

Theoretical Linkage Between Self – Discrepancy States and Status Consumption

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The Purpose of this concept paper is to understand the theoretical linkage between ‘Self-Discrepancy States’ and ‘Status Consumption’. Many scholars had worked on both qualitative and quantitative studies on these latent variables, nevertheless, could not work much on variables, using proper theoretical framework. In this paper, researchers build a bridge between two disciplines at the levels of behavioural theories. This paper also defines the core theoretical terms such as meta models, conceptual framework, constructs to create shared understanding on what the theory is, discuss ways in which behavioural theory can be used to inform research behavioural change technologies, identify shortcomings in the behavioural theories and to link the theories such as ‘ Self-discrepancy theory’ with other sub theories like, ‘Theory of reasoned actioned’, ‘Theory of planned behaviour’ and ‘Social comparison theory’.

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