

Research Article

The Effect of Materialism On Conspicuous Consumption Motivation: Examining The Mediating Role of Transformation Expectations

Materyalizmin Gösterişçi Tüketim Motivasyonuna Etkisi: Dönüşüm Beklentilerinin Aracılık Rolünün İncelenmesi

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Abstract

In today's world of abundance, consumption does not only mean meeting a physical need. Most of the individuals consume to meet certain expectations. At the same time, consumers' search for commodity-oriented benefits has led to the formation of the relationship between the concepts of materialism and conspicuous consumption in the study. Of course, it is another question mark whether the reasons for consumption can also be related to what the customers think they will add to themselves as a result of shopping. For this reason, it has been enquired whether the expectation of transformation mediates materialism and conspicuous consumption motivation (CCM). When the results are examined, it is understood that there is a significant effect between materialism and conspicuous consumption motivation. At the same time, transformation expectations of consumers may also have a mediating role in this effect. It is thought that this effect is a useful finding in terms of increasing sales during the execution of marketing activities. Moreover, it was noted that the materialist perception focused on Success and Happiness was effective on CCM. Success and Happiness-oriented materialistic perception were found to be effective on CCM while Self, Hedonic, and Efficacy mediate Success's influence on CCM, and only Self mediates Happiness's influence on CCM.

Key Words: Materialism, conspicuous consumption motivation, transformation expectations, conspicuous consumption, consumer behavior

Jel Codes: M30, M31, M39

Öz

Günümüz bolluk dünyasında tüketim sadece fiziksel bir ihtiyacın karşılanması anlamına gelmemektedir. Bireylerin çoğu belirli beklentileri karşılamak için tüketir. Aynı zamanda tüketicilerin meta odaklı fayda arayışları, çalışmada materyalizm ve gösterişçi tüketim kavramları arasındaki ilişkinin oluşmasına neden olmuştur. Tüketim nedenlerinin, müşterilerin alışveriş sonucunda kendilerine katacaklarını düşündükleri şeylerle de ilişkili olup olmayacağı elbette başka bir soru işaretidir. Bu nedenle dönüşüm beklentisinin materyalizme ve gösterişçi tüketim motivasyonuna (CCM) aracılık edip etmediği sorgulanmıştır. Sonuçlar incelendiğinde materyalizm ile gösterişçi tüketim motivasyonu arasında anlamlı bir nedensellik ilişkisi olduğu anlaşılmaktadır. Aynı zamanda tüketicilerin

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dönüşüm beklentileri de bu nedensellikte aracılık rolü oynayabilir. Bu nedenselliğin pazarlama faaliyetlerinin yürütülmesi sırasında satışların artırılması açısından faydalı bir bulgu olduğu düşünülmektedir. Başarı, Gösterişçi Tüketim Motivasyonunu Benlik, Hedonizm ve Yeterlilik alt boyutlarıyla etkilemektedir. Ayrıca, yeterlilik alt boyutu, Başarı ile Gösterişçi Tüketim Motivasyonu arasındaki nedensellikte aracılık etkisi göstermektedir.

Anahtar Kelimeler: Materyalizm, gösterişçi tüketim motivasyonu, dönüşüm beklentileri, gösterişçi tüketim, tüketici davranışı

Jel Codes: M30, M31, M39

INTRODUCTION

Materialism has a complex structure that has been defined in many and different ways. Richins and Dawson (1992) and Richins (1994) interpreted materialism as personal values that include centrality, happiness and success. Richins (2004) states that materialism has three sub-dimensions as success, centrality, and happiness. Individuals can feel successful by having the material products. In addition, the material assets they want can be at the center of their lives, and all these material acquisitions can be associated with a sense of happiness. The term materialism relates to materialist people's concerns about whether or not to have material objects and how they love to have objects (Ahuvia, 2005). Belk (1985) interprets materialism as a personality trait, while Richins (2004) interprets it as a variable that creates interpersonal difference. Recently, consumers tend to increase their consumption to meet their desired lifestyles. Socioeconomic needs, especially regarding luxury products show that materialistic values come to the fore and gain more importance (Gutiérrez-Nieto et al., 2017). Richins (2011) states that people buy or want to buy some products because they promise transformation for hope. For example, cosmetics are bought for physical transformation, fashionable clothes are bought for self-confidence and smart phones are bought for the purpose of easier life, in short, people buy specific things with the motivation of transformation expectations. Above all, in advertisements, sometimes very clearly and sometimes as a hidden message, messages are given that the advertised products will help us to change in the direction that we would like to be (Braun-LaTour and LaTour 2005). According to Masi De Casanova (2008), if people consume expensive goods or services to express their wealth and show their social status in a society, it is entirely related to conspicuous consumption. Veblen is the first social scientist to associate the term conspicuous consumption, where people buy expensive goods and services to gain social status and appear prestige. (Bagwell & Bernheim, 1996). People consume luxury goods that attract the attention of others for two purposes (Veblen, 1898). One of them is that individuals who compare themselves with others are in competition. The second one is the individuals who define themselves as upper class emerging their desire to consume visible products in order to distinguish themselves from others. Low-class people, on the other hand, tend to consume conspicuous goods because they compare themselves to people they see as upper-class (Klabi, 2020). Conspicuous consumption is not only about material possessions, but also depends on people's attaining positive values. These values can be associated with being happy, successful or respected (Pandelaere, 2016).

The concept of materialism emerges as a reflection of the consumer interest when attached to goods and their possession, especially as a feeling of satisfaction or dissatisfaction in their lives. Making an analysis based on the knowledge of consumers during their purchasing processes and determining the specific factors that occur in this process have become an important focus for understanding consumer behavior.

Hypothesized Relationships

Many studies deal with conspicuous consumption motivation (Mason, 1984; O'cass & McEwen, 2004; Truong, 2010, Neave et al, 2020). In prior studies, in which the conspicuous consumption motivation of consumers was examined, the relations of different variables such as purchasing

intentions, social media density, e-wom, self-esteem, and social media usage with the conspicuous consumption motivation were examined. (Thoumrungroje, 2014; Widjajanta et al., 2018, Efendioğlu, 2019) Podoshen and Zhang (2011) revealed in their research that materialism affects conspicuous consumption in both China and the United States. The findings of Dev et al.'s (2018) study with US and Pakistani consumers concluded that US consumers are both more materialistic compared to Pakistani consumers. O'cass & Frost, (2002) and Richins (2011) examined transformation expectations for the relationship between materialism and credit overuse. Richins (2013) stated that consumers with high materialistic levels associate their transformation expectations with a better and happier life. Kadioğlu and Yağcı (2021) explain that the pursuit of status causes an internal tension in consumers and they try to reduce this tension by turning to conspicuous consumption.

Materialistic consumers associate the possession of material things with both happiness and success, and they also believe that it increases their individual social status and individual achievement (Lim et al., 2020). Richins (2011) also states that having material things facilitates people's relationships with others, creates a good impression on others, and also helps people increase their productivity. Wong (1997) examined the relationship between conspicuous consumption, materialism and self in his study. According to the results of the research, it has been revealed that the tendency of conspicuous consumption is higher in people who are materialistic and give importance to social self. In addition, Frijters & Leigh (2008) also linked materialism with conspicuous consumption in their study.

This leads to first hypothesis:

H1: There is positive effect between materialism and conspicuous consumption motivation.

Richins, M. L. (2011) stated that there are four dimensions of transformational expectations and explained as follows. Relational transformation is about the increase in the number and relative quality of the people they want to have in their lives. The expectation of change in self-esteem is related to people's feeling of self-confidence or believing that they have changed their image positively due to property acquisition. Hedonic transformation, on the other hand, is associated with the excitement and pleasure that consumers feel after their product purchase. Finally, efficiency transformation is about the convenience of acquiring a new property in people's lives. Materialist people think that by giving meaning to luxury consumption, they develop both their selves and their identities with these symbols (Dittmar, 2008). In addition, materialists who associate luxury consumption with happiness (Vigneron and Johnson, 2004) spend to show off.

This leads to the second hypothesis:

H2: There is positive effect between materialism and transformation expectations.

Richins (2011) associated expectations of transformation with the fact that people's lives will be more meaningful in many ways and will change for the better, purely because of the products they buy. If consumers believe that there will be a change in their lives due to consuming a product, this may indicate that they will tend to consume in this direction (Sexton and Tuckman 1991). Some individuals prefer to consume conspicuous products that they consider to have high social value, because what the society thinks is very important to them, and sometimes they are motivated to use conspicuous products to transform themselves into the self they want (Kim, 2015). Consumers think that they will be perceived as more prestigious with higher status, especially when they buy expensive products, and they can transform themselves into the format they want when they own these products. Because of their transformation expectations, they expect more and more by buying and consuming these products (Thoumrungroje & Boonchoo, 2015). Sexton and Tuckman (1991), on the other hand, stated that as they consume lux products, the level of conspicuous consumption of people who are satisfied

with their expectations will increase in direct proportion to the satisfaction they get. Roseman (1991) associated positive emotions with the existence of situations that will enable individuals to reach their goals. Richins (2011) also stated that transformation expectations will have a mediating effect on the relationship between materialism and pre-purchase sentiments.

This leads to the following hypotheses:

H3: There is positive effect between transformation expectations and conspicuous consumption motivation.

H4: Transformation expectations have a mediating role between materialism and conspicuous consumption motivation.

METHODOLOGY

A total of 548 consumers were surveyed via internet between 15.02.2022 and 15.03.2022 in order to examine the claim of the study. The population of the study consists of working people over the age of 18. Since it would not be possible to reach the population that meets the determined criteria, it was decided to conduct the study on the sample. According to the sampling theory, it is sufficient to have at least 386 consumers from the main masses that do not have any distinctive features. The people to be included in the study were determined by the convenience sampling method. In addition, in order not to be limited to a certain region, participation was provided over the internet. During the survey analysis, frequency analysis and descriptive statistics were calculated in order to show the demographic characteristics. After the reliability analysis with Cronbach's Alpha, it was understood that there was no need to exclude any item from the study. After averaging the sub-dimensions, Mann-Whitney U and Kruskal-Wallis H tests were used. Path analysis was used in the study. The linear effects and mediation effects between the variables in the model were determined and the results were interpreted. The analysis of the data was carried out with the open source JAMOVİ package program. All results were interpreted at the 95% confidence level. In order to understand the demographic status of the participants during the analysis phase, the frequency descriptive statistics of the data of 528 participants are given in Table 1.

Table 1 Demographic Characteristics of the Participants

Variable	Category	n (%)
Gender	Female	265 (%50.2)
	Male	263 (%49.8)
Marital Status	Single	242 (%45.8)
	Married	286 (%54.2)
Education	Primary Edu	15 (%2.8)
	Secondary Edu	72 (%13.6)
	Higher Education	245 (%46.4)
	Grauate	196 (%37.1)
Income	<5000	37 (%7.0)
	5000-10000 TL	193 (%36.6)
	10000-15000 TL	174 (%33)
	>15000 TL	124 (%23.5)

Sector	Private	290 (%54.9)
	State	238 (%45.1)
Age*		29.74±8.97
*: Mean ± Standart Deviation		

It is seen that the number of women (49.2%) and men (50.2%) participating in the study is almost equal. Similarly, the rates of single (45.8%) and married (54.2%) participants are very close to each other. When the distribution of the participants by education level is examined, it has been calculated that the number of those who have received diplomas from any higher education institution (n=441) is considerably higher than other education degrees (n=87). While it is seen that the majority of the participants (36.6%) have a monthly income of 5000-10000 TL, the participants with a monthly income of more than 10000 TL constitute 56.5% of all participants. It is seen that the majority of the participants work in a job operating in the private sector (54.9%), but the difference between the private sector and public sector (45.1%) employees is not substantial (ndif=52).

Reliability analysis was performed in order to evaluate the consistency and analysis capabilities of the answers given to the scales. As can be seen from Table 2, where the results are shown, it has been understood that all scales are "highly reliable" in their current form (Cronbach's $\alpha > 0.7$). Since there is no statement that would increase the alpha coefficient if it was removed from the study, the expressions of the sub-dimensions were used in their current form.

Table 2 Sub-Dimensions Reliability Analysis Results

Scale	Sub-Dimension	Alpha Coefficient	Number of Expressions
Transportation Expectation ^a	Self	0.905	5
	Relational	0.864	3
	Hedonic	0.856	3
	Efficacy	0.877	3
Materialism ^b	Success	0.844	6
	Centrality	0.885	7
	Happiness	0.838	5
Conspicuous Consumption Motivation ^c		0.916	5

a: Richins, M. L. (2013)

b: Richins, M. L., & Dawson, S. (1992).

c: Truong, Y., Simmons, G., McColl, R. & Kitchen, P. (2008)

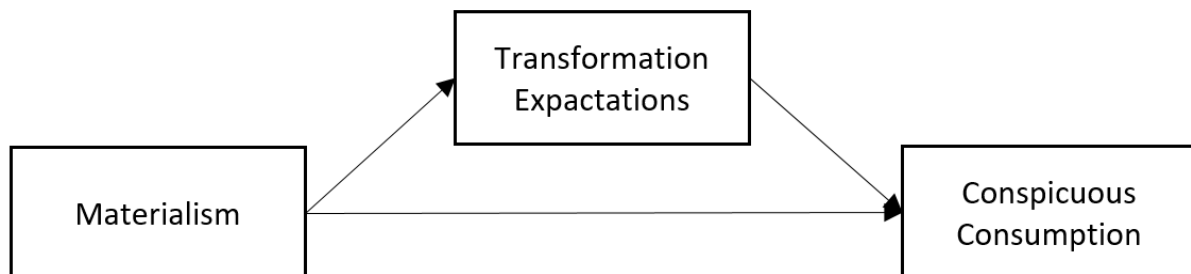
As a result of the reliability analysis, the expressions were combined in the relevant dimensions and the average values of the sub-dimensions were calculated. Since the distribution of the calculations was not suitable for the normal distribution, the difference analyzes were made with non-parametric tests and the descriptive statistics were shown with the median and IQR (Inter Quartile Range) values.

Descriptive statistics of the sub-dimensions in the scales according to demographic data are given in Table 3. At the same time, this table also includes whether the sub-dimensions differ according to demographic variables. As a result of the analyzes, mean of the answers given by the male participants in the sub-dimensions of self-esteem ($p=0.026$), relationships ($p=0.028$), centrality ($p=0.035$) and happiness ($p=0.031$) according to gender is statistically significantly higher than the average of the answers given by the female participants ($p<0.05$). Similarly, mean of the answers given by the single participants in the sub-dimensions according to marital status was calculated statistically significantly higher than the average of the answers given by the married participants ($p<0.05$). Accordingly, , it is seen as self ($p=0.014$), pleasure ($p=0.002$), being active ($p=0.009$), achievement ($p=0.008$), centrality ($p=0.010$), happiness ($p=0.005$) and conspicuous consumption ($p= 0.007$). The analysis made according to the place where the participants work was evaluated in two groups as the state and the private sector. The mean of the answers given by the participants working in the private sector according to the group they work for was statistically lower than the average of the answers given by the public officers ($p<0.05$). Accordingly, it is seen as self ($p=0.016$), pleasure ($p=0.033$), being active ($p<0.001$), success ($p=0.038$), and conspicuous consumption ($p=0.009$).

A statistically significant difference was found only in the sub-dimension of efficacy according to the educational status of the participants ($p=0.046$). The average of the answers given by the participants who graduated from secondary education was found to be statistically higher than the average of the answers given by the participants with a postgraduate degree ($p=0.017$). Income status has a statistically significant difference in the sub-dimensions of self-confidence ($p=0.039$), efficacy ($p=0.020$) and conspicuous consumption ($p=0.003$) ($p<0.05$). When the source of the difference in these sub-dimensions is examined, among the participants with an income of <5000 TL and >15000 TL in the sub-dimension of self ($p=0.049$); in the sub-dimensions of efficacy ($p=0.017$) and conspicuous consumption ($p=0.025$), there was a statistically significant difference between participants with an income of 5000-10000 TL and >15000 TL ($p<0.05$). In all of the differences calculated according to income status, it is seen that the sub-dimension average increases as income increases.

The model, which is the main focus of the study, was examined in two stages. In the first step, the existing scales were evaluated in the model without dividing them into sub-dimensions (Figure 1). All effects in the mediation model was calculated as statistically significant ($p<0.05$). It is possible to examine the significance values and coefficients in Table 4.

Figure 1 Research Model



The results of the analysis show that materialism influences conspicuous consumption through the expectation of transformation. In all mediation models, the value of β (0.317), which indicates an indirect (mediation) effect, will be lower as it is a function of the β values of the a (0.785) and b (0.403) components ($\beta_{\text{mediation}} = \beta_a \cdot \beta_b$). It would be wrong to make an

inference that the magnitude of the indirect effect has decreased due to this calculation. Whether the indirect effect is complete mediation Kenny et al. (1998) are determined by the formula they developed. This formula contains the proposition that if $[(a \cdot b)/c] > 0.80$, full mediation is mentioned. If the indirect effect cannot be calculated statistically significant as a result of the path analysis, it is not possible to talk about any mediation. In addition, a calculation result greater than 1 or negative indicates “inconsistent mediation”. In continuation, 1. According to the formula developed by Kenny et al (1998), if the result is < 0.80 , it can be said that there is partial mediation. The finding of $[(0.785 \cdot 0.403) / 0.505] = 0.63$ in the calculation made with the existing scales can be said to be a partial mediation of the transformation expectation.

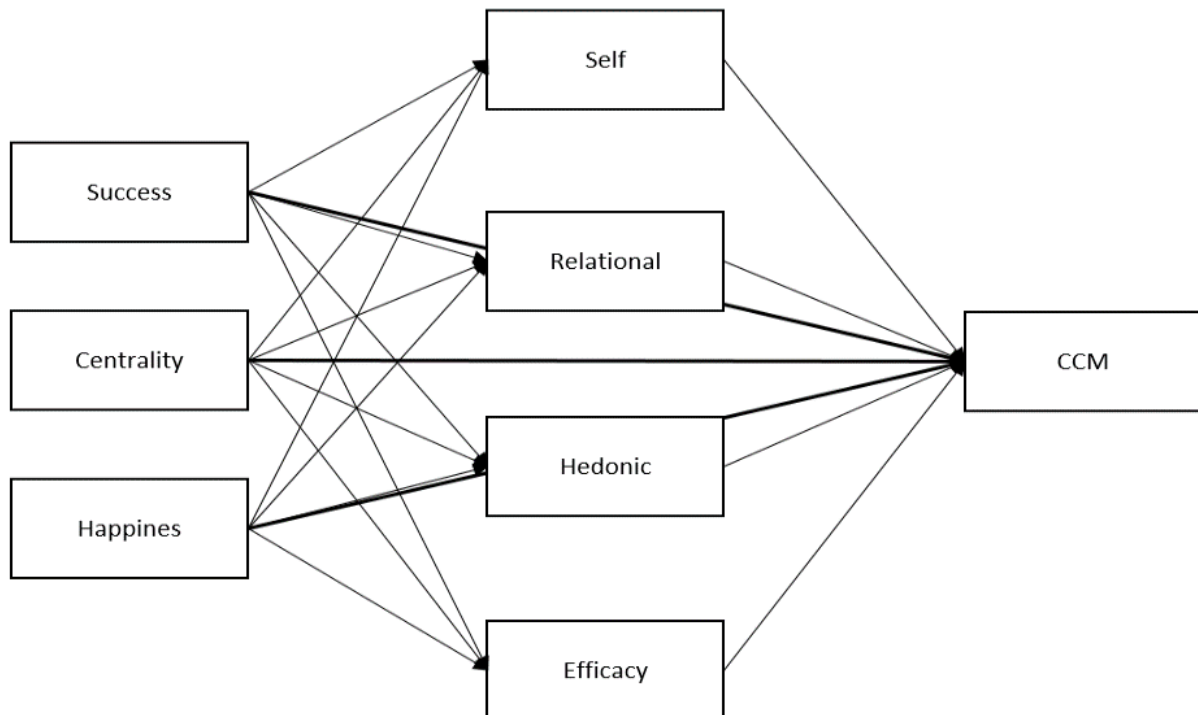
Table 3 Model Variables Effect Analysis Results (Scales)

Type	Effect	Estimate	Standart Error	β	p
Indirect	Materialism \Rightarrow TE \Rightarrow CCM	0.388	0.0371	0.317	< 0.001
Component	(a) Materialism \Rightarrow TE	0.941	0.0323	0.785	< 0.001
	(b) TE \Rightarrow CCM	0.412	0.0368	0.403	< 0.001
Direct	(c) Materialism \Rightarrow CCM	0.619	0.0441	0.505	< 0.001
Total	(c') Materialism \Rightarrow CCM	1.007	0.0304	0.822	< 0.001

TE: Transformation Expectations; CCM: Conspicuous Consumption Motivation

In order to improve the current results one step further, the sub-dimensions of the scales used were also examined and whether the existing significant effects are valid in all of the sub-dimensions was tried to be revealed by path analysis again. The model diagram created with the sub-dimensions can be examined in Figure 2.

Figure 2 Mediation Model Over Sub-Dimensions



In the diagram given above (Figure 2), it was decided to model four sub-dimensions of the materialism scale as independent variables, three sub-dimensions of the transformation expectation scale as the mediator variable, and conspicuous consumption as the dependent variable. When the model is examined, a total of 35 effect has been examined, 12 of which are between independent and mediating variables, 3 between mediating and dependent variables, 4 between independent and dependent variables, 4 in which total effect is investigated and 12 in which indirect effect is investigated. Table 4 below has been arranged to include statistically significant effect results.

Table 4 Model Variables Effect Analysis Results (Sub-Dimensions)

Type	Effect	Estimate	SE	β	p
Indirect	Success \Rightarrow Self \Rightarrow CCM	0.155	0.028	0.136	< 0.001
	Success \Rightarrow Hedonic \Rightarrow CCM	0.055	0.026	0.048	0.037
	Success \Rightarrow Efficacy \Rightarrow CCM	0.124	0.032	0.109	< 0.001
	Happiness \Rightarrow Self \Rightarrow CCM	0.033	0.015	0.029	0.026
Component	Success \Rightarrow Self	0.715	0.061	0.626	< 0.001
	Self \Rightarrow CCM	0.216	0.034	0.217	< 0.001
	Success \Rightarrow Relational	0.831	0.066	0.641	< 0.001
	Success \Rightarrow Hedonic	0.911	0.072	0.717	< 0.001
	Hedonic \Rightarrow CCM	0.060	0.029	0.067	0.034
	Success \Rightarrow Efficacy	0.970	0.066	0.776	< 0.001
	Efficacy \Rightarrow CCM	0.128	0.031	0.140	< 0.001
	Happiness \Rightarrow Self	0.154	0.065	0.135	0.018
Direct	Happiness \Rightarrow Relational	0.173	0.071	0.133	0.015
	Success \Rightarrow CCM	0.151	0.071	0.132	0.035
Total	Happiness \Rightarrow CCM	0.388	0.051	0.339	< 0.001
	Success \Rightarrow CCM	0.523	0.053	0.452	< 0.001
Total	Happiness \Rightarrow CCM	0.426	0.057	0.367	< 0.001
	Success \Rightarrow CCM	0.523	0.053	0.452	< 0.001

CCM: Conspicuous Consumption Motivation

According to the results of the study, there is no direct or total effect between the Centrality and Conspicuous Consumption Motivation ($p > 0.05$). In addition, indirect effects in Table 4 were examined in this study. According to the results, Success affects CCM through Self, Hedonic and Efficacy sub-dimensions. Happiness, which is the sub-dimension of Transformation Expectations, has a mediating effect for all materialism sub-dimensions ($p < 0.05$). Efficacy has a statistically significant mediation effect with other materialism sub-dimensions except Centrality ($p < 0.05$). It was not possible to talk about the mediating effect of Hedonic and Relational sub-dimensions on sub-dimensions of Transformation Expectations, and any

materialism sub-dimension ($p>0.05$). Happiness, on the other hand, affects CCM through Self. Another finding is that the Centrality sub-dimension does not affect CCM with its mediation effect ($p>0.05$). When the component part of Table 5 is examined, it is seen that there is a significant effect between Success and sub-dimensions of Transformation Expectations ($p<0.05$). While effect is present between Happiness and Self and Relational ($p<0.05$), no significant effect can be seen between Centrality and any Transformation Expectations sub-dimension ($p<0.05$). In addition, Self, Hedonic and Efficacy affect Conspicuous Consumption Motivation ($p<0.05$).

Before making a definite judgment about the mediation effect revealed statistically, the type of mediation was determined by the formula performed by Kenny et al. The result of the calculations made for this and the classified version of the intermediary are given in Table 5.

Table 5 Type of Mediation Effect

Indirect Effect	$\left[\frac{a \cdot b}{c}\right]$	Criteria Satisfaction ($>0,80$)	Type
Success \Rightarrow Self \Rightarrow CCM	1.026	not provide	Inconsistent
Success \Rightarrow Hedonic \Rightarrow CCM	0.366	not provide	Partial
Success \Rightarrow Efficacy \Rightarrow CCM	0.823	provide	Mediator
Happiness \Rightarrow Self \Rightarrow CCM	0.086	not provide	Partial

a: Effect β value between independent variable and mediator variable
b: Effect β value between mediator variable and dependent variable
c: Direct effect β value between independent and dependent variable

Efficacy sub-dimension shows a mediation effect in the effect between Success and CCM. It is understood that there is an inconsistent mediation effect in the effect between Success and CCM due to the >1 condition of the Self sub-dimension.

DISCUSSION AND CONCLUSION

Although previous research examined materialism is associated with consumer debt or credit use (Richins 2011, Garðarsdóttir & Dittmar, 2012), no research noted the influence on conspicuous consumption motivation. Richins (2011) also mentioned that transformation expectataions may be useful for better understanding of different consumer motivations A survey study was conducted to follow up on mediation effect of transformation expectations on materialism and conspicuous consumption motivation in this study. The survey study further showed that transformation expectations are associated with conspicuous consumption, and this association fully mediates the relationship of materialism with conspicuous consumption motivation. The hypotheses established in the study were found to be statistically significant. Statistically significant effect was also calculated in the sub-dimensions. It is understood that success is an important basic interaction element for CCM. It is noteworthy that the centrality sub-dimension does not affect the CCM. In addition, although the relational sub-dimension alone has significant effect with success and happiness, it has neither direct nor indirect effects with CCM. While the relationships sub-dimension alone does not affect conspicuous consumption, it may have an impact on conspicuous consumption with the addition of transformation expectations. It is noted that the feelings of success and happiness are also effective in the conspicuous consumption of people with a focus on materialism. So, it is advised that if a product is desired to be purchased in line with materialistic wishes, it may be

useful to create the perception that the same product can increase the person's success and happiness. It is advised to study transformation expectations related to personal traits in future studies.

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Araştırma Makalesi**The Effect Of Materialism On Conspicuous Consumption Motivation: Examining The Mediating Role Of Transformation Expectations***Materyalizmin Gösterişçi Tüketim Motivasyonuna Etkisi: Dönüşüm Beklentilerinin Aracılık Rolünün İncelenmesi*

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Genişletilmiş Özet

Materyalizm, çok ve farklı şekillerde tanımlanmış karmaşık bir yapıya sahiptir. Richins ve Dawson (1992) ve Richins (1994) materyalizmi merkeziliği, mutluluğu ve başarıyı içeren kişisel değerler olarak yorumlamaktadırlar. Richins (2004) materyalizmin başarı, merkezilik ve mutluluk olmak üzere üç alt boyutu olduğunu belirtmektedir. Bireyler maddi ürünlere sahip olarak kendilerini başarılı hissedebilirler. Ayrıca, istedikleri maddi varlıklar hayatlarının merkezinde olabilir ve tüm bu maddi kazanımlar bir mutluluk duygusuyla ilişkilendirilebilir. Materyalizm terimi, materyalist insanların maddi nesnelere sahip olup olmadıkları ve bunları nasıl elde ettikleri konusundaki endişeleriyle ilgilidir. (Ahuvia, 2005). Belk (1985) materyalizmi bir kişilik özelliği olarak yorumlarken Richins (2004) kişilerarası farklılık yaratan bir değişken olarak yorumlamaktadır. Son zamanlarda tüketiciler, arzu ettikleri yaşam tarzlarını karşılamak için tüketimlerini artırma eğilimindedir. Sosyoekonomik ihtiyaçlar, özellikle lüks ürünlerle ilgili olarak, materyalist değerlerin öne çıktığını ve daha fazla önem kazandığını göstermektedir (Gutiérrez-Nieto vd., 2017). Richins (2011), insanların umut için dönüşüm vaat eden bazı ürünleri satın aldıklarını veya almak istediklerini belirtmektedir. Örneğin kozmetikler fiziksel dönüşüm için, moda için uygun giysiler özgüven için, akıllı telefonlar daha kolay yaşam için, kısacası insanlar dönüşüm beklentisi motivasyonu ile belirli şeyler satın almaktadırlar. Her şeyden önce reklamlarda, bazen çok açık bazen de gizli bir mesaj olarak, reklamı yapılan ürünlerin bizim olmak istediğimiz yönde değişmemize yardımcı olabileceğine dair mesajlar verilmektedir (Braun-LaTour ve LaTour, 2005). Masi De Casanova'ya (2008) göre eğer insanlar bir toplumdaki zenginliklerini ifade etmek ve sosyal statülerini göstermek için pahalı mal veya hizmetler tüketiyorsa, bu tamamen gösterişçi tüketim ile ilgilidir. İnsanlar, başkalarının dikkatini çeken lüks malları iki amaçla tüketirler (Veblen, 1898). Alt sınıf insanlar ise kendilerini üst sınıf olarak gördükleri insanlarla karşılaştırdıkları için gösterişli malları tüketmeye eğilimlidirler (Klabi, 2020). Gösterişçi tüketim, sadece maddi varlıklarla ilgili olmayıp, insanların olumlu değerler kazanmasına da bağlıdır. Bu değerler mutlu, başarılı veya saygın olmakla ilişkilendirilebilir (Pandelaere, 2016). Tüketicilerin satın alma süreçlerindeki bilgilerine dayalı bir analiz yapılması ve bu süreçte meydana gelen spesifik faktörlerin belirlenmesi, tüketici davranışlarını anlamak için önemli bir odak noktası haline gelmiştir. Pek çok çalışma gösterişçi tüketim motivasyonu ile ilgilenmektedir (Mason, 1984; O'cass & McEwen, 2004; Truong, 2010; Neave ve diğerleri, 2020). Tüketicilerin gösterişçi tüketim motivasyonunun incelendiği önceki çalışmalarda, satın alma niyetleri, sosyal medya yoğunluğu, benlik saygısı, sosyal medya kullanımı gibi farklı değişkenlerin gösterişçi tüketim motivasyonu ile ilişkileri incelenmiştir. (Thoumrungroje, 2014; Widjajanta vd., 2018, Efendioğlu, 2019) Podoshen ve Zhang (2011) araştırmalarında materyalizmin

hem Çin'de hem de Amerika Birleşik Devletleri'nde gösterişçi tüketimi etkilediğini ortaya koymuştur. Dev ve arkadaşlarının (2018) ABD'li ve Pakistanlı tüketicilerle yaptığı çalışmanın bulguları, ABD'li tüketicilerin Pakistanlı tüketicilere kıyasla daha materyalist olduğu sonucuna varmıştır. O'cass & Frost, (2002) ve Richins (2011), materyalizm ve aşırı kredi kullanımı arasındaki ilişki için dönüşüm beklentilerini incelemişlerdir. Richins (2013) materyalist düzeyi yüksek olan tüketicilerin dönüşüm beklentilerini daha iyi ve daha mutlu bir yaşamla ilişkilendirdiğini belirtmiştir. Kadioğlu ve Yağcı (2021), statü arayışının tüketicilerde içsel bir gerilime neden olduğunu ve gösterişçi tüketime yönelerek bu gerilimi azaltmaya çalıştıklarını açıklamaktadır. Maddi şeylere sahip olmayı hem mutluluk hem de başarı ile ilişkilendiren materyalist tüketiciler, bireysel sosyal statülerini ve bireysel başarılarını artırdığına da inanmaktadırlar (Lim vd., 2020). Richins (2011) de maddi şeylere sahip olmanın insanların başkalarıyla ilişkilerini kolaylaştırdığını, başkaları üzerinde iyi bir izlenim yarattığını ve ayrıca insanların üretkenliklerini artırmalarına yardımcı olduğunu belirtmektedir. Wong (1997), çalışmasında gösterişçi tüketim, materyalizm ve benlik arasındaki ilişkiyi incelemiştir. Araştırma sonuçlarına göre materyalist ve sosyal benliğe önem veren kişilerde gösterişçi tüketim eğiliminin daha yüksek olduğu ortaya çıkmıştır. Ayrıca Frijters ve Leigh (2008) de çalışmalarında materyalizmi gösterişçi tüketim ile ilişkilendirmiştir.

Buna bağlı olarak H1 hipotezi geliştirilmiştir.

H1: Materyalizm ile gösterişçi tüketim motivasyonu arasında pozitif etki vardır.

Richins, M. L. (2011), dönüşümsel beklentilerin dört boyutu olduğunu belirtmiş ve şu şekilde açıklamıştır. Benlik saygısında değişiklik beklentisi, kişilerin kendilerine olan güven duygusu veya mülk edinimi nedeniyle imajlarını olumlu yönde değiştirdiğine inanmaları ile ilgilidir. Hedonik dönüşüm ise tüketicilerin ürün satın aldıktan sonra hissettikleri heyecan ve haz ile ilişkilidir. Son olarak, verimlilik dönüşümü, insanların yaşamlarında yeni bir mülk edinmenin rahatlığı ile ilgilidir. Materyalist insanlar, lüks tüketime anlam vererek bu sembollerle hem kendilerini hem de kimliklerini geliştirdiklerini düşünürler (Dittmar, 2008). Ayrıca lüks tüketimi mutlulukla ilişkilendiren materyalistler (Vigneron ve Johnson, 2004) gösteriş için harcama yapmaktadırlar.

Buna bağlı olarak H2 hipotezi geliştirilmiştir.

H2: Materyalizm ile dönüşüm beklentileri arasında pozitif etki vardır.

Richins (2011), dönüşüm beklentilerini, insanların hayatlarının birçok yönden daha anlamlı olacağı ve sırf satın alınan ürünler nedeniyle daha iyiye doğru değişeceği gerçeğiyle ilişkilendirmiştir. Tüketicilerin bir ürünü tüketmeleri nedeniyle hayatlarında bir değişiklik olacağına inanmaları, bu yönde tüketime yöneleceklerini gösterebilir (Sexton ve Tuckman 1991). Bazı bireyler, toplumun ne düşündükleri onlar için çok önemli olduğu için toplumsal değeri yüksek olduğunu düşündükleri gösterişli ürünleri tüketmeyi tercih etmekte ve bazen de kendilerini istedikleri benliğe dönüştürmek için gösterişli ürünleri kullanmaya motive olmaktadır (Kim, 2015). Tüketiciler özellikle pahalı ürünler aldıklarında statüleri yükseldikçe daha prestijli olarak algılanacağını düşünmekte ve bu ürünlere sahip olduklarında kendilerini istedikleri formata dönüştürebileceklerini düşünmektedir. Ayrıca insanlar dönüşüm beklentileri nedeniyle bu ürünleri alıp tüketerek daha fazlasını beklemektedirler (Thumrunroje ve Boonchoo, 2015). Sexton ve Tuckman (1991) ise beklentilerinden memnun olan kişilerin lüks ürünleri tükettikçe gösterişçi tüketim düzeylerinin aldıkları memnuniyetle doğru orantılı olarak artacağını belirtmişlerdir. Roseman (1991), olumlu duyguları, bireylerin amaçlarına ulaşmasını sağlayacak durumların varlığıyla ilişkilendirmiştir. Richins (2011) de materyalizm ile satın alma öncesi duygular arasındaki ilişkide dönüşüm beklentilerinin aracı etkisinin olacağını belirtmiştir.

Bu, aşağıdaki hipotezlere yol açar:

H3: Dönüşüm beklentileri ile gösterişçi tüketim motivasyonu arasında pozitif etki vardır.

H4: Dönüşüm beklentileri, materyalizm ile gösterişçi tüketim motivasyonu arasında aracı bir role sahiptir.

Araştırmada 5.02.2022-15.03.2022 tarihleri arasında internet üzerinden toplam 548 kişiye anket uygulanmıştır. Araştırmanın evrenini 18 yaş üstü çalışan kişiler oluşturmaktadır. Belirlenen kriterlere uygun popülasyona ulaşmak mümkün olmayacağından örneklem üzerinden araştırmanın yapılmasına

karar verilmiştir. Örneklem kuramına göre ayırt edici özelliği olmayan ana kitlelerden en az 386 tüketicinin olması yeterlidir. Anket analizi sırasında demografik özellikleri göstermek için frekans analizi ve betimsel istatistikler hesaplanmıştır. Cronbach's Alpha ile güvenilirlik analizi yapıldıktan sonra herhangi bir maddenin çalışmadan çıkarılmasına gerek olmadığı anlaşılmıştır. Alt boyutların ortalaması alındıktan sonra Mann-Whitney U ve Kruskal-Wallis H testleri kullanılmıştır. Çalışmada path analizi kullanılmıştır. Modelde yer alan değişkenler arasındaki doğrusal etkiler ve aracılık etkileri belirlenmiş ve sonuçlar yorumlanmıştır. Verilerin analizi açık kaynak kodlu JAMOVI paket programı ile gerçekleştirilmiştir. Tüm sonuçlar %95 güven düzeyinde yorumlanmıştır. Araştırmaya katılan kadın (%49,2) ve erkek (%50,2) sayısının hemen hemen eşit olduğu görülmektedir. Benzer şekilde bekar (%45,8) ve evli (%54,2) katılımcıların oranları birbirine çok yakındır. Katılımcıların eğitim düzeyine göre dağılımı incelendiğinde, herhangi bir yükseköğretim kurumundan diploma almış olanların (n=441) sayısının diğer eğitim kademelerine (n=87) göre oldukça fazla olduğu hesaplanmıştır. Katılımcıların çoğunluğunun (%36,6) aylık 5000-10000 TL gelire sahip olduğu görülürken, aylık geliri 10000 TL'nin üzerinde olan katılımcılar tüm katılımcıların %56,5'ini oluşturmaktadır. Katılımcıların büyük çoğunluğunun özel sektörde faaliyet gösteren bir işte çalıştığı (%54,9), ancak özel sektör ve kamu sektörü (%45,1) çalışanları arasındaki farkın çok olmadığı (ndif=52) görülmektedir. Araştırmanın sonuçlarına göre Merkezilik ile Gösterişçi Tüketim Motivasyonu arasında doğrudan veya tam bir etki yoktur ($p>0.05$). Sonuçlara göre Başarı, Gösterişçi Tüketim Motivasyonunu Benlik, Hedonizm ve Yeterlilik alt boyutlarıyla etkilemektedir. Dönüşüm Beklentileri alt boyutu olan mutluluk, tüm materyalizm alt boyutları için aracılık etkisine sahiptir ($p<0.05$). Yeterlik, Merkezilik dışındaki diğer materyalizm alt boyutları ile istatistiksel olarak anlamlı bir aracılık etkisine sahiptir ($p<0.05$). Mutluluk ise Gösterişçi Tüketim Motivasyonunu Benlik aracılığıyla etkilemektedir. Başarı ile Dönüşüm Beklentileri alt boyutları arasında anlamlı bir nedensellik olduğu görülmektedir ($p<0.05$). Mutluluk ile Benlik ve İlişkisellik arasında nedensellik varken ($p<0.05$), Merkezilik ile herhangi bir Dönüşüm Beklentisi alt boyutu arasında anlamlı bir nedensellik görülmemektedir ($p<0.05$). Ayrıca Benlik, Hedonizm ve Yeterlik, Gösterişçi Tüketim Motivasyonunu etkilemektedir ($p<0.05$). Ayrıca, yeterlilik alt boyutu, Başarı ile Gösterişçi Tüketim Motivasyonu arasındaki nedensellikte aracılık etkisi göstermektedir.