





































Table 12: Status Consumption		
Variables	Mean	Standard Deviation
I would buy a product just because it has status.	2,9800	1,2242
I am interested in new products with status	3,0088	1,1950
I would pay more for a products if it had status	3,0462	1,2395
The status of s product is irrelevant to me.*	3,5297	1,2353
A product is more valuable to me if it has some snob appeal.	3,3297	1,2945

\*Reversed question