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DO CONSUMERS WITH HIGH NEED FOR UNIQUENESS PAY MORE? A STUDY OF THE RELATIONSHIP BETWEEN CONSUMER NEED FOR UNIQUENESS (CNFU) AND WILLINGNESS TO PAY (WTP)

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ABSTRACT

Purpose- The main objective of this study is to understand the impact of Consumer Need for Uniqueness (CNfU) on purchasing behavior. This impact is examined from a Willingness to Pay (WTP) perspective and it is aimed to understand whether and how CNfU is related with creating a consumer surplus for the brands.

Methodology- The paper uses survey-based data and a combination of statistical techniques, such as Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM). 376 participants responded to the survey shared online. Their behavior was measured by their past purchase behavior, which is, choosing a Vespa scooter or choosing a Honda scooter showing their willingness to pay more for a scooter.

Findings- It is revealed that creative choice counter conformity has positive influence on willingness to pay more for a prestigious motorcycle brand (buying a Vespa scooter instead of a Honda scooter, in this case). On the other hand, unpopular choice counter conformity and avoidance of similarity has no effect on choosing between a prestigious and a conventional budget motorcycle.

Conclusion- Possible conclusions might be that; 1) Creative choice has a positive connotation to it compared to unpopular choice and avoidance of similarity 2) avoidance of similarity and unpopular choice counter conformity tendencies may not have been activated by this specific type of product 3) unconventional choice is not exclusively dependent on CNfU but some other factors such as sensation-seeking and risk-taking. Lastly, the findings can definitely not be generalized to other products and services.

Keywords: Consumer need for uniqueness, customer behavior, willingness to pay, CNfU, NfU.
JEL Codes: M30, M31, L11

1. INTRODUCTION

Economics and other social sciences have long been approaching consumers from a behavioral perspective (Rogers, 1983; Burns & Brady, 1992). Specifically, customer's "sense of self", "self-identification" (Escalas, 2013), and Consumers' Need for Uniqueness (CNfU) have been the focus of various studies (Snyder & Fromkin, 1980; Lynn, 1991).

According to the uniqueness theory suggests, people are inclined to differentiate themselves when they perceive themselves similar to the others within their peer group (Snyder & Fromkin, 1980). When this happens, purchasing scarce / luxury / premium products is a common way to address their uniqueness needs (Asshidin, Abidin, & Borhan, 2016; Ross, Walsh, & Shreffler, 2014; Cheema & Kaikati, 2010; Wilcox, Kim, & Sen, 2009). Prestigious brands help individuals meet their CNfU (Hyun & Park, 2016) . However, not much is known about the relationship between CNfU and willingness to pay (WTP), when a consumer is confronted by two choices: a prestigious brand and a budget brand that only meets functional needs.

For products like motorcycles with thousands of components; design, manufacturing, and distribution is complex and costly (Kuo, Wei Hsu, Cheng Ku, Chen, & Hung Lin, 2012). Therefore, it is crucial for motorcycle manufacturers to unlock consumer surplus via premium and prestigious products. "The Italian icon" Vespa scooters exactly do that by using their 75-year heritage of originality and style (Vespa, 2022). The fact that most companies don't have such soft assets makes it important for them to understand how they can offer premium products that make consumers pay more. Moreover, the companies that lack information regarding customer's WTP fail relatively more than their competitors (Breidert, Hahsler, & Reutterer, 2006). Therefore, having more knowledge on what WTP is sensitive to is expected to simplify the design and testing of products that are most likely to be adopted by consumers.

Considering all these facts, the main objective of this study is to examine how CNfU is related with consumers' behavior towards premium and prestigious products and, as a result, contribute to fill the gap in the literature. It was aimed to accomplish this objective by developing a model that includes a CNfU measurement scale, a purchasing behavior construct and the relationship between them. The model is tested by analyzing the survey data using Structural Equation Modeling (SEM).

The paper is structured as follows. First the CNfU concept is examined. Second, the WTP concept and how it is related with CNfU is discussed. Third, the model is developed, the survey data is analyzed, and results are presented. Lastly, the results are discussed and concluded.

2. Theoretical Framework

2.1. Uniqueness Theory and the Consumer Need for Uniqueness (NfU)

Uniqueness theory suggests that many people need to feel unique to a certain degree (Synder & Fromkin, 1977; Ling, 2008) to identify their "self" in a meaningful way (Abosag, Ramadan, Baker, & Jin, 2020). This phenomenon is called Need for Uniqueness (NfU) and it has been studied by various social science fields (Bellezza, Gino, & Keinan, 2014; Schumpe, Herzberg, & Erb, 2016). NfU is the result of a perceived self-concept (Burns & Brady, 1992) and depends on the individual's internal motivation and perception of similarity within their social group (Snyder, 1992). People have unpleasant emotions when there is high similarity (Snyder & Fromkin, 1980) and go after moderate levels of uniqueness (Lynn & Harris, 1997) by not conforming to social group's norms (Asch, 1956). This "moderate level" implies that people feel uncomfortable when they exceed a specific level of uniqueness (Simonson & Nowlis, 2000) and go to extremes (Workman & Kidd, 2000; Schumpe, Herzberg, & Erb, 2016). In the circumstances, they can be punished by the society through a number of ways such as isolation and disapproval (Levine, 1989; Tian & McKenzie, 2001; Kruglanski & Webster, 1991). Therefore, there is a sweet spot of uniqueness for every individual due to situational and personal reasons (Imhoff & Erb, 2009).

People can signal their uniqueness through acquisition and utilization of products (Richins, 1994). In other words, they differentiate themselves, express their self-identities, and create a unique social image by possessing unique products (Tian & McKenzie, 2001; Berger & Heath, 2007; Chan, Berger, & Van Boven, 2012). The concept of pursuing uniqueness by consumption is called as consumer need for uniqueness (CNfU) (Asshidin, Abidin, & Borhan, 2016). Individuals can also buy similar products with other social groups' favorites, to feel unique in their current group (Chan, Berger, & Van Boven, 2012; Abosag, Ramadan, Baker, & Jin, 2020). Pursuing uniqueness through acquisition of non-conforming products is a safe move for individuals because it makes them feel unique yet it doesn't give much damage to the sense of assimilation within their group (Ruvio, 2008).

Briefly, consumers with high CNfU prioritize self-expression qualities over functionality of the product (Ding & Keh, 2016). There are basically three types of non-conforming choices: creative choice (Lynn & Harris, 1998; Dollinger, 2003), unpopular choice (Knight & Kim, 2007; Ross, Walsh, & Shreffler, 2014), and minority choice (Tian, 1997). In the following section, CNfU is examined from WTP perspective.

2.2. CNfU and Willingness to Pay (WTP)

Consumers approach prestige and functional brands differently (Lye, Venkateswarlu, & Barett, 2001). Prestige products are the targets of the consumers with high CNfU (Wilcox, Kim, & Sen, 2009; Chan, To, & Chu, 2015; Vigneron & Johnson, 2004), along with new and scarce products (Wu, Lu, Wu, & Fu, 2011; Cheema & Kaikati, 2010; Seo & Lang, 2019). Consumers are willing to pay premium prices for prestige products (Hyun & Park, 2016; Baber, Upadhyay, Kaurav, & Baber, 2020; Kumar, Paul, & Starčević, 2021; Das, Saha, & Balaji, 2021) because even the expensiveness itself can help consumers signal wealth and status (Veblen & Mills, 2017; Vigneron & Johnson, 2004). All in all, it means you are one of the few people who own that material (Butcher, Phau, & Sadat Shimul, 2017). Therefore, brands that propose conspicuous consumption can reap higher profits (O'Cass & Siahtiri, 2013; Roux, Tafani, & Vigneron, 2016).

Companies also need to be aware of their how to trigger consumers' WTP, to be able to design their prestigious products in a way to reach higher margins (Breidert, Hahsler, & Reutterer, 2006). Attributes such as brand perceptions and brand consciousness can lead to higher WTP (Ye, Bose, & Pelton, 2012). In addition, CNfU has an influence on consumers' WTP for prestigious products (Lee, Nin Ho, & Wu, 2018). Consumers with high CNfU are willing to pay more for symbolic meanings of subjective characteristics of a product (Holbrook & Hirschman, 1982; Butcher, Phau, & Sadat Shimul, 2017) and accumulation of memorable experiences (Choy, 2017) to promote their self-identity (Thomas & Saenger, 2017).

Briefly, consumers with high CNfU are inclined to pay more for a prestigious product to establish a distinctive image. This relationship is defined by the characteristics of the individual, group, situation, and the brand (Ling, 2008; Lascu & Zinkhan, 1999). The motorcycle products are discussed specifically and hypotheses are developed in the following section.

2.3. Hypothesis Development

As mentioned previously, there are considerable studies that reveal CNfU is an antecedent of purchase decisions (Wu, Lu, Wu, & Fu, 2011; Asshidin, Abidin, & Borhan, 2016; Liang & He, 2011). However, it shows little guidance as to whether they are willing to pay more for premium products. As individuals with high NfU are known to make relatively more unconventional associations (Dollinger, 2003) and opt for more unconventional choices than individuals with low NfU, it is decided to examine which factors of CNfU are in effect to make individuals to choose the brand with a similar functionality but higher price and prestige.

For this purpose, motorcycles are chosen as the subject of consumption, because public consumption has more relevance to visible social comparison (Shimul, Sung, & Phau, 2021). Vespa scooters is chosen as the prestigious brand (Lye, Venkateswarlu, & Barett, 2001) in this research. It has tremendous international recognition, symbolic power and commercial success created by Enrico Piaggio (Rapini, 2019). For its users, a Vespa forms a significant emotional attachment (Andika & Freddy Prisanto, 2019). On the other hand, Honda scooters is a mainstream low budget motorcycle (Krishnan, 2020; Kapoor & Ellinger, 2004). For its users, Honda is just a tool to meet their mobility needs.

As a result, initial hypotheses in this study assume that individuals with high CNfU are more likely to choose prestigious products (Vespa) and individuals with low CNfU would opt for low budget mainstream products (Honda). Since the CNfU construct has three widely accepted dimensions, namely creative choice counter-conformity, unpopular choice counter-conformity, and avoidance of similarity (Tian & McKenzie, 2001; Tian, Bearden, & Hunter, 2001), three hypotheses are developed as below:

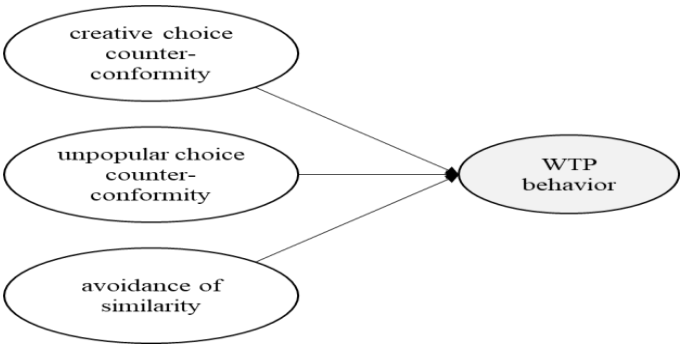
H1: Individuals with high creative choice counter conformity are more likely to pay more for prestige.

H2: Individuals with high unpopular choice counter-conformity are more likely to pay more for prestige.

H3: Individuals with high avoidance of similarity likely to pay more for prestige.

The model in Figure 1 emerged based on three hypotheses:

Figure 1: CNfU – Customer Behavior Model



The research methodology is explained in the following section.

3. RESEARCH METHODOLOGY

Our aim was to measure CNfU and consumer behavior regarding WTP in order to see the relationship between them. This study's premise was, Vespa owners have already showed a consuming behavior that reveals that they are willing to pay more for a prestigious brand. Likewise, Honda owners behaved in a way that shows they are not willing to pay more for prestige. Therefore, a survey is designed to measure CNfU and also query the type of motorcycle the respondents have. Twelve questions are asked using the scale developed by Ruvio et al. (2008).

In order to compare apples to apples, the survey was sent to Honda scooter and Vespa scooter communities on the Internet. 376 responses were deemed suitable for the final analysis.

Lastly, the data is analyzed taking the steps as follows:

- Exploratory Factor Analysis (EFA) and Reliability Assessment
- Confirmatory Factor Analysis (CFA) and Measurement Model Estimation
- Structural Equation Modelling (SEM) and Assessment of Model Fit

EFA is conducted using SPSS 28.0, a statistical package for social sciences (Tabachnick, Fidell, & Ullman, 2007). SPSS AMOS 28.0 was used to perform both CFA and SEM.

The details of these steps are explained in the following sections.

3.1. Data Collection Method and Instruments

The questionnaire was sent out online and motorcycle users were reached through Whatsapp groups of Vespa and Honda users. Ruvio et al. (2008)'s CNfU scale is utilized to measure the CNfU levels of the participants. Essentially, Synder and Fromkin (1980)'s NfU scale is widely used in the literature, however, it is problematic when it comes to consumer research (Lynn & Harris, 1998). To address it, a widely accepted and reliable CNfU scale (Clark, Zboja, & Goldsmith, 2007; Bian & Forsythe, 2012; Zhan & He, 2012) is developed by Tian et al. (2001), which is an application of the NfU scale in the consumer context (Ruvio, 2008). However, there are 31 measures in the scale, which makes it difficult to collect healthy data from the field (Ruvio, Shoham, & Brencic, 2008). Considering the survey completion time and accuracy, it is preferred to use the shortened and cross-culturally validated version of the CNfU scale developed by Ruvio et al. (2008). The scale includes four measures for each of the three dimensions (creative choice nonconformity, unpopular choice nonconformity, and similarity avoidance), making a total of 12 measures, hence 12 questions in the survey listed below.

Table 1: CNfU Scale Survey Questions

Related Dimension	**#**	**Variable Name**	**Please select the appropriate answer for each of the statements below**	**totally disagree**	**disagree**	**neither agree nor disagree**	**agree**	**totally agree**
creative choice counter conformity	1	CREA_COMBINE	I often combine possessions in such a way that I create a personal image that cannot be duplicated.	1	2	3	4	5
creative choice counter conformity	2	CREA_INTERESTING	I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.	1	2	3	4	5
creative choice counter conformity	3	CREA_BRAND	I actively seek to develop my personal uniqueness by buying special products or brands.	1	2	3	4	5
creative choice counter conformity	4	CREA_EYE	Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.	1	2	3	4	5
unpopular choice counter conformity	5	UNPOP_RULES	When it comes to the products I buy and the situations in which I use them, I have broken customs and rules.	1	2	3	4	5
unpopular choice counter conformity	6	UNPOP_VIOLATE	I have often violated the understood rules of my social group regarding what to buy or own.	1	2	3	4	5
unpopular choice counter conformity	7	UNPOP_SOCIAL	I have often gone against the understood rules of my social group regarding when and how certain products are properly used.	1	2	3	4	5
unpopular choice counter conformity	8	UNPOP_CHALLENGE	I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept.	1	2	3	4	5
avoidance of similarity	9	SIM_POPULAR	When a product I own becomes popular among the general population, I begin to use it less.	1	2	3	4	5
avoidance of similarity	10	SIM_AVOID	I often try to avoid products or brands that I know are bought by the general population.	1	2	3	4	5
avoidance of similarity	11	SIM_DISLIKE	As a rule, I dislike products or brands that are customarily bought by everyone.	1	2	3	4	5
avoidance of similarity	12	SIM_COMMON	The more commonplace a product or brand is among the general population, the less interested I am in buying it.	1	2	3	4	5

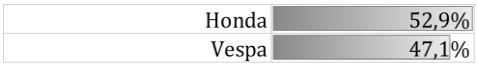
Source: Ruvio et al., 2008

Details are provided regarding the sample population information and descriptive analysis of the sample data in the following section.

3.2. Sampling

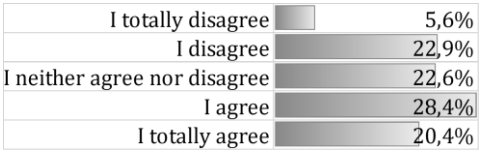
A total of 376 participants, 182 women and 194 men were surveyed. The sample population and the number of questions together are eligible for EFA, CFA and SEM studies.

Figure 2: Participants' Owned Motorcycle Brands



47,1% of the participants have Vespa scooters whereas 52,9% have Honda scooters (Figure 2).

Figure 3: The Distribution Of Participants 'Answers To The 12 Questions Of Cnfu Scale



Looking at the number of answers to the CNfU scale questions, 28.5% of the answers are "I disagree" or "I totally disagree". 48.8% of the answers are "I totally agree" or "I agree" (Figure 3). This may indicate a skewness in the direction of "high CNfU" for the sample population.

4. FINDINGS

As the first step of hypothesis testing, EFA is applied to the model. Despite a well-known and robust model from the literature is utilized; EFA is used for the refinement of the constructs. Prior to EFA analysis, reliability tests are applied for three dimensions of the scale. All of the dimensions are above 0.70 and eligible for EFA. The results are shown below in Table 2.

Table 2: Cronbach Alpha Reliability Test Results for CNfU Dimensions

Dimension	Cronbach's	Cronbach's Alpha Based on Standardized	N of items
creative choice counter	.824	.824	4
unpopular choice counter	.825	.828	4
avoidance of similarity	.880	.880	4

4.1. EFA

EFA is conducted using varimax rotation and Principal Component Analysis (PCA) extraction method. The results of the analysis indicate that the sample population is adequate for EFA; as KMO measure of sampling adequacy is calculated as 0.904. The bivariate correlations among the extracted scales' items are significantly different from zero according to BTS. KMO and BTS results are shown below in Table 3.

Table 3: KMO And Bartlett's Test For Cnfu Scale

Kaiser-Meyer-Olkin Measure of Sampling		.904
Bartlett's Test of Sphericity	Approx. Chi-Square	1509.86
	Df	66
	Sig.	>.001

After the first run of EFA, 2 components were extracted, which have eigenvalues more than 1, explaining the 62.29% of the total variance. Two measures of "unpopular choice", UNPOP_SOCIAL and UNPOP_RULES have merged with 4 measures of "creative choice". The remaining two measures of "unpopular choice", UNPOP_CHALLENGE and UNPOP_VIOLATE have merged with 4 measures of "avoidance of similarity" (Table 4).

Table 4: Final EFA Results

Initial Dimension	Variable Name	Comp 1	Comp 2
creative choice	CREA_EYE	0,836	<0.5
creative choice	CREA_INTERESTING	0,784	<0.5
creative choice	CREA_BRAND	0,684	<0.5
creative choice	CREA_COMBINE	0,669	<0.5
unpopular choice	UNPOP_SOCIAL	0,699	<0.5
unpopular choice	UNPOP_RULES	0,643	<0.5
avoidance of similarity	SIM_DISLIKE	<0.5	0,831
avoidance of similarity	SIM_POPULAR	<0.5	0,814
avoidance of similarity	SIM_AVOID	<0.5	0,760
unpopular choice	UNPOP_CHALLENGE	<0.5	0,742
unpopular choice	UNPOP_VIOLATE	<0.5	0,625
avoidance of similarity	SIM_COMMON	<0.5	0,572

Therefore, initial CNfU scale dimensions in this study have changed after EFA runs. For the time being, these dimensions will be called as "component 1 and component 2" for practical reasons. New and improved reliability values for new components are listed in Table 5.

Table 5: Cronbach Alpha Reliability Test Results After Cnfu Dimension Restructuring.

Dimension	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
Component 1	.847	.846	6
Component 2	.870	.871	6

Most of the inter-item correlation values of two components are below 0.5, which is not very promising, yet the items are kept for CFA and SEM steps. CFA is conductes as the next step.

4.2. CFA

Using SPSS AMOS 28, a CFA is run for the model. When the measurement model is estimated by CFA, five dimensions of construct validation are assessed. Construct validity requires; (1) unidimensionality of a construct (2) reliability, (3) convergent validity, (4) discriminant validity, and (5) nomological validity (Anderson & Gerbing, 1988; Steenkamp & Van Trijp, 1991).

Model fit measures are listed in Table 6 and the values are not promising for SEM.

Table 6: Model Fit Measures

Measure	Value
Chi-square/df (cmin/df)	5.235 (almost acceptable, should be < 5)
CFI	.848 (almost acceptable, should meet > .90)
GFI	.827 (almost good, should meet >.90)
AGFI	.745 (not acceptable, should be > 0.90)
RMSEA	.138 (not good, should be < .05)
NFI	.820 (almost acceptable, should be > 0.90)

Squared Multiple Correlations (SMC) are examined and most of the values emerged greater than 0.5. However, UNPOP_SOCIAL, UNPOP_CHALLENGE, CREA_COMBINE, and UNPOP_VIOLATE items have SMC values below 0.5. These items were deleted to improve model fit measures. In addition, covariances between error terms are examined. The ones with high modification indices values are treated accordingly.

After these treatments, model fit values improved significantly (Table 7).

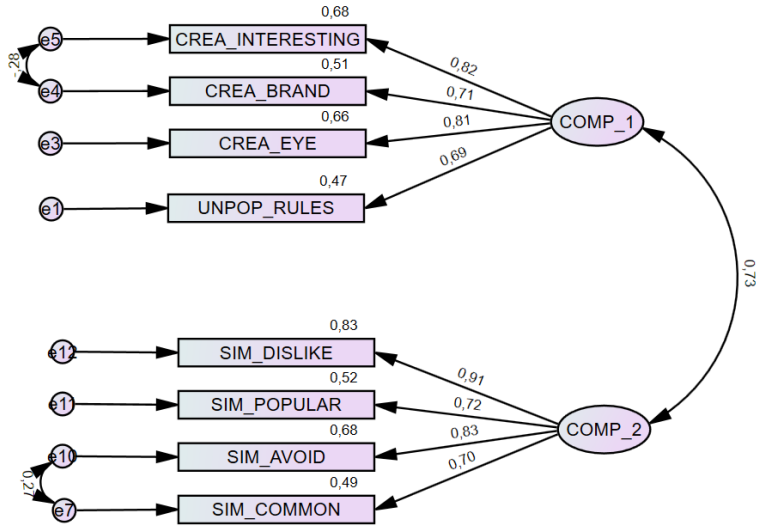
Table 7: Model Fit Measures after Model Treatment

Measure	Value
Chi-square/df (cmin/df)	2.116 (acceptable < 5)
CFI	.980 (meets > .90)
GFI	.962 (good >.90)
AGFI	.920 (recommended > 0.90)
RMSEA	.071 (acceptable, should be < .05)
NFI	.963 (recommended > 0.90)

In terms of convergent validity, t values emerged as significant. In addition to t values, Average Variance Extracted (ρv - AVE) values are calculated for each measure and all of them are greater than 0.6 whereas "greater than .5" is acceptable. Moreover, composite reliability of each measure is greater than 0.9, whereas "greater than 0.7" is acceptable.

Following the construct validity test steps, the final model has emerged as shown in Figure 4.

Figure 4: Final Model that Passed CFA



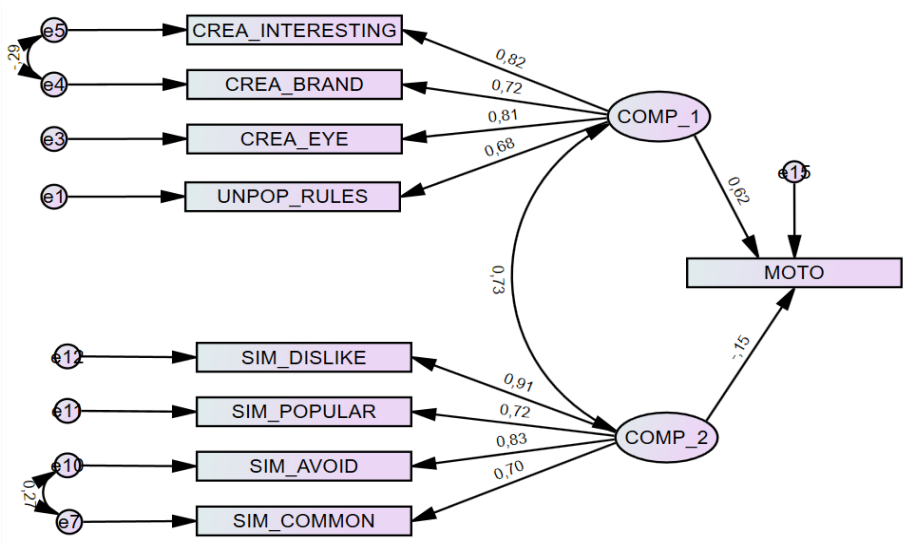
SEM analysis steps are explained in detail the following section.

4.3. SEM

Using SPSS AMOS 28, a SEM is run for the model. Results are shown in Figure 5. At the first look, it can be seen that the updated CNfU scale works very well. All the standard regression weights (SRW) are higher than 0.70, except for the UNPOP_RULES, having a SRW of 0,68, that is very close to 0.70.

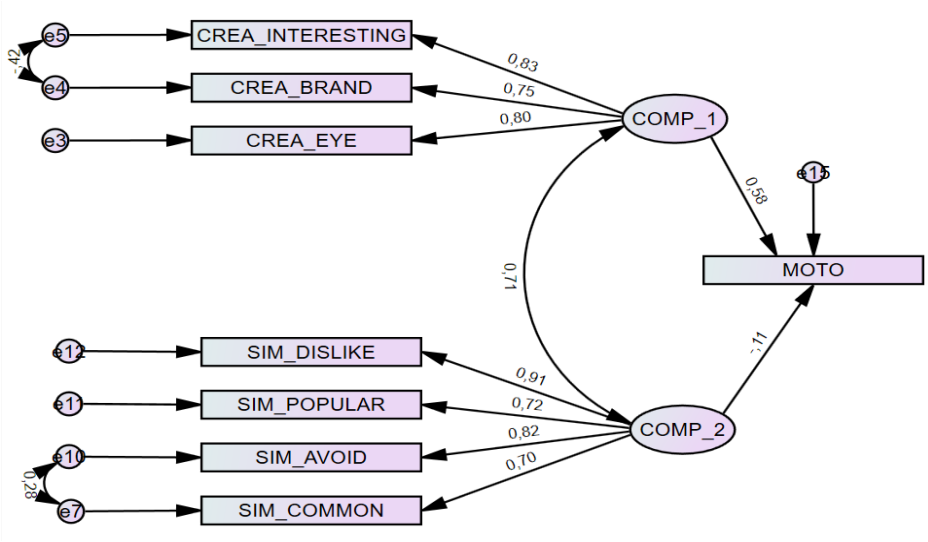
Looking at the SRWs of the relationships between the components and motorcycle choice, COMP_2, which is totally composed of "avoidance of similarity" items, has no influence on the behavior of choosing between Vespa and Honda motorcycles. On the other hand, COMP_1, which is mostly made up of "creative choice" items and one "unpopular choice" item, has a moderate effect on Vespa – Honda choice behavior.

Figure 5: SEM Results



To come up with a pure-breed "creative choice counter conformity" component for COMP_1, the model is tested without the "unpopular choice counter conformity" item of the component. The results are shown in Figure 6.

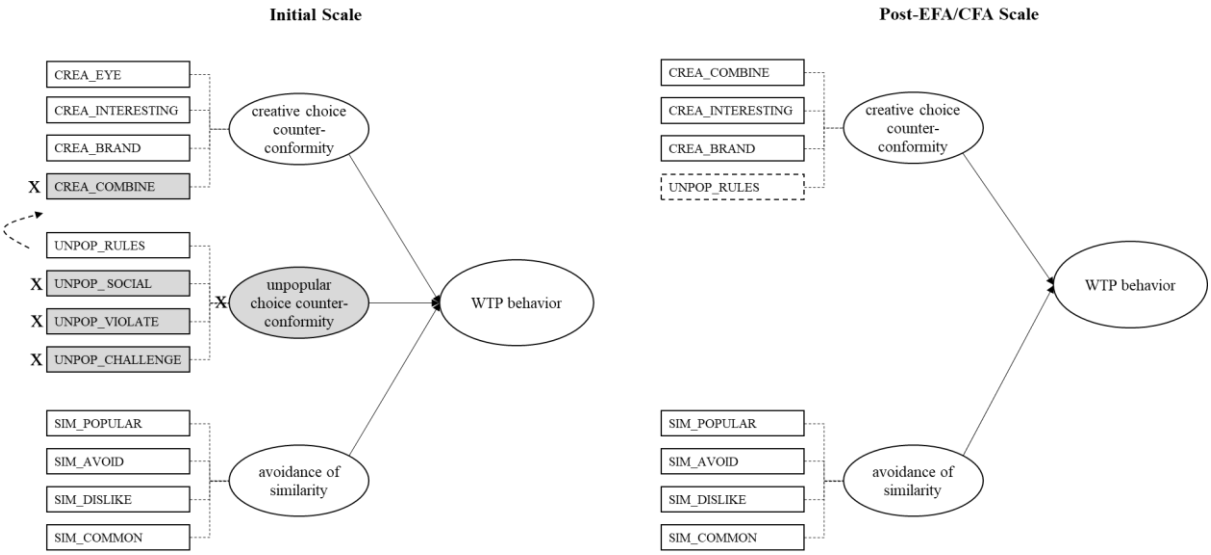
Figure 6: SEM Results without Unpopular Choice Item



It is seen that COMP_1, which can be named as "creative choice counter conformity", still has effect on choice behavior. Therefore, H1 is accepted. "Unpopular choice counter conformity" items are not represented by the model anymore, as a result, H2 is rejected. "Avoidance of similarity" items are fully represented as COMP_2 yet has no effect on choice behavior, so H3 is rejected.

Before moving on with a discussion and conclusion, it is important to understand why the CNfU scale preserved its structure after EFA and CFA. As mentioned, only "avoidance of similarity" items was preserved fully. "Unpopular choice counter conformity" lost three of its four items. The remaining item merged with three items of "creative choice counter conformity", which lost one of its four items. The emergence of the scale is shown in Figure 7.

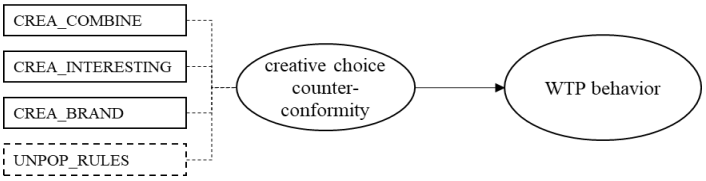
Figure 7: Emergence Of The Scale After EFA And CFA



A reason for this emergence might be the loss in scale statements' translation. Despite all efforts, there is a possibility that the questions might be perceived differently in other languages. Moreover, even if there are three group of scale questions, they all serve to explain CNfU, and as a result, it is not surprising than an item from a separate component moves and converges in the same direction as another component. Looking at Component 1, the dominant theme seems to be creative choice counter conformity, so it is preffered to keep the name as it is. Component 2 is completely composed of avoidance of similarity so it also kept its original name.

After the SEM analysis, the model lost its "avoidance of similarity" component and took its final form as seen below (Figure 8).

Figure 8: Final Model (Post SEM)



The findings are discussed and concluded in the following section.

5. CONCLUSION

The results are believed to lead to the conclusion that unpopular choice counter conformity and avoidance of similarity has no influence on consumers' choice between a regular product and a prestigious version the product. In general, positive relationships of these two constructs are common in the literature. Negative relationships are also present (Matthews, Rothenberg, & Gopalakrishnan, 2019; Franke & Schreier, 2008) but "no influence" is rarely encountered (Ross, Walsh, & Shreffler, 2014) and these results are somewhat unexpected.

This may have several reasons. Creative choice has a positive connotation to it compared to unpopular choice and avoidance of similarity. Many people still believe that creativity comes from inside. Even creativity researchers seemed to believe that creativity is a product of individual traits for a long time (Amabile & Pillemer, 2012). Therefore, respondents may have shown resistance to accept that they care about external references such as what others do or how they feel about them. Avoidance of similarity and unpopular choice counter conformity can be defined as such tendencies. On the other hand, being creative is perceived as a positive personal trait and less likely to create a resistance in the participants. Future research can focus on understanding the gap between what people say about their CNfU and how they actually behave.

Second, there is a possibility that avoidance of similarity and unpopular choice counter conformity tendencies may not have been activated by this specific type of product. The individual may not have thought that a Vespa scooter was not a popular

choice or it provided them a unique position in their group, yet still believe it was a creative choice. Moreover, they may feel that certain types of products add nothing to their uniqueness and opt for the budget options for these products. Therefore, it is important to examine if there are certain groups of products that are immune to different CNfU levels. In other words, future research can focus on whether CNfU is product-specific or not. (Zaggi, Hagenmaier, & Raasch, 2019) This has an implication on companies as to deciding to invest in prestigious products in their sectors. They can optimize their costs by effectively assigning budgets for product development.

Third, unconventional choice is not exclusively dependent on CNfU but some other factors such as sensation-seeking and risk-taking (Burns & Krampf, 1992; Tepper & Hoyle, 1996). There is a possibility that these factors may have stepped in to neutralize the effect of avoidance of similarity and unpopular choice counter conformity. Future research can also include these factors in order to clarify the relationship between CNfU and other factors. Therefore, it may be beneficial for companies to take other factors into account to maximize their return on investments on product development.

Lastly, the findings can definitely not be generalized to other products and services. It is suggested that future research can focus on a range of products and services to understand the variances of impact of CNFU on WTP.

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