

The Impact of Religious Commitment and Acculturation to Global Consumer Culture on the Social Values of Luxury in Egypt

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Abstract

This study examines how religious commitment and acculturation to global consumer culture (AGCC) influence the social luxury values among Egyptian consumers. A quantitative approach was used through an online questionnaire, yielding 405 valid responses. The results indicate that both religious commitment and AGCC significantly influence social luxury values. AGCC consistently predicted all social luxury values. The study highlights the dual importance of cultural globalization and religious commitment in shaping luxury perceptions. While AGCC exerts a broader and more consistent influence, religiosity also emerges as a complex yet significant driver of luxury-related

values. These findings offer theoretical and practical implications for marketers seeking to navigate cultural and religious dynamics in emerging markets like Egypt.

Key Words: Religiosity, Acculturation to Global Consumer Culture (AGCC), Perceived Value of Luxury, Social Luxury Values.

الملخص

تتناول هذه الدراسة كيفية تأثير الالتزام الديني والتأقلم مع الثقافة الاستهلاكية العالمية على القيم الاجتماعية المرتبطة بالرفاهية لدى المستهلكين المصريين. وقد تم اعتماد منهج كمي من خلال استبيان إلكتروني، أسفر عن ٤٠٥ استجابات صالحة. وتشير النتائج إلى أن كلاً من الالتزام الديني والتأقلم مع الثقافة الاستهلاكية العالمية يؤثران بشكل كبير وإيجابي على القيم الاجتماعية المرتبطة بالرفاهية مع بروز تأثير أقوى للتأقلم مع الثقافة الاستهلاكية العالمية. وتبرز الدراسة الأهمية المزدوجة لكل من العولمة الثقافية والالتزام الديني في تشكيل تصورات الترف. وبينما يمارس التأقلم مع الثقافة الاستهلاكية العالمية تأثيراً أوسع وأكثر اتساقاً، يظهر التدين أيضاً كمحرك معقد ولكنه مهم للقيم المرتبطة بالترف. وتوفر هذه النتائج دلالات نظرية وعملية للمسوقين الذين يسعون لفهم الديناميكيات الثقافية والدينية في الأسواق الناشئة مثل مصر.

الكلمات المفتاحية: الالتزام الديني، التأقلم مع الثقافة الاستهلاكية العالمية، القيم الاجتماعية للرفاهية

Introduction

Even though the market is becoming more and more international, religious commitment still has a significant influence on consumer behavior. It has been demonstrated that religiosity, which is the degree to which people follow and uphold particular religious principles and ideals (Agarwala, Mishra, & Singh, 2018), affects attitudes toward luxury as well as consumption behaviors. The spiritual and normative aspects of religious influence, however, have not been adequately captured by materialism scales used in previous research on the connection between religiosity and luxury consumption (Khan & Mazzalovo, 2022; Mokhlis, 2020; Podoshen & Andrzejewski, 2021). Furthermore, the majority of previous research has concentrated on Christianity or Islam alone, which has led to a limited comprehension of how religiosity may operate in many cultural contexts (Al-Issa & Dens, 2023; Arli, Gil, & Esch, 2020). At the same time, globalization-driven acculturation to global consumer culture (AGCC) promotes the spread of global concepts, values, and consumption patterns. The acceptance of new consumer attitudes and behaviors that conform to international cultural norms is referred to as AGCC (Cleveland, Laroche, & Takahashi, 2015). Customers incorporate aspects of global culture into their daily lives as a result of global interconnectedness, exposure to foreign media, and exposure to

multinational lifestyles (Cleveland, Papadopoulos, & Laroche, 2022; Sobol et al., 2018).

In economies with complex cultural norms, like Egypt, where global consumer influences mix with local religious standards, both religious commitment and AGCC influence how people perceive luxury, especially social luxury values. According to Rehman, Al Shammari, and Al-Mamary (2021), these values are related to the usage of luxury products as symbols of social recognition, status, and prestige. A dynamic interplay between religious commitment and global cultural adaption is seen in Egyptian consumers' luxury purchase behavior as they balance traditional belief systems with globalized lifestyles. Luxury firms hoping to establish genuine connections with customers in these cross-cultural settings must comprehend this interaction (Mali, 2025).

Literature Review

Religiosity and Religious Commitment

Religiosity is a challenging topic to define. One of the reasons is that the idea of religiosity is currently attracting interest from a variety of academic fields, each of which approaches it differently and rarely consults with the others (Agarwala, Mishra, & Singh, 2018; Mokhlis, 2009). According to Chandrasekaran and Islam (2020), religiosity is interpreted as belonging to a specific religious group and demonstrating a strong commitment to that religion. Accordingly, religiosity

could be measured through religious commitment (Al-Issa & Dens, 2023; Mokhlis, 2009). This study adopts this definition, as it facilitates the effective measurement of religiosity, defined as religious commitment. It is argued that religious commitment is another terminology that is used for religiosity (Essoo & Dibb, 2004; Hamidah, Rahaman, & Shafie, 2023; Mokhlis, 2009). Religiosity and religious commitment interchangeably as religiosity also reflect individuals' religious commitment in following their main beliefs (Mathur, et al., 2015; Worthington, et al., 2003). According to Worthington et al. (2003), religious commitment reflects individuals' adherence to particular religious values, beliefs, and practices. Both cognitive such as the degree of religiosity and behavioral such as religious attendance methods have been used by researchers to gauge religious commitments (McDaniel & Burnett, 1990). Religious commitment is a key influence on individuals and consists of two main aspects: intrapersonal and interpersonal (Hamidah, Rahaman, & Shafie, 2023). Intrapersonal religiosity refers to individual opinions regarding a particular religion's beliefs (Sadiq, Ansari, & Gupta, 2020). This dimension is also known as the cognitive dimension (Al-Issa & Dens, 2023). A person's belief in a religion's principles and values is reflected in their cognitive dimension, while their level of application of these principles is reflected in their behavioral dimension (Al-Issa & Dens, 2023). On the other hand, Interpersonal religiosity pertains

to the opinions of the entire religious community (Sadiq, Ansari, & Gupta, 2020). The behavioral dimension relates to the degree of participation in organized religious activities (Mokhlis, 2009). Some individuals may engage in organized religious activities to gain reputation and/or social acceptance (Al-Issa & Dens, 2023).

Religious Commitment Inventory—10 (RCI-10)

In 2003, Worthington et al., developed a 10-item measure of religious commitment. It is named the Religious Commitment Inventory—10 (RCI-10). The RCI-10 has been validated across many groups and assesses behavioral and motivational commitment to a religious value system, regardless of the specifics of one's faith (Mokhlis, 2009). There is little chance that the RCI-10 will upset participants or cause them to become sensitive because it avoids going straight into the potentially delicate and divisive theological religious world (Mokhlis, 2009; Worthington et al., 2003). The scale asks questions about intrapersonal religiosity and interpersonal religiosity, which are the two main dimensions used to measure religious commitment (Worthington et al., 2003). The main reason for choosing this instrument is that it has strong internal consistency, concept validity, discriminant validity, and test-retest reliability (Worthington et al., 2003). Additionally, the RCI-10 has been validated across many samples and assesses behavioral and motivational commitment to a religious value system, regardless

of the substance of beliefs in that religion system (Worthington, et al., 2003).

Acculturation to Global Consumer Culture

Regions merged into nation-states over the course of three centuries, resulting in national cultures and identities (Bardhi & Eckhardt, 2017; Cleveland, 2018). Strict national boundaries hindered cross-cultural connection, and consumers mainly conducted their daily activities observing customs, values, and expectations for behavior in the area (Bardhi & Eckhardt, 2017; Cleveland, 2018). Acculturation to global consumer culture (AGCC), as described by Cleveland and Laroche (2007), considers how individuals acquire the knowledge, skills, and behaviors that are characteristic of a nascent and deterritorialized global consumer culture. Like acculturation in general, consumer acculturation takes place along two, frequently opposing, dimensions: mainstream culture and the originating culture. People are impacted by the opposing pull of both cultures to differing degrees (Cleveland & Laroche, 2007). From the standpoint of consumption, in some circumstances, this leads to the direct adoption (without change) of the alternative (foreign or global) behavior (e.g., global teens, elite consumers in Third-World nations) (Cleveland & Laroche, 2007). In other cases, this outcome entails combining local elements with alternative behavior or hyper-identification with the culture of origin (Cleveland & Laroche, 2007).

To the best of the author's knowledge, there is a lack of defining the concept of AGCC, it became clear that a single definition of AGCC was mostly used by all scholars which is the definition developed by Cleveland and Laroche (2007). Additionally, this description lacked conceptualization, which might make it more difficult to examine its subtleties and ramifications (Cleveland, Laroche, & Takahashi, 2015; Czarnecka & Keles, 2015; Das & Jebarajakirthy, 2020; Thomas & Varghese, 2022).

Research on how globalization affects culture and consumer behavior in a single nation usually uses interpretivist, inductive methods (Cleveland, Papadopoulos, & Laroche, 2022). However, for this study in order to be able to examine acculturation to global consumer culture, the constructs must be measurable. According to Cleveland et al. (2015), AGCC is a multidimensional variable that includes cosmopolitanism, traveling experiences and attitudes, English language use, global mass media exposure, exposure to multinational marketing activities, openness to and desire to emulate GCC, and self-identification with GCC.

<i>Table 1 Acculturation to Global Consumer Culture: the original dimensions (Cleveland & Laroche, 2007)</i>	
Dimension	Definition
Cosmopolitanism	Willingness to engage with others (i.e. different cultures) and a level of competence towards alien culture(s).
Traveling experiences and attitudes	A person's exposure to, interactions, and willingness to interact with people of other cultures, travel experiences and interest in other cultures.
English language use	English language has become the official language of global sciences, business and often pop culture. A person's exposure to and use of the English language in numerous communication contexts.
Global mass media exposure	A consumer's individual experience with foreign and global mass media.
Exposure to multinational marketing activities	Exposure to the marketing and advertising activities of multinational or global corporations
openness to and desire to emulate GCC	An individual's interest in seeking foreign products for their symbolism or other personal reasons.
Self-identification with GCC	An individual's identification with GCC in terms of how they dress, what they read, and how they interact with global brands.

Social Values of Luxury

Consumer Perceived Value refers to a customer's assessment of a product's value (Putra et al., 2024). In marketing, it encompasses the benefits and drawbacks of a product or service as evaluated by customers based on its ability to meet their needs or expectations (Hafifah et al., 2019). Perceived value can be understood as how consumers view a product and its capacity to satisfy their requirements and expectations. In the realm of luxury consumption, the recognition of this value enhances the prestige associated with ownership (Wen & Huang, 2021). The existing literature proposed different dimensions of perceived luxury values. Some researchers proposed that perceived value of luxury includes utilitarian value economic value, and social/emotional value (Li et al, 2012). Some researchers proposed to divide the perceived value of luxury into four dimensions: perceived social value, individual value, financial value, and functional value. However, while studying

the perceived value of luxury, most researchers focused on the financial or functional value, also other researchers focused on few subdimensions of these dimensions and disregarded the others (Al-Issa & Dens, 2023; Amatulli et al., 2018; Batat, 2019; Chattalas & Shukla, 2015; Elgebali & Zaazou, 2023). Accordingly, this paper will focus on the social values of luxury

The social dimension can be encapsulated by the notion that consumers believe that the acquisition or use of luxury brands, products, and services significantly affects their social status. This reflects a psychological need for belonging to a particular social group, which is associated with the perceived social advantages gained from obtaining luxury items and products considered to be of higher quality (Wiedmann, Hennigs, & Siebels, 2009; Hennigs et al., 2013; Hennigs et al., 2012; Hanzaee, Teimourpour, & Teimourpour, 2012).

Social-directed value is considered a crucial factor in understanding luxury consumption. The social aspect of luxury value involves individuals assessing an object or experience based on their sense of belonging to a specific social group. People exhibit varying degrees of susceptibility to social influence, leading to different behaviors. Specifically, some individuals seek to distinguish themselves from others or aspire to belong to an elite social class (Zhang et al., 2013). It includes: conspicuousness value, unique value, social conformity, and sustainable luxury (Al-Issa & Dens, 2023).

Table 2 Summary of Social Values of Luxury Dimensions

Variable	Dimension	Definition
Social Luxury Values	Conspicuousness value	Conspicuousness value reflects social status and wealth through high-priced purchases (Al-Issa & Dens, 2023).
	Unique value	Unique value denotes a preference for exclusive, scarce products that enhance an individual's image of distinctiveness within society (Vigneron and Johnson, 1999).
	Social Conformity Value	Social conformity value captures the extent to which luxury satisfies the desire to integrate into a group and impress others (Vigneron and Johnson, 1999).
	Sustainable luxury value	Sustainable luxury value evaluates the ethical and socio-environmental responsibilities associated with luxury (Kapferer and Michaut, 2015).

Empirical Studies

Bauman (2000) argued that consumption patterns are transitioning from being heavily influenced by reference groups and normative standards to emphasizing personal desires and preferences as primary motivations for consumption. Additionally, research indicates that global luxury consumers are gravitating towards a more understated style of consumption, a shift attributed to the fluid effect of globalization on social connections (Eckhardt and Bardhi, 2019; Bardhi and Eckhardt, 2017). Similarly, studies by Farah and Fawaz (2016) and Aldulaimi and Zedan (2012) have demonstrated a noticeable trend within Islamic culture toward individualism, highlighting the growing significance of personal luxury values over those related to status and group affiliation. Consequently, there is a clear need to investigate how acculturation to the global

consumer culture (AGCC) influences perceptions of social luxury values.

A study conducted in Kuwait concluded that Religiosity enhances the perceived extended self, perfectionism, materialistic and sustainable value of luxury. AGCC enhances Muslims' perception of all luxury values under study including all the social values (Al-Issa & Dens, 2023). However, there is a limitation for this study as it only has been tested on Muslims living in Kuwait, accordingly, it cannot be generalised.

As a build on their model, the authors conducted a comparative study in Kuwait and the United Kingdom to examine differences in the perceived value of luxury as drivers of luxury purchase intentions between Muslim and Christian consumers (Al-Issa, Dens, & Kwiatek, 2024). Moreover, their study investigates how consumers' acculturation to the global consumer culture impacts their perceived luxury values. Their findings identified that consumers' AGCC exerts a positive impact on all included perceived luxury values and more strongly impacts perceived uniqueness for Muslims than for Christians (Al-Issa, Dens, & Kwiatek, 2024).

As stated in the literature review, the acculturation to global consumer culture is a relatively new concept (Cleveland, Papadopoulos, & Laroche, 2022). Accordingly, there are limited studies that tackle this concept. However, to the best of the author's knowledge, there are few studies that discussed the

relationship between acculturation to global consumer culture and social values of luxury. Mo and Wong (2019) explored the impact of AGCC on Chinese consumers living in the USA, demonstrating that their luxury value perceptions are shaped by both American and Chinese cultural values, with acculturation fostering motives for both self-improvement and conformity. Moreover, research on Gen-Y consumers in the Asia-Pacific region demonstrated that exposure to Western culture through media, marketing, and social interactions significantly increases their likelihood of purchasing Western fashion luxury items (Das & Jebarajakirthy, 2020). Collectively, these empirical findings highlight the pivotal role of AGCC in shaping luxury consumption patterns, emphasizing the influence of cultural exposure and global identity on perceived luxury value.

Research Hypothesis and Conceptual Framework

The main aim of this research is to analyse the impact of religious commitment and acculturation to global consumer culture on social luxury values. Accordingly, the following hypothesis is stated:

H₁: Religious Commitment and Acculturation to global consumer culture has a significant impact on social luxury values.

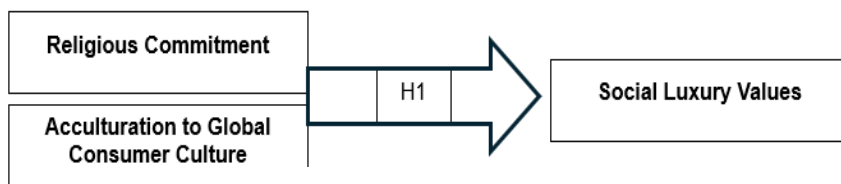


Figure 1. Conceptual Framework

Research Design and Methodology

In the field of research, the selection of an appropriate methodology is crucial for ensuring the validity and reliability of findings and to answer the research questions and satisfy the objectives. This study employs Saunders' Research Onion as a guiding framework to systematically develop and articulate the research methodology. For the first layer, the positivism philosophy will be adopted, as Positivist research takes the view that knowledge exists outside of what's being studied (Saunders, Lewis, & Thornhill, 2012). Since this study is based on previous empirical studies and it aims to test the relationship between three variables due to inconsistent results, the study will adopt the deductive approach. Moreover, the quantitative approach will be followed in this study, as this research aims to study the impact of AGCC on social values of luxury and aims to research results that could be generalised, and in order to do this, the research must reach a large number of respondents which is applicable by implementing the quantitative approach. Additionally, as this research follows the positivism philosophy

and the deductive approach, this aligns with the use of quantitative methods (Saunders, Lewis, & Thornhill, 2012). Moreover, the time horizon will be cross-sectional; as it is various data will be collected at a specific time (Kapur, 2018).

The target population of this research is the luxury products consumers in Egypt. However, the author faced a limitation as there is no credible source that states the exact number of the population in order to draw the sample. To overcome this issue, the author referred to previous studies that tackled similar topics to know the expected range of the sample, and the ranges were between 184 respondents to 400 respondents (Al-Issa & Dens, 2023; Mo & Wong, 2019; Ebaidalla & Malkawi, 2023; Farah & Fawaz, 2016). Accordingly, the author was able to collect 405 responses. For the sampling technique, The non-probability sample will be chosen under the convenience and snowball sampling procedure. The convenience sampling has the advantage of being easy, as the researcher choose the available participants (Kapur, 2018). Then the available participants will be the contact people to get other participants for the study. Finally, primary data will be collected, as a survey-based questionnaire will be used. Surveys are easy to administer, and they allow for rapid data collection as they can be quickly distributed to respondents (Rada, 2019).

Questionnaire Design and Scale

After the screening question, the questionnaire is divided into 4 main parts. First, participants showed their level of commitment to Islam by responding to the Religious Commitment Inventory scale (RCI-10) which is adopted from Worthington et al., 2003. This scale measures the cognitive and behavioral dimensions of religiosity. Second, participants provided their responses to the four dimensions of AGCC that were discussed previously in the literature review (Cleveland et al., 2015). Participants then indicated their perceptions of luxury values. They are asked a series of questions regarding the social values that include perceived conspicuousness, uniqueness (Le Monkhhouse et al., 2012), social conformity (LeMonkhhouse et al., 2012; Vigneron and Johnson, 2004) and sustainable luxury value (Kapferer and Michaut, 2015) as social brand values.

All the variables and dimensions were measured by a multi-item seven-point Likert scale for all questions and the overall score of the respondent is then calculated by adding up the scores for each of the ten statements (Hamidah, Rahaman, & Shafie, 2023). Finally, the demographics section in which participants indicated their age, gender, nationality, education, income, and religion. As the analysis of existing studies shows that what is a luxury is highly debatable. Most existing marketing and consumer research studies disregard the idea of a holistic luxury, which might uncover many types of luxuries (Batat, 2023; Chen, Gao,

& Liu, 2022). Accordingly, no specific industry was chosen for this research, as the participants could consider different products or services as luxurious based on their perception. For the validity and reliability, Cronbach's Alpha reflects a good reliability of the research statements as its values range from 0.701 to 0.911 for the constructs which exceeded the threshold of 0.70. Also, the composite reliability varies from 0.601 to 0.717 which is above the preferred value of 0.50 and this proves that the model is internally consistent. Furthermore, the results of the CFA show that all items are loaded in their constructs as suggested in the proposed model, as the loadings of all items are greater than 0.50 (Taber, 2017)..

Data Analysis and Results

The third model tackles the study of the relationship between the independent variables and the social luxury values as the dependent variable. The following table shows that the value of the determination coefficient equals 0.163 which means that the variations in the explanatory variables explain only about 16.3% of the variations in the social luxury values.

Table 4 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.404	0.163	0.159	0.7446

The significance of the previous test is less than the level of significance ($\alpha=0.05$) which indicates the significance of the estimated model (at least one of the regression coefficients is significant).

Table 5 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	43.540	2	21.770	39.262	0.000
Residuals	222.906	402	0.554		
Total	266.446	404			

The analysis reveals that the religious commitment has a positive coefficient of 0.211, meaning that as the religiosity increases, the social luxury values tend to increase. The effect is statistically significant with a p-value of 0.000, which is below the common threshold of 0.05. Moreover, the acculturation to global consumer culture has a positive coefficient of 0.281, meaning that as the acculturation to global consumer culture increases, the social luxury values tend to increase. The effect is statistically significant with a p-value of 0.000, which is below the common threshold of 0.05.

Table 6 Parameter Estimates

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error			
Constant	2.565	0.265		9.689	0.000
Religious Commitment	0.211	0.042	0.237	5.003	0.000
Acculturation to Global Consumer Culture	0.281	0.049	0.270	5.712	0.000

Dependent Variable: Social Luxury Values

4.6 Discussion and Conclusion of the Analysis Results

The results of the statistical analysis provide valuable insights into how religiosity and acculturation to global consumer culture (AGCC) influence the social values of luxury and its underlying dimensions. Both religiosity and AGCC emerged as significant predictors, although the strength and direction of their effects varied across specific value constructs. Moreover, religiosity and AGCC had significant and positive impacts on social luxury values, supporting H1 and H2. This suggests that individuals with higher religious commitment, as well as those more acculturated to global consumer culture, tend to perceive luxury goods as more valuable. The stronger effect of AGCC implies that global cultural exposure plays a more prominent role in shaping luxury perceptions than religiosity alone. These findings highlight that religiosity, rather than reducing luxury orientation, actually enhances several luxury related social values. This may reflect the complex and sometimes paradoxical role religion plays in shaping consumer behavior in modern societies.

The results of this study align with and extend several findings in the existing literature on perception of luxury values, religiosity, and acculturation to global consumer culture. First, the positive relationship between religiosity and social luxury values contrasts with earlier assumptions that religiosity typically discourages materialism and conspicuous consumption due to moral or spiritual values (Al-Issa & Dens, 2023). However,

recent research suggests that religiosity does not necessarily suppress luxury orientation, particularly when luxury is associated with non-materialistic values such as self-expression, perfectionism, or social signaling within one's religious community (Al-Issa & Dens, 2023; Shukla & Rosendo-Rios, 2021). The findings here support this newer perspective.

This is consistent with previous research suggesting that religious values influence luxury consumption behaviors, often aligning with more modest or ethical consumption patterns (Shukla & Rosendo-Rios, 2021). In line with findings from Rehman and Shabbir (2010) and Jamal and Sharifuddin (2015), this study reaffirms that religiosity can coexist with, and even enhance, socially oriented luxury values. This may be due to the evolving nature of religiosity as both a spiritual and social identity marker in consumer culture. For example, religious individuals may still seek to demonstrate social conformity or uniqueness through luxury products that align with their values.

The strong and consistent influence of acculturation to global consumer culture (AGCC) across all models confirms the notion that exposure to global cultural symbols significantly shapes luxury consumption behavior (Cleveland & Laroche, 2007; Zhang & Shrum, 2009). This finding supports the idea that global consumer culture fosters individualistic and self-expressive values, which are central to the consumption of luxury goods (Al-Issa & Dens, 2023). Furthermore, the impact of AGCC

on social luxury values like conspicuousness and sustainability aligns with the dual role of global culture in promoting both status-seeking behavior and ethical or image-based consumerism (Kapferer & Michaut, 2015). This dual influence may reflect the complex narrative around modern luxury, where global consumers simultaneously seek exclusivity, visibility, and a sense of moral or environmental responsibility.

This confirms the growing influence of global cultural trends, particularly in emerging markets, where consumers increasingly adopt Western consumer behaviors while navigating local traditions (Abalkhail, 2021; Aksoy & Abdulfatai, 2019). Ultimately, these findings reinforce the complex interplay between religiosity, cultural values, and acculturation in shaping luxury consumption behaviors. As global consumer culture continues to expand, future research may further explore how these cultural and religious factors evolve in response to shifting global values, particularly in the context of sustainability and ethical consumerism, which have become increasingly relevant in luxury markets (Kapferer & Michaut, 2015). Overall, this study reinforces the integrative view that both religiosity and acculturation are not mutually exclusive forces in shaping luxury perceptions. Instead, they appear to interact in a way that reflects the hybrid identities of consumers in today's globalized markets, as also noted by Strizhakova, Coulter, and Price (2011).

Practical and Theoretical Implications

The study is conducted in Egypt that is considered as a potential market for luxury brands due to the great appetite of consumers for status symbols. The luxury consumer base in Egypt includes a mix of affluent individuals and a rising number of millennials who are increasingly interested in luxury fashion and lifestyle products (Mali, 2025). Yet, academic research studies on this marketplace are scarce. Moreover, with globalization on the rise, the results can provide better insights into how luxury values could be expected to evolve further (Wen & Huang, 2021). In the present study, the researcher aims to help luxury marketers to understand how religious consumers perceive luxury values and how do their religiosity and ACGG act as drivers for their perceptions. This research has shown that the majority of consumers in Egypt are highly religious, and highly exposed to the global market. This is applying an effect on the way they perceive luxury values. Egypt is a country in which consumers are inspired by luxury superiority and they purchase such products to demonstrate achievements and success (Mali, 2025). Also, they like signaling favorable self-image and social status. Thus, global luxury brands targeting this potential marketplace are recommended to develop market-specific branding messages that highlight the aforementioned values. To target more religious consumers, it would be worthy to focus on luxury brands' sustainable practices, as it is one of the most

appealing values to religious consumers in Egypt. For example, Given the positive association between religiosity/AGCC and sustainable value, brands emphasizing ethical production, CSR, and environmental consciousness may gain favor in both traditional and modernized consumer segments (Shukla & Rosendo-Rios, 2021).

Moreover, this research offers a noteworthy theoretical contribution to the existing body of knowledge, as this study is the first based on the author's knowledge to tackle the impact of religiosity and AGCC on perceived values of luxury in Egypt. In this research, an integrated luxury social values framework that, when translated to the theory of planned behavior, could be seen to represent consumers' subjective norms (Jain, 2019). Subjective norms reflect the social pressure affecting consumer's product evaluation and involve conspicuous and conformity values of luxury (Jain, 2019). In the model used for this research, uniqueness and sustainable values are used as social values (Kapferer and Michaut, 2015). Furthermore, AGCC allows consumers to acquire values and generate global identities they would like to be recognized by in the GCC (Steenkamp, 2019). Thus, religiosity and AGCC are considered here as behavioral control factors that affect consumer's evaluation of luxury. Nevertheless, Attitudes, subjective norms and behavioral control factors possess direct influences on consumers' purchase intentions that, in turn, impact the buying behavior. Hence,

studying consumers' perception of luxury values allow predicting their luxury purchasing behavior (Al-Issa & Dens, 2023).

This study contributes to the growing body of literature examining how cultural and religious factors influence luxury perception. By integrating religiosity and acculturation to global consumer culture (AGCC) as predictors of social luxury, this research adds nuanced insights into the cultural determinants of luxury consumption in a globalized marketplace. The findings reinforce the theoretical significance of religiosity as a multifaceted influence on consumer behavior. The results show that religiosity positively affects social luxury values. This supports prior work suggesting that religiosity is not inherently anti-consumption but can coexist with luxury aspirations when aligned with personal fulfillment or socially accepted forms of display (Al-Issa & Dens, 2023).

Additionally, the positive and significant influence of AGCC confirms that exposure to global consumer culture enhances luxury related value perceptions. This aligns with and extends the theoretical propositions of consumer acculturation theory, particularly how individuals integrate global norms and material aspirations into their identity construction (Cleveland et al., 2015; Strizhakova & Coulter, 2021).

Limitations and Recommendations for Future Studies

Despite its contributions, this study is subject to several limitations. First, the sample is limited to specified country which

is Egypt. This can affect the generalizability of the findings across other countries. Additionally, due to the time and cost constraints, the researcher depended on non-probability convenience sampling. Moreover, the time and cost constraints also affected the gathering of qualitative data that could have enriched the research. Additionally, the study leaves a room for unexplored moderators and mediators variables such as global identity, self-esteem, local consumer culture, demographics and other religiosity measures were not explored as potential moderators or mediators, which could provide further insights. To build upon the findings of this study, future researchers may consider the following recommendations. Future research can adopt longitudinal designs to explore how changes in religiosity or global consumer culture exposure affect luxury values over time. This would be very important in an increasingly globalized world. Moreover, comparative studies across different countries and religions could reveal interesting results. The acculturation to global consumer culture concept needs to be studied more in details as the researcher has stated in the literature that there is a lack of defining the concept of AGCC, It became clear that a single definition of AGCC was mostly used by all scholars which is the definition developed by Cleveland and Laroche (2007).

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