

Frugal Materialists

John Lastovicka, Arizona State University USA

Prior research suggests that frugality and materialism are weakly correlated. This virtual empirical independence reveals a paradox, namely: some frugal consumers are also materialistic. That this has been empirically observed is a measurement problem from an assumed univocality (across all domains of consumption) of frugality and materialism measures. In contrast, a more reasonable explanation is that when consumers are selectively frugal across some aspects of consumption, selective materialism is allowed in other aspects of consumption. The implications of this explanation for measurement research and the encouragement of anti-consumption are discussed.