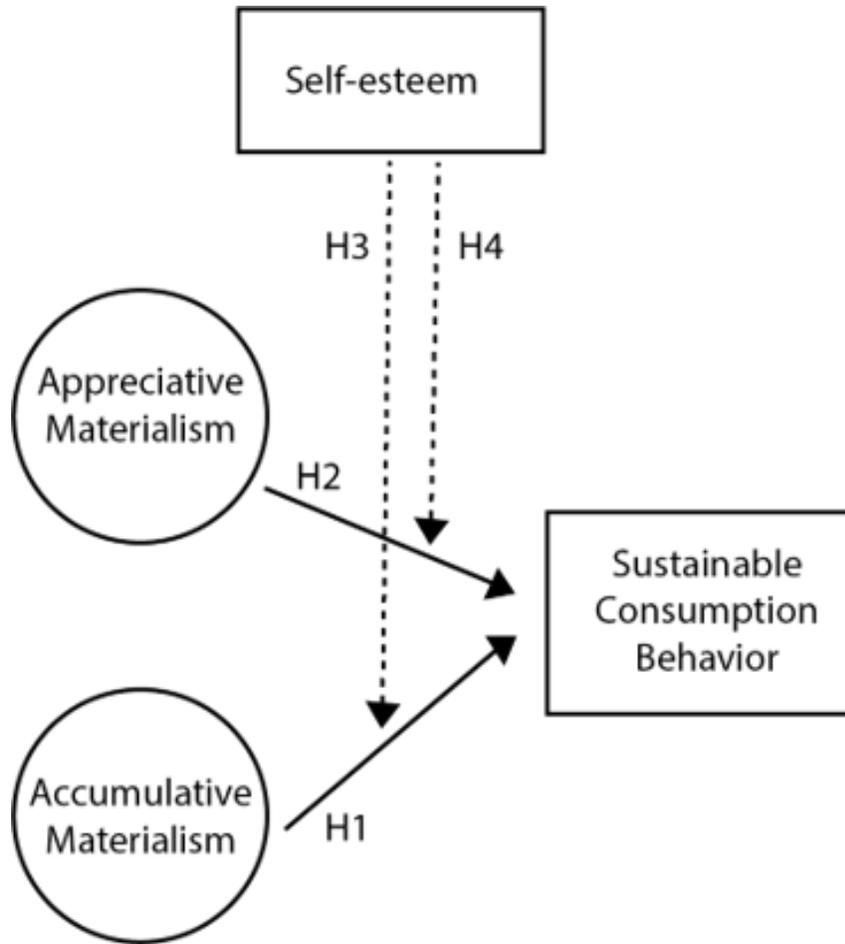




# Accumulative vs. Appreciative Materialism: Implications for Sustainable Apparel Consumption

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Using Wicklund and Gollwitzer's Symbolic Self-Completion Theory (1981), the purpose of this study is to investigate the influence of appreciative and accumulative materialism on sustainable apparel consumption and examine the moderation of self-esteem in the above relationship.

**Accumulative materialism:** The value and importance people hold of physical possessions (Belk, 1985) specifically placing high importance on the quantity of goods acquired (Kramarczyk & Oliver, 2022). It is operationalized through the measure of perceived importance individuals place on quantity and trendiness of possessions.

**Appreciative materialism:** The value and importance people hold of physical possessions (Belk, 1985) but through "the voluntary non-possession and/or non-accumulation" of objects and "a caring ethics that extends to non-humans" (Kramarczyk & Oliver, 2022, p.701). Appreciative materialism is operationalized through the measure of perceived value individuals place on the symbolism and meaningfulness of their possession life cycle.