

## RESEARCH ARTICLE

# Psychological differences in luxury consumption between China and the united states and strategies for building a sustainable consumption market

Mengyao Li\*

School of International Business Administration, Shanghai International Studies University, Shanghai, 200083, China

\* Corresponding author: Mengyao Li, 13476065178@163.com

## ABSTRACT

This study compares luxury consumption psychology in China and the United States using a triangulated approach drawing from academic literature, industry data, and policy documents. The study find that, although consumers in both countries share similar motivations for identity construction and value pursuit, they differ in areas such as relationship fluidity, regulated visibility boundaries, media accessibility, sense of presence, and verifiability. These factors shape different value rhythms and trust formation paths. Chinese consumers have shifted from overt brand signaling to preserving long-term traceable value, while American consumers maintain stable preferences through craftsmanship, heritage, and circular channels. To support the sustainable development of the Chinese market, this study proposes the following strategies: reducing trust costs through digital product passports, enhancing value realization through branded buyback-certification-refurbishment-resale, and strengthening systemic accountability through quantifiable extended producer responsibility. The study also identifies potential risks such as symbolic substitution, exclusivity issues, and information asymmetry to maintain a critical perspective. The goal of this research is to provide verifiable, governance-compliant guidance that promotes rational and sustainable luxury consumption during periods of economic uncertainty.

**Keywords:** luxury consumption psychology; China-United States comparison; identity recognition; live-streaming e-commerce; sustainable consumption

## 1. Introduction

As Adam Smith observed, “Consumption is the sole end and object of all production <sup>[1]</sup>”. In recent years, the luxury goods industry has expanded steadily amid global economic recovery and the digital revolution, emerging as a key indicator for observing consumption upgrades and shifts in social psychology. China and the United States (U.S.), as the world's two core markets, each exhibit distinct characteristics in scale and growth rates. Differences in consumer psychology further reflect deep-seated divisions in economic culture and social structures <sup>[2]</sup>. Post-pandemic Chinese consumers exhibit trends toward youthfulness and digitalization. The influence of live-streaming e-commerce and social media has significantly increased, while U.S. consumers maintain a preference for craftsmanship heritage and sustainable values. These new phenomena further highlight the importance of cross-cultural research <sup>[3]</sup>. Existing studies primarily focus on

### ARTICLE INFO

Received: 22 September 2025 | Accepted: 07 November 2025 | Available online: 19 November 2025

### CITATION

Li MY. Psychological differences in luxury consumption between China and the united states and strategies for building a sustainable consumption market. *Environment and Social Psychology* 2025; 10(11): 4252 doi:10.59429/esp.v10i11.4252

### COPYRIGHT

Copyright © 2025 by author(s). *Environment and Social Psychology* is published by Arts and Science Press Pte. Ltd. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>), permitting distribution and reproduction in any medium, provided the original work is cited.

two directions. One emphasizes “pre-wealth luxury”, “face culture”, and conspicuous consumption. The other focuses on the symbolic value, social identity function, and cultural significance of luxury goods <sup>[4-5]</sup>. However, systematic comparative studies between China and the U.S. remain scarce, often confined to single markets or descriptive analyses, with discussions on sustainable consumption failing to integrate with luxury market development. Therefore, this study examines the commonalities and differences in luxury consumption psychology through a comparative lens between China and the U.S.. It explores the underlying mechanisms from three dimensions: economic structure, cultural traditions, and media environment. Building on this analysis, the research proposes strategies for developing a sustainable consumption market in China. These strategies encompass reshaping value narratives, improving circular systems, implementing policy tools, and promoting low-key compliance communication. The aim is to provide new academic perspectives and practical references for the rational transformation and sustainable development of the luxury goods industry.

## **2. Methodology and data sources**

A comprehensive comparative literature review and data analysis approach is used in this study. The focus is on the psychology of luxury goods consumption, cross-cultural differences, and sustainable market development.

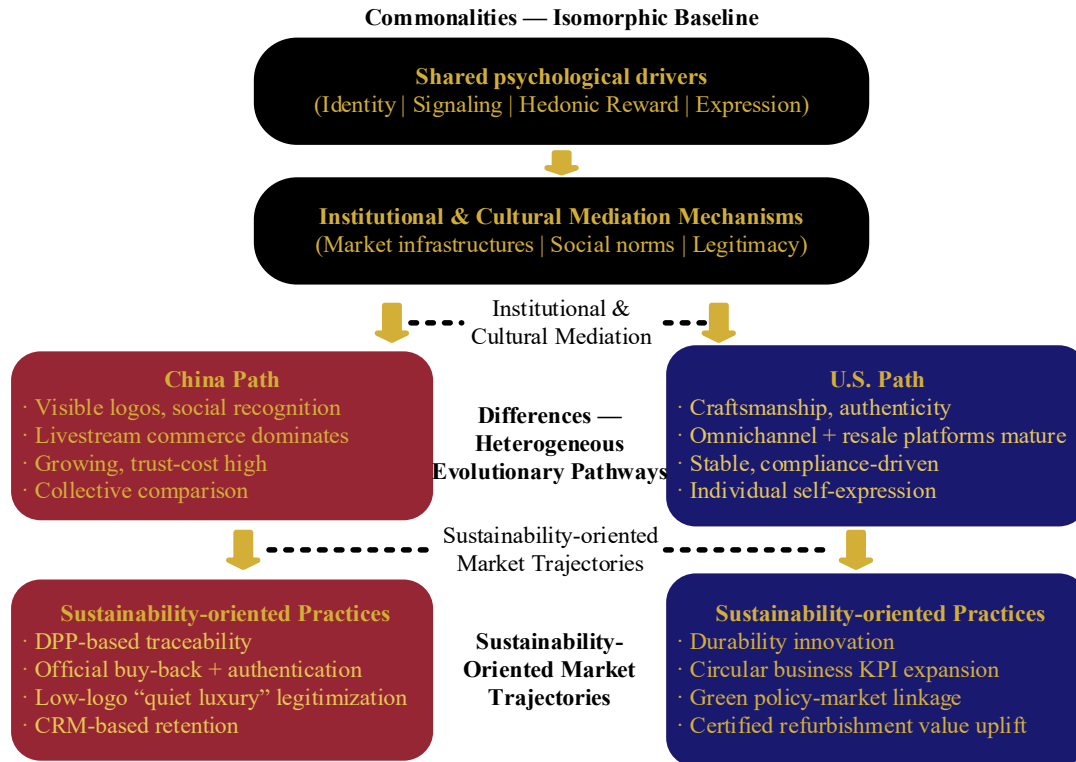
Academic literature is primarily retrieved from databases such as Web of Science, Scopus, and Google Scholar. Keywords includes: “luxury goods consumption”, “consumer psychology”, “quiet luxury”, “circular economy”, “second-hand luxury goods”, “digital product passport (DPP)”, and “extended producer responsibility (EPR)”. Market data and industry insights are mainly derived from publicly available reports published by institutions such as Bain & Company, McKinsey, Deloitte, Boston Consulting Group, and Statista, and referenced policy documents from regulatory authorities such as the Ministry of Industry and Information Technology of China regarding the circular economy and producer responsibility system, as well as official documents such as the *US Sustainable Consumption Regulatory Guidelines*.

Inclusion criteria for literature and data includes: (1) clear methodological or market data descriptions; (2) research or data focusing on the Chinese and/or US markets; and (3) publication dates primarily between 2018 and 2025 to ensure reflection of current market trends. To enhance the credibility of the research conclusions, this study uses a multi-source triangulation approach to verify and synthesize evidence from academic sources, the market, and policy. When data discrepancies exist, the study prioritizes the use of the latest and most authoritative information.

## **3. Comparative analysis of luxury consumption psychology in China and the U.S.**

### **3.1. Conceptual framework of “Isomorphic baseline-heterogeneous evolution”**

To present the common foundation and differentiated evolutionary mechanisms of luxury consumption psychology in China and the U.S. more clearly, this study constructs a conceptual model of "isomorphic baseline-heterogeneous evolution," as shown in **Figure 1**.



**Figure 1.** Schematic diagram of the "Isomorphic baseline-heterogeneous evolution" framework.

**Figure 1** shows that different institutional environments and cultural norms play a moderating role in consumer behavior based on shared psychological drivers such as identity construction, status symbolism, hedonic-emotional rewards, and self-expression. This leads to differentiated evolutionary paths and sustainable market practices.

### 3.2. Common characteristics of consumer psychology

First, from the perspective of identity and self-recognition, consumers in both China and the U.S. generally seek consistency between “visible identity capital” and their “ideal self” when purchasing luxury goods: on one hand, the symbolic meaning and cultural narratives embodied by brands provide consumers with tools for social differentiation and self-narration. On the other hand, amid rising macroeconomic uncertainty, consumers increasingly favor classic, value-retaining, and highly recognizable categories and styles to reinforce an identity image of “stability and reliability”. This trend is evident in the pronounced return to classics observed in the mainland Chinese market throughout 2024. Relevant market research indicates that the 2024 adjustment in luxury consumption in mainland China reflects not a disappearance of demand, but rather a realignment of preference structures and confidence levels. This shift aligns with the phased slowdown in the global luxury industry, pointing to consumers' shared pursuit of “value, identity, and longevity”.

Second, from the perspectives of experiential enjoyment and aesthetic taste, consumers in both China and the U.S. view luxury goods as carriers of composite value. This encompasses both the sensory pleasures derived from tactile qualities, craftsmanship, and design, as well as the aesthetic identification fostered by brand heritage and narratives [6]. Digital touchpoints have become the key mechanism shaping this pleasure-identity chain. Consumers navigate across scenarios along a nonlinear “inspiration-search-decision” path, expecting seamless online-offline services and immersive experiences. For younger demographics, Generation Z is rapidly increasing its share of global luxury consumption. They prefer to draw inspiration

from social media, mix diverse styles, and finalize decisions within omnichannel environments. This cross-cultural, media-mediated consumer psychology has become a structural constant that brands must collectively address [7].

Furthermore, from the perspective of risk perception and dual investment-consumption motivations, consumers in both China and the U.S. tend to shift portions of their luxury spending toward a “high-certainty asset” mental framework during economic cycles and income fluctuations. This involves emphasizing product quality and durability, highlighting value retention attributes and secondary market liquidity, while simultaneously reducing the proportion of short-term trend items. Global industry research findings for 2024 indicate that most brands can only sustain growth by “redefining their value propositions and customer relationships”. This conversely confirms consumers' shared preference for “long-term value” amid uncertainty [8].

Finally, from the perspective of sustainability and responsibility awareness, both Chinese and U.S. consumers are increasingly concerned about environmental and social issues. Although their expressions may differ, the psychological demand for “brands to provide verifiable commitments on materials, supply chains, and packaging reduction” exhibits cross-cultural commonality. Taking the Chinese market as an example, the latest survey reveals that consumers have incorporated “reducing pollution and optimizing living environments”, “health and well-being”, and “narrowing the wealth gap and achieving common prosperity” into their core understanding of sustainability. This framework is increasingly converging with the international environmental, social, and governance (ESG) discourse. It also signals that brands must integrate “responsibility-performance-aesthetics” into a cohesive value narrative to address the shared psychological baseline across both markets.

### **3.3. Differences in consumer psychology**

First, in terms of identity expression and aesthetic preferences, the value anchors of consumers in both countries have diverged significantly. Chinese consumers, long influenced by the “face-relationship” logic, place greater emphasis on visible status signals. Amidst macroeconomic contraction and concurrent public opinion regulation, platforms have intensified efforts to purge content associated with “showing off wealth” and “materialism”. The middle-class demographic has exhibited a psychological shift toward “understated practicality”, moving away from ostentatious symbols toward classic, durable, and value-preserving choices. In contrast, U.S. consumers emphasize consistency in “authenticity, craftsmanship, and heritage”. “Hard luxury” items like jewelry and watches maintain strong preference due to their dual attributes of emotional resonance and value retention. A brand's “craftsmanship and historical narrative” exert a stronger influence on aesthetic judgments [9].

Secondly, the media ecosystem shapes distinct psychological mechanisms in information access and decision-making pathways [10]. Chinese consumers are deeply embedded in the real-time interactive chain of live-stream e-commerce, where the “inspiration-discovery-purchase” cycle often unfolds within a single platform. By 2023, China's live-stream e-commerce penetration had reached globally leading levels (59.5% of users had purchased goods via live streams). Instant social proof and key opinion leader (KOL) endorsements significantly compress the window for rational price comparison [11]. In the U.S. market, despite TikTok Shop's rapid growth over the past two years, live-stream shopping remains in its early stages. By 2025, only about 20% of U.S. digital shoppers are projected to make purchases during live streams, with a significant proportion remaining cautious observers. This indicates that, on one hand, Chinese consumers are more prone to “accelerated decision-making” driven by high-frequency content and social relationships.

On the other hand, U.S. consumers maintain longer information verification and offline experience phases within their omnichannel purchasing journeys.

Furthermore, psychological priorities differ regarding sustainability and circularity preferences. Chinese consumers place “pollution reduction-environmental improvement-health and well-being” at the core of their sustainability perception, expecting brands to provide verifiable commitments on material sourcing, supply chain practices, and packaging reduction. With rising price sensitivity and evolving attitudes, social acceptance and scale of the secondhand luxury market are expanding rapidly. U.S. consumers have earlier adopted consignment and circularity as everyday choices, with the secondhand market now entering mainstream channels. Consumers employ a combined strategy of “reasonable pricing-identity expression-value preservation” to reduce uncertainty. While both nations pursue sustainability, China emphasizes public environmental and governance dimensions, whereas the U.S. prioritizes integrating circular mechanisms with individual cost-effectiveness.

Finally, regarding risk perception and “value-time” preferences, psychological adjustments under cyclical shocks exhibit differing rhythms. In 2024, mainland China's luxury market contracted by approximately 18%-20% [12]. Consumption does not vanish but undergoes a realignment across “category-price point-channel”, with rising preference for classic lines and high-certainty assets. The U.S. market also experiences deceleration, yet its consumption structure relies more on established high-net-worth individuals and mature brand ecosystems. Industry recommendations suggest building growth on a path of “rebuilding customer connections while strengthening craftsmanship and long-term value”. Consumers in both countries seek “long-term stability” amid uncertainty. However, China's “retreat-recovery” rhythm is more driven by macroeconomic confidence and policy expectations, while the U.S. is largely shaped by asset allocation and lifestyle choices.

## **4. Analysis of the driving factors behind differences in luxury consumption psychology**

### **4.1. Economic structure and income level disparities**

First, the macroeconomic structure determines the underlying tone of consumer mentality. Recent data from the World Bank and several research institutions indicates that final private consumption as a proportion of nominal GDP has remained consistently high in the U.S., at approximately 67.95%. In contrast, final private consumption in China was only about 39.6% in 2023, which is significantly lower than the OECD average of 55.6%. This structural difference directly affects consumers' "necessity-optionalty" judgments regarding luxury goods and their budget allocation flexibility in both countries [13-14]. Second, income and disposable income shape the "ceiling" of willingness to pay. China's per capita disposable income in 2024 was 41,314 yuan (median 34,707 yuan, lower than the mean), indicating that the tail constraint of income distribution is still at play. In the same period, the per capita disposable personal income in the U.S. was 36,500 US dollars, providing stable support for a sustained high consumption rate [15-16]. Third, cyclical fluctuations affect luxury goods decisions through different channels. The Chinese mainland personal luxury goods market declined by 18%-20% year-on-year in 2024 (Bain & Company. *2024 China Luxury Report*). Reasons includes weak consumer confidence and insufficient repatriation of overseas spending, leading consumers to favor a "classic, value-preserving, and rationally price-comparing" mindset. Against the backdrop of high-price strategies and waning creativity in the US market, there is a trend toward value sensitivity and a shift toward the secondary market. However, the supporting role of high-net-worth individuals and core customer groups remained prominent. Chinese consumers are more likely to develop a "scenario-based, opportunity-driven, and price-value-balancing" mindset when making decisions about

luxury goods, driven by income levels, consumption proportions, and cyclical expectations. In contrast, US consumers tend to have a more stable preference for "long-term use value, brand heritage, and assetization".

#### **4.2. Cultural traditions and differences in values**

The differences in self-construction in cultural psychology provide a basic explanatory framework. Cross-cultural studies have consistently shown that the independent self is dominant in American culture, with individuals emphasizing self-expression and internal consistency. The interdependent self is more prevalent in East Asian cultures. Individuals in these cultures place a greater emphasis on social evaluation and relationship coordination. This difference influences the choice and presentation of identity symbols [17]. However, the differences in luxury consumption psychology between China and the U.S. are not determined by the "independent/interdependent self" dimension alone, but rather by a mechanism involving the combined effects of self-construction, relationship mobility, and the strength of social norms. In the U.S., higher relationship mobility and a more relaxed normative environment allow individuals to update their self-narrative by changing their social circles and consumer communities. The judgment of "self-consistency—*aesthetic authenticity*" relies more on internal standards and craftsmanship inheritance. In China, lower relationship mobility and a tighter normative environment mean that reputation and "decency" are more firmly rooted in stable interpersonal networks and public oversight. Individuals must be cautious when balancing visibility and security. They must distinguish themselves while avoiding overstepping boundaries. This difference in "perceptibility of being evaluated" directly affects the visibility threshold and symbol intensity selection of identity symbols.

When macroeconomic uncertainty rises, both countries exhibit a shared preference for "long-term stability," but their paths to achieving this differ: American consumers are more likely to adopt a promotion-oriented approach, constructing a "low-key yet authentic" status statement through narratives of craftsmanship, heritage, and sustainability. Chinese consumers, on the other hand, are more likely to adopt a prevention-oriented approach, mitigating reputational, and transactional risks on social networks through classic, durable, and highly verifiable elements. Therefore, while "quiet luxury" exists in both countries, China's understated luxury is driven by regulation and confidence, while America's is driven by authenticity and taste. This explains why, in China, people are more likely to feel secure and be accepted by a group if they choose "classic" or "value-preserving" categories and styles. In the U.S., however, people are more likely to satisfy the dual demands of "authenticity and taste" with choices that have "low recognizability+high craftsmanship."

Platform governance and algorithmic visibility further alter the marginal costs and benefits of identity signals. In China, the increased regulation of content that flaunts wealth or materialism has heightened the reputational risk of highly visible symbols. This makes "classic, rational, and repairable" expressions a safer upper limit. In the US, despite the rapid development of live-streaming e-commerce, offline experiences and private communities still hold significant importance. Algorithms provide fewer structural incentives for "highly impactful symbols," so consumers rely on "evidence of provenance or craftsmanship" to gain peer approval. This creates a synergistic channel between "algorithms, regulations, and reputation": what kind of evidence is accepted, what kind of symbols are encouraged, and what kind of expressions should be avoided determines the divergence between China and the US in terms of identity presentation, information verification, and channel preferences.

#### **4.3. Social psychological and media environmental factors**

Although the decision-making of luxury goods in China and the U.S. is driven by social influence and quasi-social interaction, the difference in media accessibility-presence-verifiability leads to significant

differences in psychological valuation paths and rhythms. On the Chinese side, live streaming and social e-commerce amplify heuristic processing, such as parasocial bonds, peer cues, and conformity/anchoring, with high social presence and synchronous feedback. This reduces search and negotiation costs and enables the "inspiration-planting-transaction" process to be completed quickly at a single touchpoint. This mechanism has obtained a continuous supply of a super-large audience pool: as of December 2024, China had 974 million online shopping users, accounting for 87.9% of netizens, and 833 million live streaming users, accounting for 75.2% of netizens [18]. In the U.S., while the inspiration and diffusion of short videos have increased significantly, decision-making for high-priced products still relies more on systematic processing: Brands and offline stores play a key role in "information diagnosis and authenticity verification". Consumers bounce back and forth between "content acquisition", "review comparison," and "offline experience," which extends the time window for trust formation and price confirmation. Correspondingly, eMarketer predicts that only about 21.7% of US digital buyers will complete their purchases through live streaming in 2025, and the normalization of the live streaming transaction loop is still forming [19]. This indicates that, driven by the same "social proof," the former emphasizes the rapid salience and inertial conversion brought about by the sense of presence, while the latter emphasizes the delayed confirmation brought about by verifiable evidence.

Platform governance and communication norms have changed the marginal risk-reward structure of identity signals, thereby rearranging the effective boundary of visibility strategies. Since 2024, China has been continuously cracking down on content such as "flaunting wealth/materialism and chasing traffic without any bottom line," which has increased the reputation risk and compliance costs of highly recognizable symbols, prompting the expression of "low-key-classic-durable-repairable" to become a safer upper limit (echoing the "prevention-oriented" path) [20]. In the U.S., the Federal Trade Commission updated the "Endorsement and Endorsement Guidelines" in 2023, requiring stricter disclosure of paid relationships and governance of real evaluations. This raises the compliance threshold of social media endorsements, weakening "quick-fix" trust. Moreover, it instead emphasizes the diagnostic nature of traceable evidence and offline experience [21]. Thus, the structural differences between the two countries in terms of the strength of social proof, verification costs, and transaction pace are jointly determined by algorithm amplification, normative constraints, and reputation expectations.

The structure of social networks and media empowerment further shape the time discounting logic of price and identity. China's extensive reach and engaging content facilitate the swift accumulation of emotional engagement and social cues, thereby raising the likelihood of "accelerated decision-making" and "instant transaction premiums". In contrast, the US maintains a longer period of caution in its multi-layered verification process, with price and identity judgments distributed across multiple touchpoints. Although platforms like TikTok have greatly increased initial inspiration, they have not yet established a closed loop of live streaming with the same intensity as China's for high-priced categories. In short, the relative importance of presence versus verifiability determines the length and psychological rhythm of the luxury goods purchasing process in the two countries. The former relies more on the rapid social validation provided by social presence, while the latter relies more on the delayed confirmation provided by verifiable evidence.

## **5. Strategies for building a sustainable luxury goods consumption market in China**

In a time of the "new normal" for demand, building a sustainable luxury market in China requires translating existing sustainable concepts into verifiable practices, rather than proposing new initiatives and slogans. Consumer trust in brands no longer stems from symbolic narratives, but relies on directly verifiable evidence of "long-term value". Therefore, strategy design needs to revolve around four mechanisms:

reducing trust costs, enhancing residual value expectations, strengthening accountability, and stabilizing long-term relationships, in order to reshape the logic of value delivery.

Regarding trust building, the DPP is not only an information disclosure tool, but also a digital certificate system for the value of luxury goods. Incorporating information about material origins, carbon footprints, and repair records into scannable profiles enables consumers to immediately obtain traceable evidence of a product's quality and authenticity upon purchase. This information also provides verifiable records for future resale. To promote usability verification, pilot programs can be conducted in key categories, such as watches and leather goods. These programs would involve completing field mapping and simultaneously launching query portals in stores and online. Dynamic evaluation would be based on indicators such as traceability field coverage rate, third-party sampling approval rate, changes in the after-sales dispute rate, and changes in the resale transaction rate. DPP can narrow the cognitive gap between consumers and brands regarding sustainability commitments by transforming "implicit value" into "credentialed explicit value," thereby reducing information asymmetry and psychological risks. Simultaneously, DPP can be integrated into government-driven product lifecycle management and digital governance systems, enabling it to function as an institutionalized governance tool within policy frameworks such as public oversight and green credit.

If DPP changes how consumers obtain value information, then the brand-led official buyback-authentication-refurbishment-resale closed loop changes the way luxury goods value flows. In uncertain environments, consumers place greater emphasis on "monetizing what they hold". The buyback guarantee in the circular system increases the future liquidity of assets, thereby extending the marginal value of luxury goods and shifting consumer behavior from one-time purchases to long-term asset allocation. To verify the circular system's value realization capability, establish buyback points and certified repair centers in core cities. Monitor them using indicators such as the buyback volume/new sales ratio, refurbishment qualification rate, resale return rate, and customer lifetime value increase. International monitoring shows that the second-hand luxury market will reach approximately 48 billion euros in 2024. This growth rate surpasses that of new products and provides a clear benchmark for the domestic system<sup>[22]</sup>. In addition, local governments can use official buybacks as an important part of urban circular economy demonstration projects, and amplify the social spillover benefits of recycling through fiscal and public communication channels.

The key at the institutional level lies in transforming EPR from an advocacy principle into a quantifiable, auditable, and incentivized implementation system. From an operational standpoint, annual and rolling targets can be established for each product category. These targets can include core indicators such as "outer packaging material strength" and "recycled content ratio," as well as "recycling rate" and "remanufacturing rate." This approach establishes a unified data standard and MRV (measurement-reporting-verification) system. It also clearly defines field specifications, sampling frequency, and third-party verification processes. In terms of policy tools, a combination of tiered incentives and hard constraints can be implemented. This would provide support for compliant companies, such as reduced green loan interest rates and access to green procurement, while implementing deposit and rectification mechanisms for non-compliant companies. A regional comparison approach can be used to assess improvements in recycling rates, reductions in carbon intensity, and changes in corporate compliance costs through pilot programs in selected provinces and cities. This approach can also track improvements in consumer participation and brand preference to verify whether the internalization of responsibility translates into a competitive advantage. This institutional approach can be integrated into the local government's environmental performance evaluation system, forming a policy feedback loop driven by regulatory and market synergy.



The focus of communication and relationship management lies in transforming sustainability concepts into tangible and measurable service value. In terms of content, the main theme is "Craftsmanship—Durability—Repair—Heritage". This theme clearly presents DPP entry points, carbon footprint reminders, and repair and extended warranty information on product pages and in stores. It maintains a stable proportion of educational content and ensures that the "refined luxury" expression aligns with regulatory rules through a pre-approval mechanism. On the customer relationship management (CRM) side, benefits are integrated through extended warranties, trade-ins, and buyback guarantees. These are supplemented by simplified repair processes and differentiated outreach strategies, which reduce transaction and time costs for consumers during the ownership phase. Effectiveness evaluation should combine indicators such as average ownership period, trade-in conversion rate, probability of repeat purchase after buyback activation, dwell time on sustainability-related content, and conversion contribution. Cohort analysis and A/B testing should be used to examine whether the "long-term value—stable experience" chain holds true, thereby verifying whether communication and CRM have truly transformed ethical statements into business performance. Further public communication can be achieved through collaboration between the government and brands. Together, they can guide social values around green transformation, cultural heritage preservation, and common prosperity. This will promote the widespread dissemination of sustainable consumption concepts.

However, potential limitations must also be considered. "Understated luxury" could gradually evolve into a more subtle yet equally powerful form of status symbol, exacerbating social stratification it ostensibly aims to alleviate. Brands may resist official buyback programs due to concerns about price anchoring, inventory risks, and the potential erosion of exclusivity. Implementing DPPs could further amplify the risks of "greenwashing" and information asymmetry if they replace genuine sustainability improvements with mere disclosure. These uncertainties suggest that sustainable transformation requires not only institutional tools but also sustained vigilance, implementation, and critical oversight.

Therefore, coordinating psychological mechanisms, institutional design, public governance, value realization pathways, brand practices, and consumer needs can align policy objectives with a shared logic of verifiable long-term value. Simultaneously, preventing administrative incentive arbitrage, ensuring cross-platform data interoperability, and avoiding "disclosure replacing improvement" are all crucial conditions for maintaining the robustness of this transformation path. These considerations suggest that future research can further explore its long-term effectiveness and cross-regional applicability in evolving governance and market environments.

## **6. Summary**

Luxury consumption psychology in China and the US exhibits a characteristic of "homogeneous baseline+heterogeneous evolution". Both markets increasingly value identity expression, durability, and verifiable value, but their decision-making pace differs due to the fluidity of relationships, governance-driven visibility boundaries, and the dynamic relationship between existence and verifiability. To promote sustainable development, China should focus on reducing trust costs through DPPs, enhancing value realization through brand-led buybacks, certifications, refurbishments, and resales, strengthening accountability under a quantifiable EPR system, and engaging in communication regarding craftsmanship, durability, and repair. Potential risks such as symbolic substitution, exclusivity issues, and information asymmetry require continued attention. These strategies aim to guide luxury consumption towards a more rational and sustainable direction amidst economic uncertainty.

## Conflicts of interest

The authors declare no conflicts of interest.

## References

1. Park J, Le H T P M, Hong E P. The evolution of luxury consumption and conceptualization: A synthetic review[J]. *Luxury*, 2023, 10(3): 135-157.
2. Ghorbanzadeh D. The role of brand love and brand jealousy in the formation of brand addiction[J]. *Current Psychology*, 2024, 43(3): 2832-2846.
3. Novaes F C, Natividade J C. A BIOLOGICALLY CULTURAL VIEW OF THE PURCHASE AND DISPLAY OF LUXURY PRODUCTS[J]. 2023, 22(2): 835-875.
4. Oishi S, Bak H, Caluori N. Cultural psychology of inequality: Current and future directions[J]. *Asian Journal of Social Psychology*, 2022, 25(1): 103-116.
5. Font C M, Font X. Fast fashion consumption as a female competition strategy: implications for sustainable consumption[J]. *Journal of Fashion Marketing and Management: An International Journal*, 2025, 29(2): 198-213.
6. Quach S, Septianto F, Thaichon P, Sung B. The effects of team diversity on promoting sustainable luxury products[J]. *Asia Pacific Journal of Marketing and Logistics*, 2024, 36(9): 2082-2103.
7. Islam T, Arya V, Bodla A A, Palladino R, Papa A. Unmasking luxury consumption and its psychology: An experimental approach to understanding the motivations behind ethical and sustainable brand preferences[J]. *Business Ethics, the Environment & Responsibility*, 2025, 34(4): 1341-1362.
8. Sun H, Guo Z, Qian H. The self on display: The impact of self-objectification on luxury consumption[J]. *Psychology & Marketing*, 2024, 41(10): 2412-2430.
9. Essiz O, Senyuz A. Predicting the value-based determinants of sustainable luxury consumption: A multi-analytical approach and pathway to sustainable development in the luxury industry[J]. *Business Strategy and the Environment*, 2024, 33(3): 1721-1758.
10. Hagtvedt H. Awe and aesthetics: Conundrums of creation and consumption[J]. *Journal of Consumer Psychology*, 2025, 35(2): 345-350.
11. Ministry of Commerce of the People's Republic of China. (2024). Latest Annual Report: China's Live-stream E-commerce Industry Booms and Undergoes Profound Changes. <https://dzswgf.mofcom.gov.cn/news/43/2024/10/1728714174285.html>
12. Bain & Company. (2025). 2024 China Luxury Report. [https://www.bain.cn/news\\_info.php?id=1957](https://www.bain.cn/news_info.php?id=1957)
13. The World Bank. (2024). Final consumption expenditure, household (% of GDP) - United States [Data set]. <https://data.worldbank.org.cn/indicator/NE.CON.PRVT.ZS?locations=US>
14. The World Bank. (2023). Households and NPISHs final consumption expenditure (% of GDP) - China [Data set]. <https://data.worldbank.org.cn/indicator/NE.CON.PRVT.ZS?locations=CN>
15. National Bureau of Statistics of China. (2025). 2024 National Resident Income and Consumption Expenditure Situation . [https://www.gov.cn/lianbo/bumen/202501/content\\_7008697.htm](https://www.gov.cn/lianbo/bumen/202501/content_7008697.htm)
16. Federal Reserve Bank of St. Louis. (2025). Disposable Personal Income: Per Capita (A229RC0Q052SBEA) . <https://alfred.stlouisfed.org/series?seid=A229RC0Q052SBEA>
17. Bahri-Ammari N, Coulibaly D, Mimoun M S B. The bandwagon luxury consumption in Tunisian case: The roles of independent and interdependent self concept. *Journal of Retailing and Consumer Services*, 2020, 52: 101903.
18. CNNIC. (2025). The 55th China Statistical Report on Internet Development. <https://www.cnnic.cn/n4/2025/0117/c88-11229.html>
19. eMarketer. (2025). Consumers turn to livestream for commerce [R/OL]. <https://www.emarketer.com/content/consumers-turn-livestream-commerce>
20. Cyberspace Administration of China. (2024). Cyberspace Administration of China Launches the "Qinglang·2024 Spring Festival Online Environment Rectification" Special Campaign. [https://www.cac.gov.cn/2024-01/29/c\\_1708196062197841.htm](https://www.cac.gov.cn/2024-01/29/c_1708196062197841.htm)
21. Federal Trade Commission. (2023). Federal Trade Commission Announces Updated Advertising Guides to Combat Deceptive Reviews and Endorsements. <https://www.ftc.gov/news-events/news/press-releases/2023/06/federal-trade-commission-announces-updated-advertising-guides-combat-deceptive-reviews-endorsements>
22. Bain & Company, & Altgamma. (2024). Luxury in Transition: Securing Future Growth [R/OL]. [https://www.bain.cn/news\\_info.php?id=1868](https://www.bain.cn/news_info.php?id=1868)