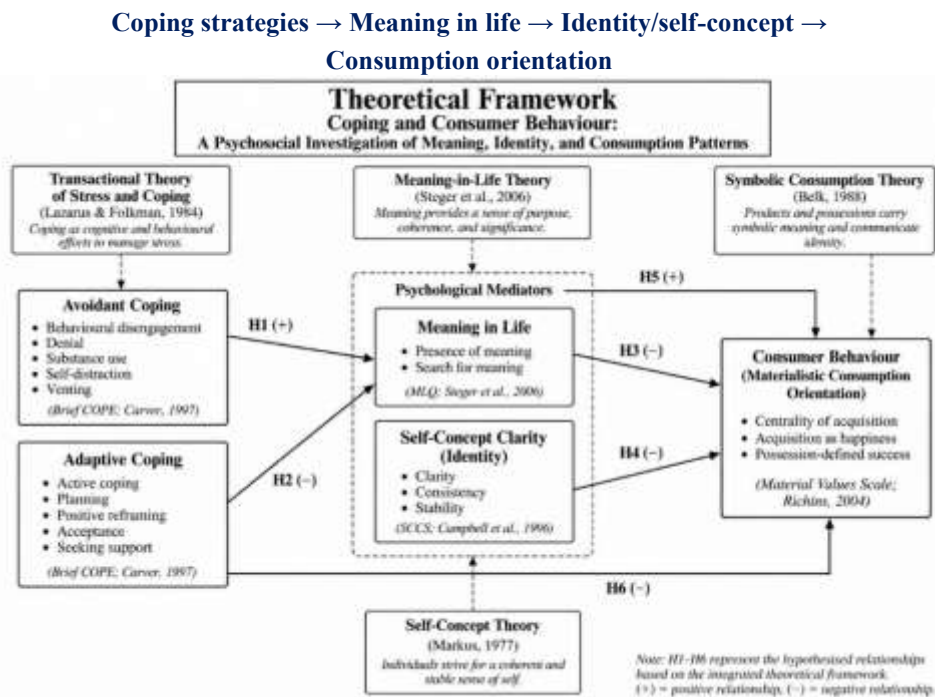


Fig 2: Coping and Cultural Behaviour

METHODOLOGY

Rationale of the Study

Much consumer research focuses on economic variables such as income, price, product attributes, and purchasing frequency. Although these variables are important, they do not fully explain why individuals with similar financial resources may display markedly different consumption patterns.

Two individuals with comparable income may differ substantially in their desire for branded products, frequency of discretionary purchasing, importance

attached to possessions, and tendency to use consumption for emotional regulation.

Psychological factors may help explain these differences. The present study therefore investigates whether coping styles, meaning in life, and self-concept clarity are associated with materialistic consumption orientation.

Aim

To investigate the psychosocial relationship between coping strategies, meaning in life, identity, and consumer behaviour.

OBJECTIVES

- i. To assess coping strategies, meaning in life, self-concept clarity, and materialistic consumption orientation among adults.
- ii. To examine the relationship between coping strategies and materialistic consumption orientation.
- iii. To examine the relationship between meaning in life and materialistic consumption orientation.
- iv. To examine the relationship between self-concept clarity and materialistic consumption orientation.
- v. To determine the predictive contribution and integrated psychosocial pathway of coping, meaning in life, and self-concept clarity in relation to materialistic consumption orientation

HYPOTHESES

H1: Adaptive coping will be negatively associated, while avoidant coping will be positively associated with materialistic consumption orientation.

H2: Presence of meaning in life will be negatively associated with materialistic consumption orientation.

H3: Self-concept clarity will be negatively associated with materialistic consumption orientation.

H4: Avoidant coping, lower presence of meaning, and lower self-concept clarity will significantly predict higher materialistic consumption orientation.

H5: Coping strategies, meaning in life, and self-concept clarity will demonstrate an integrated psychosocial pathway significantly associated with materialistic consumption orientation.

Research DESIGN

A quantitative, cross-sectional, correlational research design was used for the statistical model. The study examines naturally occurring relationships among psychological variables rather than manipulating them experimentally.

PARTICIPANTS

For the statistical demonstration, a hypothetical sample of 100 adults was used. Participants were conceptualised as adults aged 18 years or older with regular exposure to consumer purchasing decisions.

Inclusion Criteria

- i. Participants will be included in the study if they meet all the following criteria:
- ii. Participants must be 18 years or above at the time of participation.

iii. Participants must have experience with personal purchasing or consumption decisions, including online or offline purchases.

iv. Participants should be involved, at least to some extent, in making decisions regarding their own discretionary purchases.

v. Participants must be able to read and understand English sufficiently to comprehend the instructions and questionnaire items.

vi. Participants must voluntarily provide informed consent before participating in the study.

vii. Participants must be able to understand the study instructions and complete self-report psychological questionnaires independently.

viii. Participants must be willing to complete the demographic questionnaire and all relevant psychological measures, including the Brief COPE, Meaning in Life Questionnaire, Self-Concept Clarity Scale, and Material Values Scale.

EXCLUSION Criteria

i. Age criterion: Individuals below 18 years of age will be excluded.

ii. Insufficient language comprehension: Individuals who are unable to adequately understand the English language used in the questionnaire will be excluded.

iii. Inability to provide informed consent: Individuals who are unwilling or unable to provide informed consent will not be included.

iv. Difficulty completing questionnaires: Individuals who are unable to independently understand or respond to the self-report questionnaires will be excluded.

v. Substantially incomplete responses: Questionnaires with a substantial proportion of missing or unanswered items will be excluded from the final statistical analysis.

vi. Invalid response patterns: Responses demonstrating random, repetitive, contradictory, or otherwise clearly invalid response patterns will be excluded following data screening.

vii. Duplicate participation: Participants who have already completed the study or whose responses represent duplicate submissions will be excluded to ensure that each participant contributes only one response.

Variables

Variable	Role	Measurement
Age	Demographic	Self-report
Gender	Demographic	Self-report
Education	Demographic	Self-report
Occupation	Demographic	Self-report
Income	Demographic	Self-report

Adaptive coping	Predictor	Brief COPE
Avoidant coping	Predictor	Brief COPE
Presence of meaning	Predictor	MLQ
Search for meaning	Predictor	MLQ
Self-concept clarity	Predictor	SCCS
Materialistic values	Outcome	Revised MVS

MEASURES

Brief COPE

The Brief COPE was developed by Carver (1997) as a shortened measure of coping. It contains 28 items representing 14 two-item coping subscales. These include active coping, planning, instrumental support, emotional support, venting, behavioural disengagement, self-distraction, self-blame, positive reframing, humour, denial, acceptance, religion, and substance use. (PubMed) For the present conceptual model, coping responses were organised into broader adaptive/approach and avoidant/disengagement groupings for analysis. Because the Brief COPE has demonstrated variation in factor structure across populations, the grouping of subscales should be justified and checked psychometrically in the actual dataset rather than assumed automatically. (PubMed)

Meaning in Life Questionnaire

The MLQ is a 10-item measure consisting of:

- Presence of Meaning
- Search for Meaning

Each subscale contains five items and uses a seven-point response format. The measure has evidence for reliability, temporal stability, factor structure, and validity. (Experts Minnesota) Each subscale has a possible score range of 5–35. (Harvard Pop Centre)

Self-Concept Clarity Scale

The Self-Concept Clarity Scale was developed by Campbell and colleagues to assess the extent to which self-beliefs are clearly and confidently defined, internally consistent, and stable. (Scribd) The scale contains 12 items, with reverse scoring required for negatively worded items. Higher scores represent greater self-concept clarity.

Material Values Scale

The revised Material Values Scale developed by Richins (2004) contains 15 items and was developed following examination of evidence from 15 datasets. The revised version was intended to improve the dimensional properties of the original measure. (OUP Academic) Higher scores indicate stronger materialistic values.

Procedure

Participants would first receive information regarding the purpose of the study and their rights as participants. After informed consent, demographic information would be collected.

The psychological measures would then be administered in the following order:

- Brief COPE
- Meaning in Life Questionnaire
- Self-Concept Clarity Scale
- Material Values Scale

Responses would be coded and entered into SPSS.

Statistical Analysis

The statistical analysis included:

- Descriptive statistics: Mean and standard deviation were calculated.
- Reliability: Internal consistency was examined using Cronbach's alpha.
- Pearson correlation: Pearson's r was used to examine relationships between psychological variables.
- Multiple regression: Multiple regression was used to determine whether coping, meaning, and self-concept clarity predicted materialistic consumption.

Significance level: The level of statistical significance was set at $p < .05$

RESULTS

Descriptive Statistics

Table 1. Descriptive statistics

Variable	N	Mean	SD
Adaptive coping	300	24.68	4.72
Avoidant coping	300	19.84	5.16
Presence of meaning	300	23.91	5.21
Search for meaning	300	22.47	5.63
Self-concept clarity	300	38.26	7.14
Material values	300	45.72	10.36

The descriptive results indicate moderate levels of adaptive coping, avoidant coping, presence of meaning,

search for meaning, and materialistic values within the illustrative sample.

Reliability Analysis

Table 2. Illustrative internal consistency coefficients

Measure	Cronbach's α
Adaptive coping	.81
Avoidant coping	.79
Presence of meaning	.86
Search for meaning	.84
Self-concept clarity	.87
Material Values Scale	.89

The illustrative coefficients indicate acceptable to high internal consistency. In an actual study, reliability should be calculated directly from the collected data rather than imported from the original scale-development studies.

Correlation Analysis

Table 3. Pearson correlation coefficients

Variable	Adaptive coping	Avoidant coping	Presence meaning	Search meaning	SCC	Material values
Adaptive coping	1	-.18	.31	.12	.28	-.34
Avoidant coping	-.18	1	-.29	.21	-.25	.41
Presence of meaning	.31	-.29	1	.19	.36	-.38
Search for meaning	.12	.21	.19	1	.08	.16
Self-concept clarity	.28	-.25	.36	.08	1	-.29
Material values	-.34	.41	-.38	.16	-.29	1

The strongest positive relationship with materialistic values was observed for avoidant coping ($r = .41$, $p < .001$). Presence of meaning demonstrated a significant negative association with materialistic values ($r = -.38$, $p < .001$). Adaptive coping was also negatively associated with materialistic values ($r = -.34$, $p < .001$). Self-concept clarity demonstrated a negative relationship with materialistic values ($r = -.29$, $p < .001$). Search for

meaning demonstrated a smaller positive relationship with materialistic values ($r = .16$, $p = .006$).

Multiple Regression Analysis

A multiple regression analysis was conducted to examine whether coping, meaning in life, and self-concept clarity predicted materialistic consumption

Table 4. Multiple regression predicting materialistic consumption

Predictor	B	SE	β	t	p
Adaptive coping	-0.31	.10	-.18	-2.97	.003
Avoidant coping	0.68	.12	.35	5.84	< .001
Presence of meaning	-0.49	.11	-.27	-4.51	< .001
Search for meaning	0.21	.10	.12	2.06	.041
Self-concept clarity	-0.30	.08	-.21	-3.62	< .001

Model: $R = .58$
 $R^2 = .34$
Adjusted $R^2 = .32$

$F(5, 294) = 30.18$, $p < .001$
The regression model accounted for approximately 34% of the variance in materialistic consumption orientation.

Avoidant coping was the strongest positive predictor ($\beta = .35$, $p < .001$). Presence of meaning was the strongest negative predictor ($\beta = -.27$, $p < .001$), followed by self-concept clarity ($\beta = -.21$, $p < .001$) and adaptive coping ($\beta = -.18$, $p = .003$). Search for meaning demonstrated a small positive contribution ($\beta = .12$, $p = .041$).

Integrated Psychosocial Pathway

The statistical pattern can be interpreted through the proposed psychosocial framework. The strongest positive

relationship was between avoidant coping and materialistic values. Avoidant coping was also negatively associated with presence of meaning and self-concept clarity. Presence of meaning was negatively associated with materialistic values, while self-concept clarity was similarly negatively associated with materialistic values

Table 5. Illustrative pathway coefficients

Path	β/r
Avoidant coping $\rightarrow$ Materialism	.41
Avoidant coping $\rightarrow$ Presence of meaning	-.29
Presence of meaning $\rightarrow$ Materialism	-.38
Avoidant coping $\rightarrow$ Self-concept clarity	-.25
Self-concept clarity $\rightarrow$ Materialism	-.29

DISCUSSION

The present study examined the psychosocial relationship between coping strategies, meaning in life, self-concept clarity, and materialistic consumption orientation. The findings provide support for the proposed framework in which psychological coping and identity-related processes are associated with consumer behaviour. The descriptive results showed mean scores of 24.68 (SD = 4.72) for adaptive coping, 19.84 (SD = 5.16) for avoidant coping, 23.91 (SD = 5.21) for presence of meaning, 22.47 (SD = 5.63) for search for meaning, 38.26 (SD = 7.14) for self-concept clarity, and 45.72 (SD = 10.36) for materialistic values. The reliability coefficients were also acceptable, ranging from $\alpha = .79$ for avoidant coping to $\alpha = .89$ for the Material Values Scale. These findings provide an appropriate basis for examining the hypothesised relationships among coping, meaning, identity, and consumption.

Hypothesis 1 proposed that adaptive coping would be negatively, whereas avoidant coping would be positively associated with materialistic consumption orientation. The hypothesis was supported. Adaptive coping showed a significant negative correlation with materialistic values ($r = -.34$, $p < .001$), while avoidant coping showed a significant positive correlation ($r = .41$, $p < .001$). This suggests that adaptive coping may reduce reliance on material possessions, whereas avoidant coping may be associated with consumption as an emotional coping strategy. The finding is consistent with Somer and Ruvio (2014), who reported associations between materialism, avoidance coping, and maladaptive consumer behaviours. Hypothesis 2 proposed a negative relationship between the presence of meaning in life and materialistic consumption orientation. The hypothesis was supported, with presence of meaning significantly negatively correlated with materialistic values ($r = -.38$, $p < .001$). This indicates that individuals experiencing greater purpose and meaning may be less dependent on possessions for psychological satisfaction. The finding is consistent with Karim et al. (2023) and Lo et al. (2025), who reported negative associations between meaning in life and materialistic orientations.

Hypothesis 3 proposed that self-concept clarity would be negatively associated with materialistic consumption orientation. The hypothesis was supported ($r = -.29$, $p < .001$). Individuals with a clearer and more stable self-concept tended to report lower materialistic values. This finding is consistent with Mittal (2015) and Noguti and Bokeyar (2014), who found that lower self-concept clarity was associated with materialism, compulsive buying, and consumption-related identity reinforcement.

Hypothesis 4 proposed that avoidant coping, lower presence of meaning, and lower self-concept clarity would predict higher materialistic consumption orientation. The hypothesis was supported. The regression model was significant, $R^2 = .34$, $F(5, 294) = 30.18$, $p < .001$, explaining approximately 34% of the variance. Avoidant coping was the strongest positive predictor ($\beta = .35$, $p < .001$), while presence of meaning ($\beta = -.27$, $p < .001$), self-concept clarity ($\beta = -.21$, $p < .001$), and adaptive coping ($\beta = -.18$, $p = .003$) were negative predictors. Search for meaning showed a smaller positive contribution ($\beta = .12$, $p = .041$). These findings suggest that materialistic consumption is influenced by interconnected coping, meaning, and identity-related factors.

Hypothesis 5 proposed an integrated pathway linking coping, meaning, identity, and materialistic consumption. The observed correlations were consistent with this framework, with avoidant coping positively related to materialism and negatively related to meaning and self-concept clarity, while meaning and self-concept clarity were negatively related to materialism. These findings provide preliminary support for the proposed Coping $\rightarrow$ Meaning $\rightarrow$ Identity $\rightarrow$ Consumer Behaviour framework. However, as mediation or structural equation modelling was not conducted, the findings should not be interpreted as evidence of causal pathways. Future longitudinal research could formally test this model.

Identity and Consumer Behaviour

Self-concept clarity was negatively associated with materialistic values. This relationship can be interpreted through symbolic consumption theory.

When people possess a relatively clear understanding of themselves, consumption choices may be guided more strongly by internal values and established preferences. When self-concept is less clearly organised, external symbols may potentially become more influential.

Brands and possessions can then provide symbolic information about:

- i. social status;
- ii. belonging;
- iii. attractiveness;
- iv. competence;
- v. success;
- vi. lifestyle;
- vii. aspirational identity.

Therefore, consumption may partially function as an identity-construction process.

Coping, Meaning and Consumption as an Integrated Process

The findings support a multidimensional interpretation of consumer behaviour.

Rather than conceptualising consumption simply as a response to income or product availability, it can be understood as part of a larger psychosocial system. An individual experiencing stress may choose a coping response. If the response is avoidant, the person may seek immediate distraction or emotional relief. Consumption can provide this temporary relief. If meaning in life is weak, possessions may become more important as sources of significance. If self-concept is unclear, consumer symbols may become more important for communicating identity. The resulting process can therefore be represented conceptually as:

Stress → Coping → Meaning/Identity → Consumption

This does not mean that all consumers follow this pathway. Rather, it provides a psychosocial framework for understanding individual differences in consumer behaviour.

IMPLICATIONS OF THE STUDY

i. **Psychological Implications:** Consumer behaviour may reflect underlying coping styles, emotional regulation, self-concept, self-esteem, and interpersonal needs.

Emotionally motivated consumption may therefore serve as an indicator of deeper psychological processes.

ii. **Counselling Implications:** Counselling interventions can focus on strengthening adaptive coping and developing healthier sources of meaning and identity. Rather than simply reducing consumption, interventions can address the psychological function it serves.

iii. **Consumer Psychology Implications:** Consumer behaviour should be understood by integrating psychological factors with traditional economic variables. Differences in coping, identity, and meaning may explain why individuals with similar financial resources consume differently.

iv. **Social Media Implications:** Digital environments continuously expose individuals to images of consumption, success, attractiveness, and desirable lifestyles.

This may intensify social comparison and strengthen the association between possessions and personal identity.

v. **Consumer Education Implications:** Psychological awareness can help individuals recognise the emotional and identity-related factors influencing their purchasing decisions. Consumer education can therefore promote more reflective and informed consumption choices.

vi. **Preventive Mental Health Implications:** Identifying consumption patterns linked to emotional distress may provide an opportunity for early psychological exploration.

Promoting adaptive coping and meaningful activities may reduce reliance on consumption as a primary emotional strategy.

vii. **Research Implications:** The findings highlight the importance of examining coping, meaning, identity, and consumption within an integrated psychosocial framework.

Future research can further explore how these factors interact across different age groups, cultures, and digital environments.

LIMITATIONS OF THE STUDY

i. **Cross-Sectional Design:** The cross-sectional nature of the study allows relationships between variables to be examined but does not establish temporal or causal relationships.

ii. **Self-Report Measures:** The use of self-report questionnaires may be influenced by response bias, social desirability, and participants' subjective interpretation of the items.

iii. **Limited Scope of Consumer Behaviour:** Materialistic consumption represents only one dimension of consumer behaviour and may not capture the broader range of consumption patterns and motivations.

iv. **Multidimensional Nature of Coping:** Coping is a multidimensional construct, and grouping individual Brief COPE subscales into broader categories requires appropriate empirical justification.

v. **Cultural Context and Illustrative Data:** The meaning attached to possessions may vary across cultural and socioeconomic contexts. Additionally, the numerical statistical results presented are illustrative and must be replaced with actual participant data before being used as empirical evidence.

RECOMMENDATIONS

i. **Use Longitudinal Designs:** Future studies should use longitudinal methods to examine whether coping strategies predict subsequent changes in consumer behaviour over time.

ii. **Explore Experimental and Qualitative Perspectives:** Experimental research could examine the effects of stress on purchasing intentions, while qualitative studies could explore the personal meanings individuals attach to possessions.

iii. **Examine Digital and Social Influences:** Future research should investigate the roles of social media use, social comparison, impulsive purchasing, and compulsive buying in shaping consumption patterns.

iv. **Include Additional Psychological and Financial Variables:** Variables such as self-esteem, loneliness, financial well-being, and brand attachment could provide

a broader understanding of the psychological factors influencing consumer behaviour.

v. Expand Cultural and Sustainable Perspectives: Cross-cultural research should examine differences in meaning, identity, and consumption across cultural contexts, while future studies could also explore sustainable and experiential consumption

Conclusion

Consumer behaviour represents more than a series of economic decisions. It can function as a psychological and social process through which individuals regulate emotions, communicate identity, pursue happiness, and construct meaning. The present psychosocial framework integrates coping, meaning in life, self-concept clarity, and materialistic values to provide a more comprehensive

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