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IMPACT OF MATERIALISM ON CONSUMPTION BEHAVIOR

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ABSTRACT

The concept of consumer behavior has become of prime importance. A lot of scholars have raised their questions regarding the study of the materialism, its concepts, its measures and its implications. The term materialism has a much diversified understanding, where it can be discussed as a well social cultural phenomenon; it can also be a phenomenon which is very personal and individualistic. In this research concept of consumer materialism is studied. The concept of materialism which is used in this research is of Belk (1984). In order to gauge the Potential relationships and clearer understanding planned behavior. The study aims by using primary data is to examine the consumer need for uniqueness, consumer socialization, perceived behavioral control and Materialism on the consumer's intentions and consumption behavior. Therefore, a survey, which is based on apparel purchase, is conducted with 507 respondents. In order to test the proposed model, confirmatory factor analysis is applied. The result of the research explains the adopted model and also shows the effect of materialism on the consumption behavior. The model helped the test the influence of materialism on the consumer intention and consumption behavior regarding the apparels.

Keywords: Materialism, Theory of Planned Behavior, Consumer Need for Uniqueness, Consumer Behavior, Structural Equation Modeling

Jel Codes: D01-D02- D11

TÜKETİM DAVRANIŞLARI ÜZERİNDEKİ MATERYALİZMİN ETKİSİ

ÖZ

Materyalizm kavramının incelenmesi yakın geçmişte araştırmacılar için birincil önem haline gelmiştir. Bir çok bilim adamı materyalizmi çalışırken, kendi kavramları, ölçümleri ve etkileri hakkında farklı sorular sormuşlardır. Materyalizm bir kavram olarak çok çeşitli anlamladılmalara açıktır. Bir yandan kültürel bir olgu olarak ele alınabilirken, aynı zamanda oldukça kişisel ve bireysel yorumlamalara açık bir kavramdır. Materyalizm açgözlülük ve arzu anlamlarıyla özdeşleşmeye başladı. Bu araştırmanın yürütülmesindeki amaç, bu alanda varolan literatüre bir katkı sunarak, materyalizmin tüketicilerin satın alma davranışlarına olan psikolojik etkilerini araştırmaktır. Bu araştırma materyalizmin satın alış sırasında nasıl algılandığını anlamak ve materyalizmin bir değişken olarak tüketicinin zihnindeki görece önemini irdelemektir. Bu çalışmada tüketici materyalizmi, tüketicinin belirli mal ve satın almalar için atfettiği değer araştırılmıştır. Bu çalışmada Belk'in (1984) materyalizmin kavramı kullanılmıştır. Araştırma bireylerin tüketim davranışları üzerine materyalizmin etkisi üzerine odaklanır.) Buna ek olarak, bu çalışma aynı zamanda birincil data kullanarak, tüketici niyeti ve davranışı üzerinde faklı olma isteğinin, tüketici sosyalleşmesinin, algılanan davranışsal kontrolün ve materyalizmin etkilerini araştırmayı amaçlamaktadır. Bu nedenle, kıyafet alımı üzerine 507 katılımcı ile bir anket çalışması yürütülmüştür. Önerilen modeli test etmek amacıyla, doğrulayıcı faktör analizi uygulanmıştır. Bulgularda önerilen model önemli ve yüksek bir model uyumu görülmektedir. Araştırmanın sonucu, uyarlanmış modeli açıklar ve materyalizmin tüketici davranışı üzerinde etkisini sergiler. Bu model materyalizmin kıyafet alımı konusunda tüketici niyeti ve davranışına nasıl bir etkisi olduğunu test etmiştir.

Anahtar Kelimeler: Materyalizm, Planlı Davranış Teorisi, Teklik Tüketici İhtiyaç, Tüketici Davranışı, Yapısal Eşitlik Modellemesi

Jel Kodu: D01-D02-D11

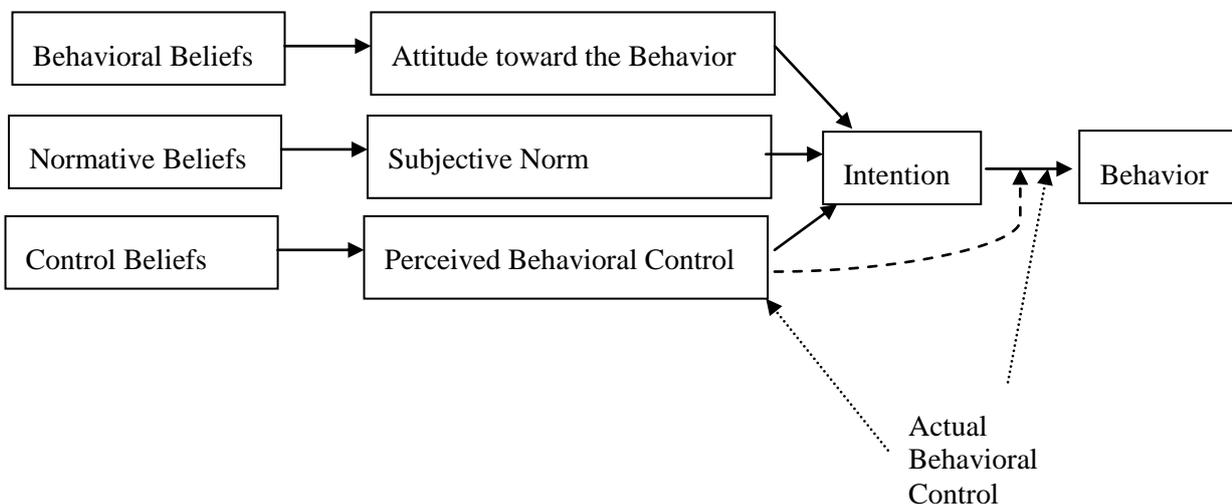
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INTRODUCTION

Marketers are always enthusiastic about the consumer behavior, the knowledge of consumer behavior has always been of prime importance for them in-order to understand habits of consumers. The thinking pattern, associated feelings, selection of choices, brands etc are associated with behavior. According to Sarker, Bose, Palit, & Haque, (2013) the behavior of buying on the individuals as customer is being influenced through different variables. Marketers want to take control over the consumers as to how they behave. However they are unable to do it even if they have information, where as it is more appropriate to say that “marketers can inspire the purchasing behavior but it cannot be controlled Durmaz, (2011). One of the core features which is associated with consumption and being able to capture the attention of the marketers is materialism. According to Belk, Hunt, & Shelby, (1983) defined Materialism as “the attachment towards the possessions.” Richins & Rudmin, (1994), extended the support towards the subject to further study by marketers and researchers. It is important to understand that consumer behavior that has various aspects, on how the consumers makes certain purchase decisions, how certain aspects are impacting the purchase decisions of the consumers and more over it is also important for marketers to know and study the consumer behavior to understand that how the changing needs and wants are being influenced in the society. Kotler & Keller, (2011) highlight the significance of Buying Behavior and elaborate on how the consumers chose the desired goods and services which can be of prime importance for the producers of products in order to gain an edge over competitors. For instance, producers of goods and services may utilize the learning acquired through understanding the buyer behavior to help the businesses to adopt the trends and amend the tactics likewise presenting correctly targeted goods to the correct segment of consumers catering to their needs and wants. Moreover, efforts which are made to help improve and enhance the existing knowledge to know the consumer behavior; organizations likewise participate in promotion activities to generate the interest and to influence in the consumer consumption behavior. When the businesses indulge in such type of promotional campaigns they have to consider other variables that have an impact on the possible outcome the business wants to achieve because of such activities, one example of such a factors, can the presence and position of the economic conditions, social structure, legislation, technological advancements etc. The in-depth study of consumer behavior subject assist the business organizations to formulate their marketing strategies keeping in mind how consumers are thinking, how consumers feels regarding a particular brand and how consumers choose among substitutes.

The theory employed in the current study is presented by Icek Ajzen is Theory of Planned Behavior. In depth research will be conducted to focus upon the variables that affect the consumption behavior. After careful investigation and exploration of independent variables which are used in the study are Consumer need for uniqueness, consumer socialization, perceived behavioral control and Materialism and Intentions and the actual consumption behavior.

Figure 1. Theory of Planned Behavior Model



As Per (Lee R. M., 2009) the theory of planned behavior can be used in any area, according to (Armitage C. J., (2003).) (Eastlick & Lotz, 1999), (Fionda & Moore, 2009) have used the same theory in different areas of research. In this research the Consumer Need for Uniqueness (CNFU) will be used to gauge then attitude, Consumer Socialization will measure the socialization and Perceived Behavioral Control (PBC) will be measured by self efficacy. Materialism will be measure by using Belk Materialism Scale. (Belk R. W., 1984). The impact CNFU, Consumer Socialization, PBC and Materialism will be measured on Intentions and afterwards on consumption.

1.1 Consumer Need for Uniqueness

Attitude is the function of being unique and ability to monitor a person. (Katz, 1960) According to researchers such as (Min-Young, Youn-Kyung, Lou, Dee, & Judith, 2008) attitude is related to emotional attitude.

According to (Tian, Bearden, & Hunter, 2001) Consumers' need for uniqueness is elaborated as the characteristic of seeking distinctiveness comparing to others through the securing, using, and disposal of customer products with the objective of creating and upgrading one's individuals personal image and societal image.

In order to predict the behavior of consumers regarding fashion the need of uniqueness is a critical variable. (Workman & Kidd, 2000); it ought to be considered as an individual trait to seek after famous brands and items to pass on individual and individuality at social level which will separate his/her self from others (Tian, Bearden, & Hunter, 2001)

Comprising of creative choice, unpopular choice, and similarity avoidance, it is thought that Consumer need of uniqueness has multiple attributes. (Tian, Bearden, & Hunter, 2001).

According to (Snyder & Fromkin, 1977) uniqueness theory the individuals who have the possession of goods which are materialistic in nature to distinguish the individuals from other individuals. (Tian, Bearden, & Hunter, 2001)

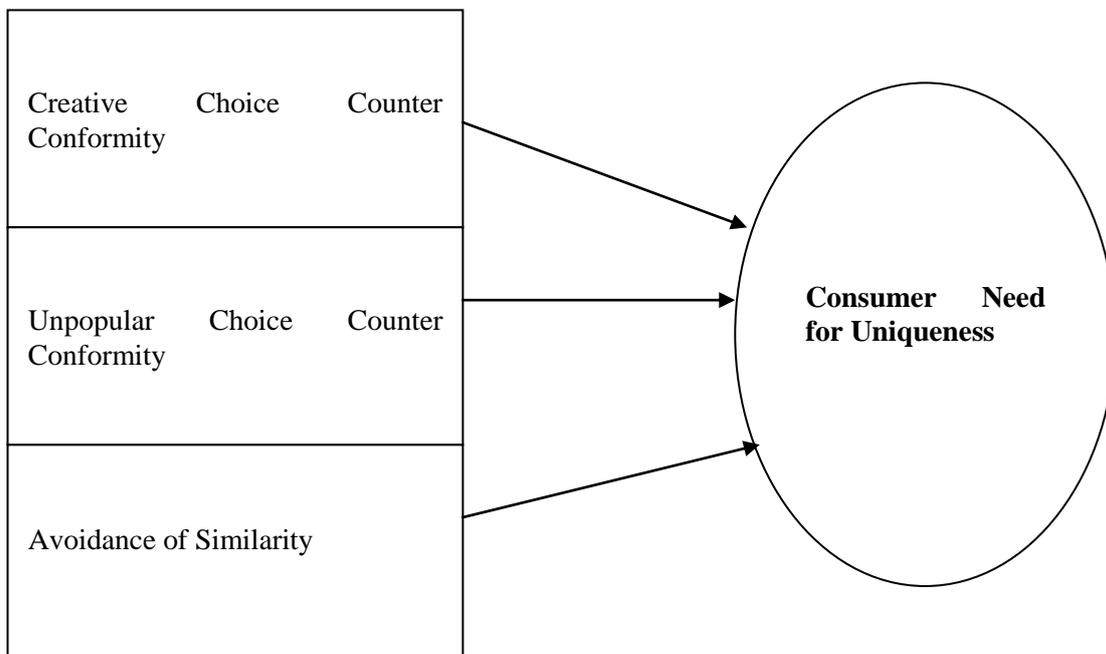


Figure 2. Consumer Need for Uniqueness

1.2 Consumer Socialization

Gaining information about the socialization of consumers is a rapidly expanding area and also researchers are concerned with this. It can be defined as how the attitude, knowledge and skills are implemented in society (Ward S. , 1974).

There is no certain way to behave regarding consumer behavior but on the other hand individuals behave in a way that suits their characters and may influence consumer behavior. Societal learning and reasoning development are the two main models constituting consumer behavior.

Direct effect can be the behavior of consumption executed by a family individual after gathering information associated with consumption whereas the indirect effect is being from mass media or friends (Moschis G. P., 1985). Another research carried out by Cotte & Wood, (2004) suggested that influence of the parent is not in purchase decision making rather it is also molding the behavior.

Research conducted by (Moschis & Churchill, 1979) gave a different picture, they found out that the elder adolescents are better informed regarding goods and services and they have the ability differentiate information positive or negative extracted from the advertisement.

Another study done by (Childers & Rao, 1992) suggested that during the decision making process the influence of the friends is strong when the decisions regarding the purchase of personal or some other special purpose goods. Peer influence affects the purchase decision when it comes to teenage girls (Grant & Stephen, 2006) . Another study conducted by (Wouters, Larsen, Kremers, Dagnelie, & Geenen, 2010) showed a positive relation with consumption and peer influence. Also (Ryan A. M., 2001) Suggested that young adolescents are affected by peers attitude, beliefs and behavior at the development stage.

According to researcher (Benmoyal-Bouzaglo & Moschis, 2010) researched that the consumer having disturbed family life on them there is a firm influence from the friends and media.

According to (Li, Jiang, An, Shen, & Jin, 2009) young consumer buy the products that will impress the peers it is because of the views of individual and peer pressure.

According to Eisner, (2005) the youngsters are changing their choices their choice of media is changing from TV to more stored media such as DVD's and games. They continuously keep themselves updated about the changes. They try and use the brand recommended by peers additionally as consumption behavior liked and formed up by their group members.

According to (Stock & Tupot, 2006) advised the companies that they should choose the celebrities carefully due to the fact that this generation is living in technological era and they have all the desired information. In this age all the consumers are knowledge able consumers, the businesses they cast some wrong personality it might lead them to lose some of the market share.

1.3 Perceived Behavioral Control (PBC)

According to (Notani 1998) mentioned that by introducing Perceived Behavioral Control, Theory of Planned Behavior becomes a successful tool that can predict behavior over which people do not have complete volitional control.

Theory of Planned Behavior advocates that perceived behavioral control together with Intentions can be used directly to predict behavioral achievement (Ajzen I. , 1991) there are two reasons given by (Ajzen I. , 1991) to show PBC as determinant of intentions along attitudes and beliefs and as determinant of behavior along intentions.

According to (Pawlak & Malinauskas, 2008) if a person has abundance of resources he or she is supposed to have tighter control over the behavior. The third group in the theory is Control beliefs which are a perceived as Behavioral Control (Pawlak & Malinauskas, 2008).

According to them (Pawlak & Malinauskas, 2008) the strong point of control to which a person want to execute the desired behavior. (Ajzen I. , 1991) Inferred that the concept is Self-efficacy is a similar weight age word for Perceived Behavioral Control (Conner & Abraham, 2001).

1.4 Materialism

In consumer research, materialism and the aspiration of consumption has been inseparably connected. As depicted by (Richins & Dawson, 1992) as the “centrality of ownership and attainment in consumers’ factors “materialism talks essentially to the relationship we, as people, have with our material belonging.” Whether we appreciate purchasing them, owning them or revealing to them off to others – these courses in which we "adore" our belonging is just a statement of our materialism.

According to (Belk R. W., 1984), "materialism mirrors the significance a buyer joins to common belonging". Commenting that belonging are frequently viewed as impacting our feeling of prosperity and wellbeing, (Belk R. W., 1984) sees a reasonable connection between very materialistic people and those people who 'appreciate carrying on with the great life'.

As per (Belk R. W., 1984) came up with another definition of the Term which, states that “the attachment with the worldly possession is defined as materialism.” More over (Richins & Rudmin, 1994) researched out a certain positive connection between materialism and satisfaction of overall life.

According to (Belk R. W., 1984) he accepted materialism to be "the biggest macro-improvement in present day shopper conducts" (and expected that the "deficiency of measures of materialism" would repress researchers' capacity to propel their comprehension of this critical idea.

Belk in this manner added to a quality based materialism scale in which he distinguished possessiveness, non-liberality and envy as being characterizing materialistic characteristics.

While (Belk R. W., 1984) materialism scale concentrated on identity qualities, (Richins & Dawson, 1992) saw materialism as a quality, something that increases "with social conditions and with age". Their examination on materialism recognized centrality, satisfaction and accomplishment as the critical topics for scale advancement.

The first factor of materialism is possessiveness which is outlined as "the liking and propensity of retaining an asset in their own ownership” (Belk, Hunt, & Shelby, 1983) it's distinct from possessiveness, because the latter is perceived as having a connection towards items before and through attainment instead of a relationship with items when acquisition. Individuals with this attribute perpetually like bigger management of objects or “tangibilization” of any expertise.

The second factor, non generosity, is manifested through one’s disposition to share his or her possessions with others. This factor is totally different from the first one.

The third factor, envy, is relating to the social angle which includes “disappointment and a sense of enmity at the commonness of (someone else) in satisfaction, achievement, notoriety, or the ownership of something attractive “Schoeck, (1966).

Materialism is a globally recognized idea when conducting consumer behavior research, which is most normally characterized as "the significance a consumers joins to common belonging (Russell & Güliz, 1994)".

Materialism can be distinctive as having possessions having a value for the individuals. Therefore, the following research is proposed to examine the effect of materialism on the intentions and behaviors of the consumers.

The study focus on the Impact of materialism on the consumption behavior of consumers with respect to apparels. The reason for choosing apparels is for the convenience of carrying out the research as every consumer in daily life needs apparels. The specific objectives of the study are: To determine the important predictors affecting consumption behavior of consumers related to apparels. To apply Theory of planned behavior (TPB) in consumption behavior of Consumers with respect to apparels? To identify the impact of Materialism on Consumer Intention and Actual Consumption behavior

1.5 Hypothesis Development

Relationship between consumers need of uniqueness and consumer intention

An individual's requirement of being unique have an impact on how they provide response towards brands, how those consumers can feel and convey that they are not the same as others this idea is clarified in the Consumer need for Uniqueness. (Ryan H. Z., 2008), (Tian, Bearden, & Hunter, 2001) by gaining the possession of materialistic items (Knight & Kim, 2007)

According to (Snyder & Fromkin, 1977) suggested that diverse individuals display different intensity for uniqueness in comparable conditions and having a noteworthy effect on their decisions to purchase. People having degree towards uniqueness have a tendency to embrace new items, trends and product brands faster which is related to the industry of fashion where every single day new fashions, designs and trends are evolved. (Bertrandias & Goldsmith., 2006)

As per this hypothetical point of view, a person, in spite of the fact that a person has been influenced by the normative beliefs, looks for differentiation (Clark, Zboja, & Goldsmith., 2006). In the light of above discussion the following hypothesis is tested.

Hypothesis 1 (H₁): Consumer Need for Uniqueness affects Consumer Intention.

Relationship of consumer socialization and consumer's intention

Consumer socialization demonstrate that people gain knowledge, awareness, and learn through speaking, watching socialization agents (Bush, Smith, & Martin, 1999)Such abilities frequently alluded as purchase intentions, sensitiveness towards prices, and other financial motivations. The consumer socialization explains that the sets that utilization related to the interaction between consumer attitude and changes in behavior of the customer. (Bush, Smith, & Martin, 1999); (Moschis & Churchill, 1979) The socialization system considers media use as a vital mean of studying the attitudes, knowledge and behavioral change of individual consumers. (Choi & La Ferle, 2004). Keeping the above literature the following hypothesis is being tested

Hypothesis 2 (H₂): Consumer Socialization levels affect the Consumer Intention.

Perceived behavioral control and consumers intention relationship

As per (Aizen, 2016); (Ajzen I. , 1991), PBC reflects beliefs in regards to access to the openings expected to carry out a behavior. PBC seems to be a combination of two parts. The main part is "encouraging conditions" (Triandis, 1979), which shows the accessibility of resources which are expected be a part of carry out a behavior.

According to (Ajzen & Madden, 1986) demonstrated that the theory of planned behavior enhance understanding of intention and behavior better than the theory of reasoned actions, where perceived behavioral control has a huge impact in Theory of Planned behavior.

In conclusion (Ajzen I. , 1991) explains that the attitude towards carrying out a behavior, subjective norm regarding carrying out of the behavior, and perceived control over the behavior more often than not has a high level of being accurate. In light of above discussion the below mentioned hypothesis is being tested.

Hypothesis 3 (H₃): Perceived Behavioral Control affects the Consumer Intention.

Relationship of materialism with consumer intention

Materialism has a focal position in numerous aspects of consumer behavior. (Burroughs & Rindfleisch, 2011). Despite the fact that materialism is a well-known idea in the different fields, in the recent past the past researchers have taken the initiative to examine materialism. Researchers have commonly conceptualized materialism as either a characteristic (Belk R. W., 1984) or value (Richins & Dawson, 1992) that aides our activities in order to achieve happiness. (Seligman & Csikszentmihalyi, 2000) And subsequently impacts the objectives we seek to achieve and the methods by which we seek to achieve them. (Kasser & Ryan, 1993). In order to further investigate the assumption following hypothesis is put forward.

Hypothesis 4 (H₄): Materialism affects towards Consumer Intentions.

Relationship of consumer's intention with consumption behavior

The combine level intentions can be a reliable predictor of behavior, and, although smaller, the correlation is comparable with the results of other research (Steel & Ovalle, 1984) (Sheppard, Hartwick, & Warshaw, 1988) .

According to (Steel & Ovalle, 1984), the firmness between intention and behavior is because of gap in time between the measurement of intentions and behavior. Keeping above discussion in mind the following hypothesis is presented.

Hypothesis 5 (H₅): Consumer's Intentions affects on consumption behavior.

Perceived behavioral control has indirect effect on consumption behavior

According to (Ajzen I. , 1991) who hypothesized that PBC has the ability to determine a certain behavior either direct or indirect. Through influence of variations in behavior which is direct and, second which is indirect by overcoming possible issues to carry out a behavior positively. Indirectly by its influence to intentions, as any person intending to perform behavior takes into account the possible obstacles and whether he/she is able to effectively deal with them. Keeping the above workings from (Aizen, 2016) the following hypothesis is put forward.

Hypothesis 6 (H₆): Perceived Behavioral Control has indirect effect on the consumption behavior.

Materialism has indirect effect towards the consumption behavior

Materialism has an impact on the behavior of the consumers' consumption which were under investigation in past on the student of Thailan (Meesakul, 2009); and students from Malaysia (Fah, Foon, & Osman, 2011). According to (Pimthong, 2015) materialism does have an indirect role on the attitude towards consumption behavior. Keeping in view the literature the below mentioned hypothesis is presented.

Hypothesis 7 (H₇): Materialism has indirect effect towards consumption behavior.

After the formulation of the hypothesis the following figure3.3 represents the hypothesis on the proposed model for study.

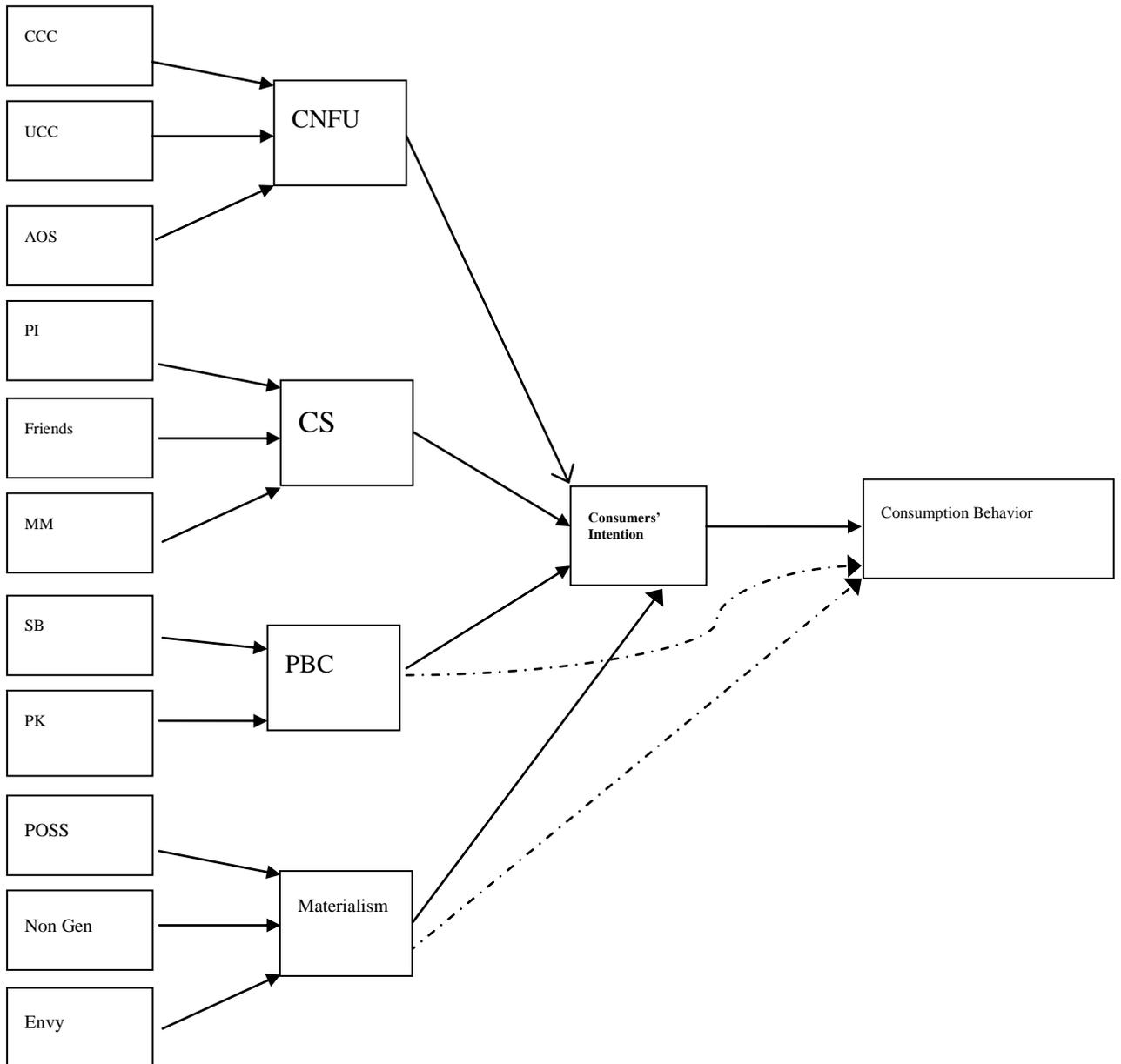


Figure3. Proposed Model for the Study

2.0 Research Methodology

2.1 Data collection

This research effort is to study, confirm and put forward a theoretical model which has numerical link among the Consumer Need for Uniqueness, Socialization of Consumer and Perceived Behavioral Control (PBC) on consumption behavior of consumers in Ankara and how materialism is impacting the intentions and the actual consumer behavior towards purchasing apparels.

In the current study, there were two ways were used; emails were sent with the web link of questionnaire in them. Questionnaire was also available at open web on the forum of Google forms. Within the questionnaire there was a cover letter attached to every questionnaire giving a brief introduction of the researcher and purpose of doing that research. University email was provided to consult for a questions regarding survey. Considering the easiness of carrying out the survey, web based survey was used. For this purpose Google forms were used to create the forms and generate online data. Around 850 emails and links were distributed out of which 507 responses were obtained from the survey that was uploaded to the web link and emails which were sent with the web link.

According to Lehmann, (1998) the most obvious method of investigating about the intentions and attitudes of the consumers' is by doing a survey. As in this research the measurement of belief, attitude, and value are of critical importance and the present study also assess the predictions about their relationships among the different variables the survey approach is the most suitable approach for collection of data to check the validity of the proposed hypothesis.

2.2 Sampling method

According to the data available on the website Index mundi (Factbook, 2016), the population of Ankara is 4.75 million people approximated to be around 15 to 17% of the whole population of Turkey

The most common used method for sampling is “purposive or Convenience” sampling. It will not need a random selection. Primary data will be collected & will be sent to consumers. According to Dörnyei, (2007) the reason of using this sampling method is the convenience of the researcher. The sample size calculated from the age groups of 15 till 65. The reason for selection of this age group is that while looking for the answers of the questions it is not always that people who hold positions and authority, have updated knowledge are the most suitable people to talk. A sample of consumers was adopted from Ankara. The sample consists of the consumer living in urban area within the age limits said above.

3.0 DATA ANALYSIS AND RESULTS

According to suggestions made by Tabachnick and Fidell, (2007) a sample size of 500 and above is considered as a very good sample size. The total number of surveys which were collected from both electronic method and paper method were 507.

The research that is done online encompasses everything using internet, two methods that can be used to deliver questionnaire online is by sending it through an email or providing the access to the page on web.

In the current study, there were a number of ways were uses; a large number of emails were sent with the web link of questionnaire in them, questionnaire was also made available at open web on the forum of Google forms. Within the questionnaire there was a cover letter attached to every questionnaire giving a brief intro of me and purpose of doing that research. All the questions were made compulsory to answer by the respondents.

Demographic Variable

Age	Frequency	Percentage
15-20	105	20.7
21-30	206	40.6
31-40	77	15.2
41-50	73	14.4

	51-60	34	6.7
	61 & Above	12	2.4
Gender			
	Male	241	47.5
	Female	266	52.5
Education			
	High School	397	77.7
	Bachelors	86	16.9
	Masters	17	3.35
	Doctorate	7	1.38
	Others	0	0
Profession			
Sector	Government	63	12.4
	Semi Government	75	14.8
	Private Sector	117	23.1
	Student	184	36.3
	Self Employed	52	10.3
	Others	16	3.2
Level of Earning			
	Below 1000TL	115	22.7
	1001-3000TL	167	32.9
	3001-4000TL	102	20.1

4001-5000TL	63	12.4
5001 & Above	60	11.8
Source of Earning		
Parents	122	24.1
Brother/Sister	17	3.4
Job	240	47.3
Self Employed	70	13.8
Scholarship	38	7.5
Others	20	3.9
Total Respondents	507	

Table 1 Demographic Variables

As evident from the table there are 507 total respondents, from which 241 were males which makes percentage of 47.5% and 266 were females which makes percentage of 52.5% of the total number of respondents. Respondents' ages were grouped at 15 to 20 years old and other group of 21 to 30 years old, and the other age group 31 to 40 years old were aggregated to the total percentage of 76.5% of the whole sample, followed by the other age groups made the rest of the 23.5% of the remaining sample. The above mentioned age groups contributed the most in the overall sample in the terms of the age, because according to Ernst and Young the age structure of population of Turkey comprises 67.9% from the age group of 15 to 64 years. The respondents who have a job in either of government sector, semi government sector or private sector made a total of 50.3% of the total respondents whereas 36.3% were students from different level of education. Self employed made 10.3% of the total sample size. This sample provides a good representation of the consumers who are influenced by the materialism in the consumption behavior. The level of earning and the source or earning is shown in the table.

According to the results of table level earning the groups having earning level from 1000 to 5000 Turkish Lira (TL) makes a total aggregated percentage of 65.4% of the total. The respondents earning more than 5000TL are 11.8% of the total respondents. Table shows the sources of earning of the respondents. The results show that a very huge percentage of the respondents have a job which makes 47.3% of the total respondents. Parents provide 24.1% of the total respondents are dependent upon their parents, 13.8% of the respondents have their own business or they are self-employed.

3.0 Hypothesis Testing

3.1 Data analysis

Confirmatory factor analysis of the questionnaire was done in this study; correlations and Cronbach alpha test were applied. In the analysis of SPSS 21.0 and AMOS 22 software were used.

The average scale scores, standard deviations and distortions presented in the form of descriptive statistics table.

Table 2. Descriptives Statistic of Measurements

Scales and Factors	N of Items	X	SS	Skewness
CONSUMER NEED for UNIQUENESS	12	4.06	1.16	-0.30
Creative Choice Conformity	4	3.94	1.12	-0.27
Unpopular Choice Conformity	4	4.09	1.14	-0.59
Avoidance of Similarity	4	4.13	1.26	-0.27
CONSUMER SOCIALIZATION	8	4.13	1.23	-0.52
Parent's Influence	2	4.01	1.26	-0.27
Friends	4	4.25	1.18	-0.67
Mass Media	2	4.12	1.25	-0.69
PERCEIVED BEHAVIORAL CONTROL	4	4.60	1.29	-0.53
Self-Belief	2	4.54	1.28	-0.56
Product Knowledge	2	4.66	1.32	-0.52
MATERIALISM	4	4.20	1.30	-0.82
Envy	2	4.08	1.32	-0.74
Possessiveness/Non-Generosity	2	4.31	1.25	-0.90
CONSUMER INTENTION	4	3.77	1.61	-0.21
CONSUMPTION BEHAVIOR	4	3.87	1.58	-0.22

When the descriptive statistics scale of were examined it was found that normal distribution for all scale and subscale scores.

3.2. Research Model Results

The variables consumer need for uniqueness, consumer socialization, perceived behavioral control and materialism has a direct impact on the consumer intention and perceived behavioral control, materialism has indirect effect on the consumption behavior. (Figure 4).

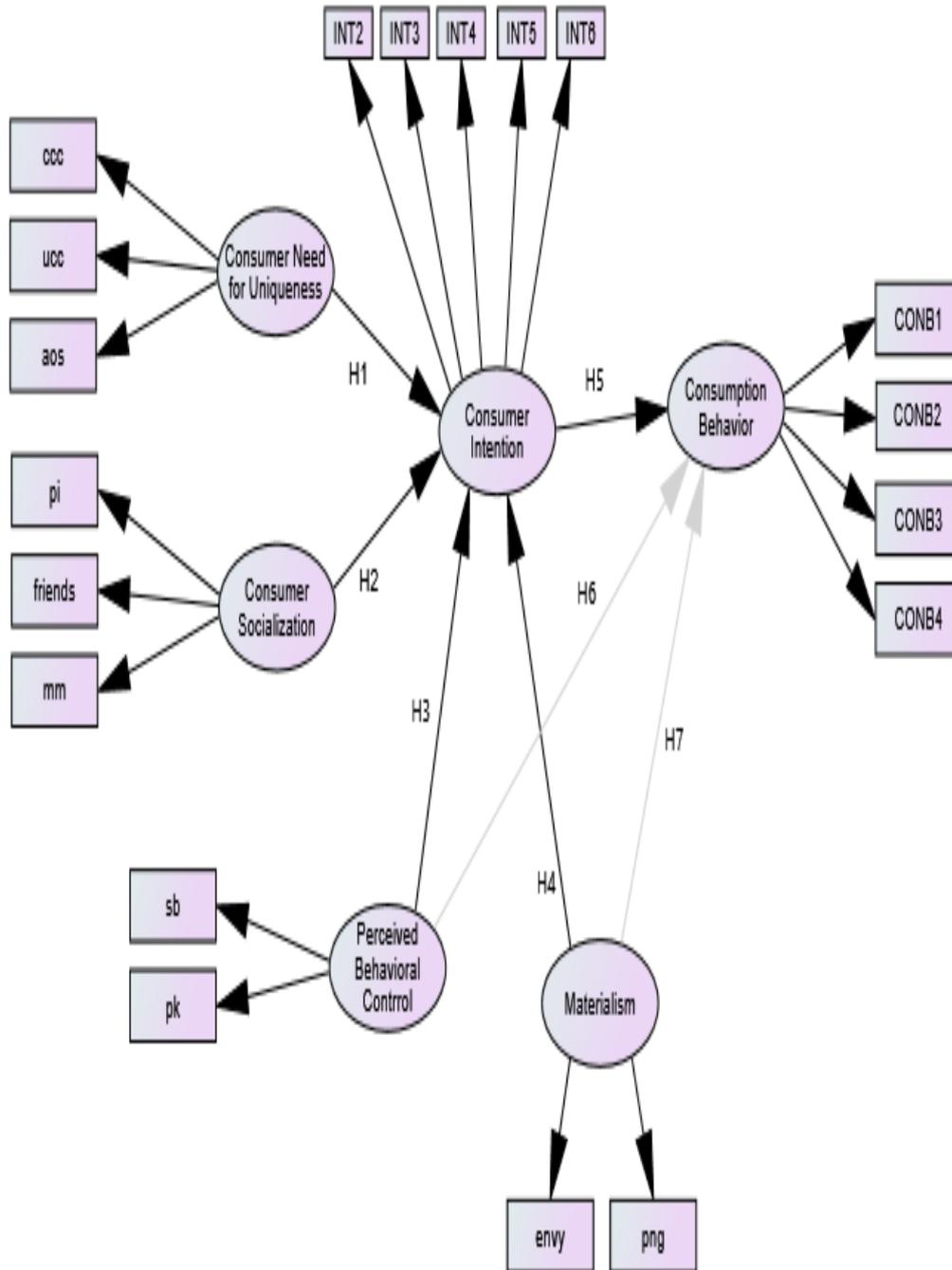


Figure 4 SEM Draft Model

According to the Results of the drafted model in (Table 5.16) were obtained the following results were discovered.

Table 3. Path Analysis Results of Dependent and Independent Variables

		Direct Effects			Total Effects	
Path		B (SE)	B	T	β	R ²
H1	Consumer Need for Uniqueness → Consumer Intention	0.22 (0.05)	0.24	4.40**	0.24	0.46
H2	Consumer Socialization → Consumer Intention	0.25 (0.06)	0.24	4.17**	0.24	
H3	Perceived Behavioral Control → Consumer Intention	0.23 (0.06)	0.26	4.03**	0.26	
H4	Materialism → Consumer Intention	0.36 (0.06)	0.42	6.09**	0.42	
H5	Consumer Intention → Consumption Behavior	0.96 (0.11)	0.77	9.06**	0.77	0.59
		Direct Effects		Total Effects		
Path		B	B			
H6	Perceived Behavioral Control → Consumption Behavior	0.22	0.20	0.22	0.20	
H7	Materialism → Consumption Behavior	0.34	0.32	0.34	0.32	

X2/df:2.80 RMSEA:0.06 SRMR:0.07 :GFI:0.92 NFI: NNFI:0.90 CFI:0.92

* $p < 0.05$ ** $p < 0.01$

H1 Fail to Reject: Consumer Need for uniqueness variable has a significant effect on the Consumer Intention ($\beta = 0.24$. $t = 4.40$. $p < 0.01$).

H2 Fail to Reject: Consumer Socialization variable has a significant effect on the Consumer Intention ($\beta=0.24$; $t=4.17$; $p<0.01$).

H3 Fail to Reject: Perceived Behavioral Control variable has a significant effect on the Consumer Intention ($\beta=0.26$; $t=4.03$; $p<0.01$).

H4 Fail to Reject: Materialism variable has a significant effect on the Consumer Intention ($\beta=0.42$; $t=6.09$; $p<0.01$).

H5 Fail to Reject: Consumer Intention variable has a significant effect on the Consumption Behavior ($\beta=0.42$; $t=6.09$; $p<0.01$).

H6 Fail to Reject: Perceived Behavioral Control variable has indirect impact on Consumption Behavior is significant ($\beta = 0.20$ $p < 0.01$).

H7 Fail to Reject: Materialism variable has indirect impact on Consumption Behavior is significant ($\beta=0.32$ $p<0.01$).

"Consumer need for uniqueness, consumer socialization, Perceived behavioral control, and materialism" are the independent variables have an effect of 46% on the Consumer Intention. All variables have been found to change Consumption Behavior variables explained 59%. A competing model was achieved by adding materialism to the modified theory of planned behavior. The model helped the test the influence of materialism on the consumer intention and consumption behavior regarding the apparels.

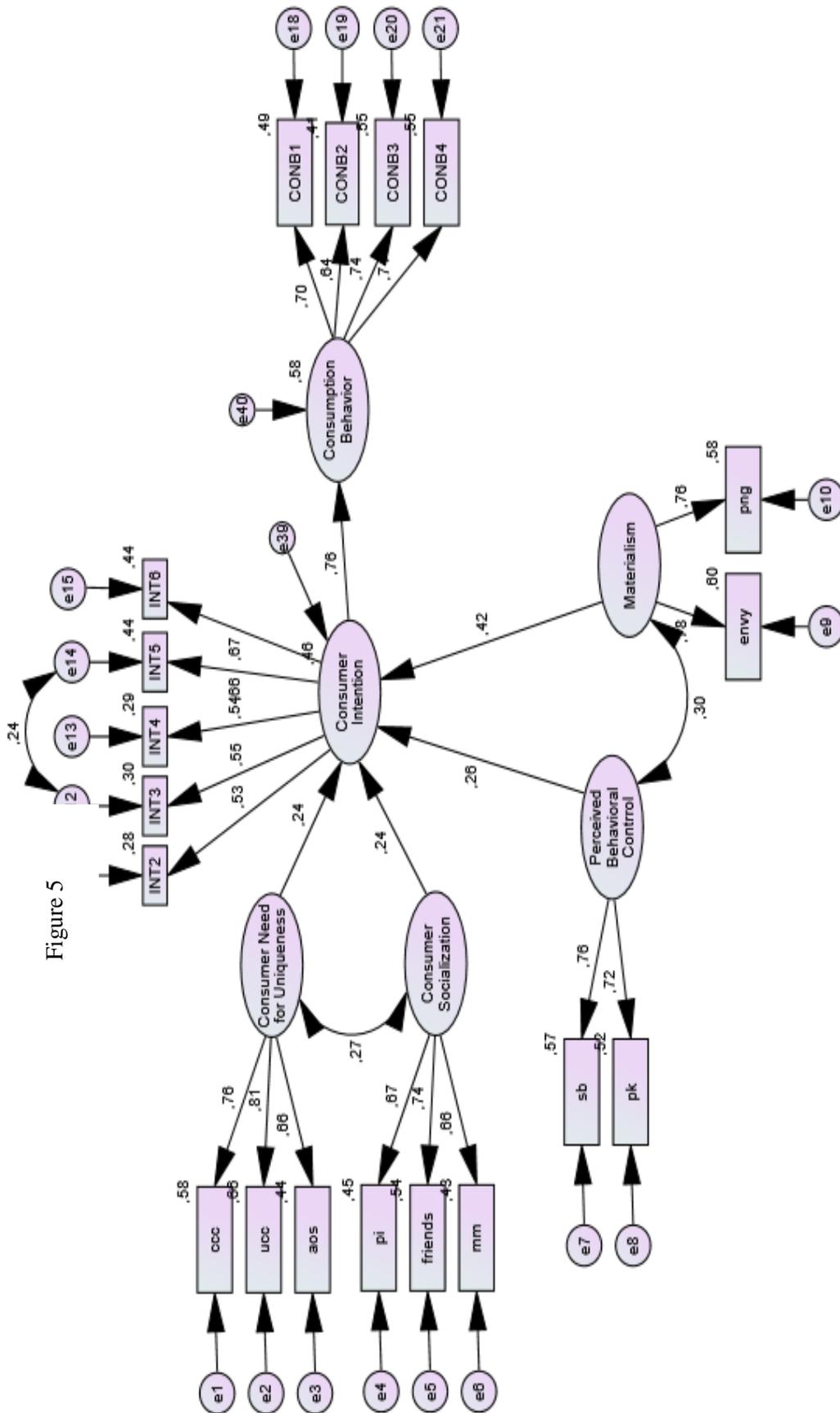


Figure 5

CONCLUSION

The results showed that the materialism has a direct impact on consumer intention where as it has indirect effect on consumption behavior. The result explained that the consumer independence, consumer socialization and perceived behavioral control these are all the functions on the belief. These also have a significant positive effect on the consumer intention.

With these results one thing was also assured that the model of Ajzen that has Attitude, Subjective Norm and perceived behavioral control are not the only factors that influence the behavior there are other factors as well which are indirect the behavioral intention.

More over the results also suggest that consumer independence, consumer localization and perceived behavioral control positively affect the consumer Intention, materialism positively impact consumer intention and has an indirect effect on the consumption behavior.

The current research is a result of the inspiration that the phenomena of being materialistic impact the consumption in Ankara, so in order to have an understanding of the phenomena and how the businesses can develop a marketing strategy to cater that particular dimension. The main issue of the current study was the examination of the materialism impact towards the purchase intention and actual consumption behavior of consumers.

The overall results of the study are optimistic and the structural equation modeling is confirming that the theory of planned behavior factors which are: attitude, subjective norm, and perceived behavioral control contribute significantly to the consumer purchase intention of the apparels, more over materialism also has a significant contribution towards consumer intention and have a indirect role towards the consumer's consumption behavior. It is also inferred form the result is that attitude, subjective norm and perceived behavioral control are the basic functions of belief which is corresponding to the theory of planned behavior model.

This research found out that Perceived behavioral control has a direct impact on the consumer intention which is then followed by the attitude. The subjective norm which is consumer socialization has also an effect on the consumer intention.

Materialism is one of the most important aspects when determining the intention which has a direct relationship with the consumer intention and it also has a indirect effect over the consumption behavior. Having ample knowledge of the Perceived behavioral control and materialism and attitude towards the purchases of branded apparels determines then intentions, favorable or unfavorable. The subjective norm has a direct effect but not that strong as expected comparing Perceived behavioral control and Attitude.

According to the results the Materialism has an important impact on the consumer intention. As the construct of materialism had three variables but after the study it was found that the correlation among then Possessiveness and Non generosity was high because of having similar meanings in the questionnaire the Possessiveness and non-generosity were merged, then it reached to a level of acceptability. The result of materialism shows that it has a direct and significant effect on the Consumer Intention where as it had indirect effect on the Consumption behavior.

Materialism has a significant impact on the consumer intention and also has indirect role on consumption behavior of the consumers. Materialism should be understood as an individualistic trait. Modifications are required in the basic model on Theory of Planned behavior to predict the consumption intentions of the consumers towards the consumption behavior. The modified Theory of planned behavior model has a significance exploratory outlay, when talking from the materialism perspective.

The components of the theory of planned behavior are interdependent. The result of the research supports the indirect effect of Materialism on the Consumption Behavior which allows the comprehensive explanation of the consumer's behavior towards materialistic items.

The present study helped to contribute towards Theory of Planned Behavior literature where the subjective norms, attitude changes in the presence of a Mediator. In accordance with studies before this one it is said that the perceived behavioral control is an influence on the intention of the consumer. The behavior which is studied is from the different disciplines.

More over this study is beneficial in understanding the exploratory abilities of the theory of Planned Behavior in predicting the consumer purchase intention and consumption. This study also clarifies the role played by the external variables in the Theory of Planned Behavior and Theory of reasoned actions. This study is successful in understanding the characteristics of the consumers.

The results of this study will help to gain insight on the development of marketing strategies keeping the perspective of materialism in mind. The results help the different organizations with the apparel industry to manage the impact and mold their strategies according to the findings. Being impacted by materialism the Intention and the consumption behavior will help the managers in context of competition in the market.

The prescient capacity of the TRA and TPB depends on the ability of researcher to precisely distinguish and measure every single feature that is considered by the customer if shaping their attitude. (Solomon, Bamossy, Askegaard, & Hogg, 2006).

The model depend upon the presumption that the consumer embraces far reaching psychological handling preceding to do the purchase behavior, a suspicion which is tested by other methodologies (Bagozzi, Gurhan-Canli, & Priester, 2002).

Lastly, it is believed that intention is probably going to be a dynamic idea, always under re-assessment by the customer as circumstances change, or as more data gets to be distinctly accessible. Less studies on this dimension and its impact on the consumption behavior was an area which was relatively less explored. The findings of this study on the materialistic dimension will pave the way for other relevant research to be done in future. The studies shows that materialism has a direct impact on the consumer intention and it also explain that materialism has a more of a indirect role in the consumption behavior.

The indirect role might be weak for the time being but it may improve over time. An important aspect should be considered by the future researchers is the other dimension of attitude, normative and other control beliefs. Further studies can be conducted to find out the different other dimensions of materialism from the other authors.

In future more up-to-date research methods can be used to carry out the research to take care of the methodological limitation. Further research can also retune some of the beliefs and the scale developed in the current study can be reused to other product categories to validate the structure more.

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