

ABSTRACT

Recent studies have found that self-construal is a complex concept that can play a significant role in shaping an individual's emotions and consumer behaviour. Furthermore, numerous empirical studies also discovered that emotions suppression and neuroticism are linked to an individual's music consumption. The purpose of this study is to investigate a serial perspective based on the shared relationship between those variables. From a total of 156 participants from Indonesia and the Netherlands that represent each level of self-construal, results indicate emotion suppression and neuroticism mediate the relationship between self-construal and music consumption. This suggests that individuals with an independent self-construal are more likely to suppress their emotions and have a higher level of neuroticism, leading them to consume more music as a way to cope with their negative emotions. This study will provide managers, particularly those in the music industry, with critical insight into consumers' emotions and cultural orientations toward music consumption, allowing them to approach the correct market with the proper strategy.

Keywords: Self-Construal, Emotions Suppression, Neuroticism, Music Consumption