



ÖZLEM ÖZRENDECİ BAYAT

EXPLAINING VARIATION IN LUXURY GOODS CONSUMPTION:  
A CORE SELF-EVALUATION PERSPECTIVE

MASTER OF SCIENCE

BUSINESS ADMINISTRATION

2020

ÖZLEM ÖZRENDECİ BAYAT

170617001



EXPLAINING VARIATION IN LUXURY GOODS CONSUMPTION:  
A CORE SELF-EVALUATION PERSPECTIVE

MASTER OF SCIENCE

BUSINESS ADMINISTRATION

2020

## TEZ ONAYI

Enstitümüzün İşletme Anabilim Dalı İşletme Tezli Yüksek Lisans Programı (İngilizce) 170617001 numaralı öğrencisi Özlem ÖZRENDECI BAYAT'ın hazırladığı “**Explaining Variation in Luxury Goods Consumption: A Core Self-Evaluation Perspective**” başlıklı tezi ile ilgili tez savunma sınavı, Lisansüstü Eğitim-Öğretim Yönetmeliği'nin ilgili maddeleri gereğince 09.01.2020 Perşembe günü saat 16:00'da yapılmış, tezin onayına oy birliği/oy çokluğu ile karar verilmiştir.

**Başkan** : Prof. Dr. Cengiz YILMAZ



**Jüri Üyesi (Danışman)** : Prof. Dr. Çetin ÖNDER



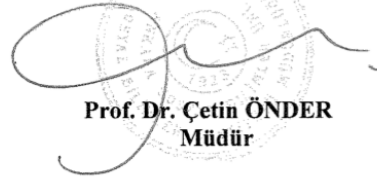
**Jüri Üyesi** : Doç. Dr. Mustafa ÇOLAK



### ONAY:

Bu tezin kabulü, Enstitü Yönetim Kurulu'nun ...10/03/2020 tarih ve .08. sayılı Enstitü Yönetim Kurulu Kararı ile onaylanmıştır.

10/03/2020



**Prof. Dr. Çetin ÖNDER**  
Müdür

## **ACKNOWLEDGEMENTS**

In the Name of God, Most Gracious, Most Merciful

A number of invaluable people have made this journey possible. Without their endless support and encouragement, the following dissertation would not have become a reality.

I would like to begin with expressing my gratitude to my advisors, Prof. Dr. Cengiz Yilmaz and Prof. Dr. Cetin Onder for their knowledge and for providing a pillar of motivation throughout this project. Their guidance helped me tremendously not only to complete this thesis successfully but also to gain valuable knowledge, experience and ability in an academic manner; no doubt that I will appreciate the value of it much more in the long run.

I would also like to thank all my professors, colleagues and friends from METU, ASBU and AGU; the various universities I have studied and worked at so far. Sharing the same environment with such kind and intellectual people was extremely helpful.

I am also truly thankful to my participants for their worthwhile time and sincere consideration and to my acquaintances for their help throughout the data collection process in making this thesis possible in the first place.

My most profound thanks go to my dear family for their love, patience and for broadening my horizon to think big, and my dearest husband for his support, encouragement and understanding. Their unconditional trust and belief in my academic abilities gave me great confidence to start this journey.

Last, but certainly not least, I would like to extend my sincere appreciation to the examiners who are taking time to read this dissertation.

## **TABLE OF CONTENTS**

|  |             |
|--|-------------|
| <b>ACKNOWLEDGEMENTS .....</b>                                | <b>i</b>    |
| <b>TABLE OF CONTENTS .....</b>                               | <b>ii</b>   |
| <b>ÖZET .....</b>  | <b>v</b>    |
| <b>ABSTRACT .....</b>  | <b>vi</b>   |
| <b>ABBREVIATIONS .....</b>                                   | <b>vii</b>  |
| <b>LIST OF FIGURES .....</b>                                 | <b>viii</b> |
| <b>LIST OF TABLES .....</b>                                  | <b>ix</b>   |
| <b>CHAPTER 1. INTRODUCTION .....</b>                         | <b>1</b>    |
| <b>1.1. STATEMENT OF THE PROBLEM .....</b>                   | <b>1</b>    |
| <b>1.2. RESEARCH OBJECTIVES .....</b>                        | <b>2</b>    |
| <b>1.3. SIGNIFICANCE OF THE STUDY .....</b>                  | <b>2</b>    |
| <b>1.4. ORGANIZATION OF THE DISSERTATION .....</b>           | <b>3</b>    |
| <b>CHAPTER 2. LITERATURE REVIEW .....</b>                    | <b>5</b>    |
| <b>2.1. DEFINING LUXURY AND CONTRASTING NEW LUXURY .....</b> | <b>5</b>    |
| <b>2.2. TRADITIONAL CONSPICUOUS CONSUMPTION .....</b>        | <b>7</b>    |
| <b>2.2.1. Bandwagon Consumption .....</b>                    | <b>8</b>    |
| <b>2.2.2. Snob Consumption .....</b>                         | <b>9</b>    |

|   |           |
|---|-----------|
| 2.3 THE RISE OF INCONSPICUOUS CONSUMPTION .....   | 9         |
| 2.3.1. Aesthetics and Function Seeking .....      | 11        |
| 2.3.2. Avoidance .....                            | 12        |
| 2.3.3. Differentiation .....                      | 12        |
| 2.3.4. Fantasy Lifestyle .....                    | 13        |
| 2.4. CORE SELF-EVALUATION .....                   | 13        |
| 2.4.1 The applications of CSE .....               | 15        |
| 2.5. IDENTIFYING THE CONCEPTUAL FRAMEWORK .....   | 17        |
| <br>  |           |
| <b>CHAPTER 3. METHODOLOGY .....</b>               | <b>22</b> |
| <br>  |           |
| 3.1. STUDY 1: SCALE DEVELOPMENT .....             | 22        |
| 3.1.1. Domain Specification .....                 | 22        |
| 3.1.2. Item Generation .....                      | 24        |
| 3.1.3. Interview Process .....                    | 24        |
| 3.1.4. Item Refinement .....                      | 25        |
| 3.1.5. Pre-test Survey .....                      | 25        |
| 3.1.6. Analysis 1: Pre-test Study .....           | 26        |
| 3.1.7. Results: Analysis 1 .....                  | 26        |
| 3.2. STUDY 2: COMPREHENSIVE MODEL TEST .....      | 29        |
| 3.2.1. Sample and Data Collection Procedure ..... | 29        |
| 3.2.2. Measurement of Variable .....              | 29        |
| 3.2.2.1. Inconspicuous Consumption .....          | 29        |
| 3.2.2.2. Conspicuous Consumption .....            | 30        |
| 3.2.2.3. Core Self-Evaluation .....               | 30        |
| 3.2.3. Research Design .....                      | 32        |
| 3.2.4. Analysis 2: Comprehensive Model Test ..... | 32        |
| 3.2.5. Results: Analysis 2 .....                  | 33        |

|   |           |
|---|-----------|
| <b>CHAPTER 4. GENERAL DISCUSSION .....</b>  | <b>37</b> |
| <b>4.1. OVERVIEW OF THE DISSERTATION .....</b>  | <b>37</b> |
| <b>4.2. IMPLICATIONS .....</b>  | <b>38</b> |
| <b>4.3. FUTURE RESEARCH AND LIMITATIONS .....</b>   | <b>40</b> |
| <b>4.4. CONCLUSIONS .....</b>   | <b>41</b> |
| <b>REFERENCES .....</b>   | <b>42</b> |
| <b>APPENDICES .....</b>   | <b>52</b> |
| <b>Appendix A: Ethics Committee Approval .....</b>  | <b>52</b> |
| <b>Appendix B: Informed Consent Form .....</b>  | <b>54</b> |
| <b>Appendix C: Variable Measurement .....</b>   | <b>55</b> |
| <b>Appendix D: Initial Items for the Inconspicuous Consumption Scale .....</b>                          | <b>70</b> |
| <b>Appendix E: Pilot Study Questionnaire for the Inconspicuous Consumption Scale (In Turkish) .....</b> | <b>72</b> |
| <b>Appendix F: Research Questionnaire Form for Comprehensive Model Test (In Turkish) .....</b>          | <b>74</b> |
| <b>VITA .....</b>   | <b>78</b> |

## **Lüks ürün tüketimindeki çeşitliliği açıklamak:**

### **Temel benlik değerlendirmesi bakış açısı**

#### **ÖZET**

Bu tez, lüks ürün tüketim davranışını, onun çeşitli formlarını detaylandırarak keşfetmeyi ve bu formlar ile tüketicilerin öz değerlendirmelerindeki bireysel farklılıklar ile ilgili bir psikolojik kavram arasındaki ilişkiyi incelemeyi amaçlamaktadır. Bu amaç doğrultusunda, benlik saygısı, genellenmiş öz-yeterlik, içsel kontrol odağı ve nevrozluğünü kapsayan temel benlik değerlendirmesini içeren kavramsal bir model geliştirilmiştir. Ayrıca, altı ayrı lüks ürün tüketim davranışı formu modele dahil edilerek iki genel başlık altında toplanmıştır: gösterişçi ve göze çarpmayan tüketim. Bu modeli görgü olarak sınamak için iki ayrı çalışma gerçekleştirilmiştir. İlk olarak, göze çarpmayan tüketimi ölçmek için bilinen bir ölçek bulunmadığından ölçek geliştirmek amacıyla bir pilot çalışma 263 katılımcı ile online anket yöntemi aracılığıyla yürütülmüştür. Ölçeğin geçerliliğini sınamak için keşfedici ve doğrulayıcı faktör analizleri kullanılmıştır. İkinci olarak, yol analizi kullanılarak önerilen kapsamlı model sınanmıştır. Belirli bir yaş aralığı ve gelir seviyesini hedefleyen amaçlı örnekleme ile veriler, 194 katılımcıdan online anket yöntemi ile toplanmıştır. Bu analizleri takiben, güvenilirliği ve geçerliği yüksek bir göze çarpmayan tüketim ölçeği elde edilmiştir. Temel benlik değerlendirmesi ve lüks ürün tüketimi davranışının her bir formu arasında istatistiksel olarak anlamlı ilişkiler tespit edildi. Yazarın bilgisi dahilinde, literatüre yeni bir ölçek kazandırmış olmanın yanı sıra bu tez, temel benlik değerlendirmesi kavramını pazarlama alanında ilk kez kullanmıştır.

Anahtar Kelimeler: Lüks; Göze çarpmayan tüketim; Gösterişçi tüketim; Temel benlik değerlendirme; Markalaştırma.



## **Explaining variation in luxury goods consumption:**

### **A core self-evaluation perspective**

#### **ABSTRACT**

This dissertation aims to explore luxury goods consumption behavior by elaborating its various forms and to examine the relationship between those forms and a psychological concept regarding individual differences in consumers' self-appraisals. In line with this aim, a conceptual model was developed that includes core self-evaluation, comprising of self-esteem, generalized self-efficacy, internal locus of control and neuroticism. Six distinct forms of luxury goods consumption behavior were also included in the model and were collected under two general titles: conspicuous and inconspicuous consumption. To empirically test this model, two separate studies were done. Firstly, as there is no known scale to measure inconspicuous consumption, a pilot study for scale development was carried out with 263 respondents via an online survey method. Both exploratory and confirmatory factor analyses were used to validate the scale. Secondly, the proposed comprehensive model was tested using path analysis. With purposive sampling that targets a certain age range and income level, data were collected from 194 subjects via an online survey method. Following these analyses, a reliable and valid inconspicuous consumption scale was obtained. Statistically significant relationships between core self-evaluation and each form of luxury goods consumption behavior were detected. To the best of the author's knowledge, along with having introduced a new scale into the literature, this dissertation has used the concept of core self-evaluation in the field of marketing for the first time.

*Keywords:* Luxury; Inconspicuous consumption; Conspicuous consumption; Core self-evaluation; Branding.

# ABBREVIATIONS

**CC: Conspicuous Consumption**

**CFA: Confirmatory Factor Analysis**

**CFI: Comparative Fit Index**

**CSE: Core Self-Evaluation**

**EFA: Exploratory Factor Analysis**

**ICC: Inconspicuous Consumption**

**LGC: Luxury Goods Consumption**

**ML: Maximum Likelihood**

**RMSEA: Root Mean Squared Error of Approximation**

**SEM: Structural Equation Modelling**

**TLI: Tucker-Lewis Index**

# LIST OF FIGURES

|  |    |
|--|----|
| Figure 2.1. Proposed Conceptual Framework .....                              | 21 |
| Figure 3.1. Structural Coefficient Estimates from the Structural Model ..... | 36 |



## LIST OF TABLES

|   |    |
|---|----|
| Table 3.1. Eigenvalues and Percentages of Variance Explained by Inconspicuous Consumption Scale ..... | 27 |
| Table 3.2. Factor Loadings of Inconspicuous Consumption Scale Items .....                             | 27 |
| Table 3.3. The Goodness-of-fit Indices for Inconspicuous Consumption Scale .....                      | 29 |
| Table 3.4. The Goodness-of-fit Indices for the Measurement Models .....                               | 34 |
| Table 3.5. Descriptive Statistics, Correlation Matrix and Cronbach Alphas .....                       | 35 |
| Table 3.6. The Goodness-of-fit Indices for the Proposed Structural Model .....                        | 35 |
| Table 3.7. Structural Coefficient Estimates from the Structural Model .....                           | 36 |



# CHAPTER 1. INTRODUCTION

## 1.1 STATEMENT OF THE PROBLEM

Since its introduction, conspicuous consumption (CC) – “the purchase of expensive goods to wastefully display wealth for the sake of higher social status” – has been regarded as a critical concept for luxury literature (Veblen, 1899/1973). However, ‘luxury’ has recently transformed into ‘new luxury’ or ‘luxury for the masses’ which involves affordability, mass-market proliferation, the divorce of status and class, and availability in the mass market (Eckhardt et al., 2015; Taylor et al., 2009; Thomas, 2007). The rise of knock-offs (e.g., Lin, 2011), and the emergence of less expensive luxury products (Silverstein & Fiske, 2003b) have caused luxury products to no longer be a sign of status or social class. Thus, the wealthy consumers, who want to protect their status, have started to buy goods only they can recognize. These trends have led to arise in popularity of the term ‘inconspicuous consumption’ (IC) – the purchase of brands with subtle or not easily visible signals to most consumers (Berger & Ward, 2010). Despite this shift, the literature of luxury goods consumption (LGC) is still dominantly around conspicuous consumption. A deeper understanding of inconspicuous consumption is necessary. Both empirical studies and the development of theoretical background is required (Eckhardt et al., 2014). According to the author’s opinion, the lack of a scale measuring inconspicuous consumption is the fundamental problem.

In addition, the underlying motivations to consume luxury products inconspicuously are limited in the literature. Whereas, there are many references in the conspicuous consumption literature, which emphasizes the importance of social psychology in consumers’ buying preferences (Mason, 1984). Since the new luxury attitudes of wealthy consumers have changed into consuming luxury products inconspicuously moving away from conspicuous consumption, it is expected that the contributions of social psychology would also provide a valuable insight into the concept of inconspicuous consumption. Therefore, an effort examining the potential relationships of social psychology concepts to inconspicuous consumption behavior is worth making.

Another void in the available literature is the comparison between CC and ICC. The findings coming out from such a comparison would be valuable in the context of this field of study. These results would light the way for the study of LGC in a broad framework. Clarifying the dissimilarities between these two would considerably help marketing practitioners to treat the related consumer segments accordingly. Hence, the absence of such studies is a significant gap in the literature, which requires further input.

## **1.2 RESEARCH OBJECTIVES**

In light of the limitations in the literature identified above, this thesis endeavors to find answers to the issues concerning LGC. The main objective of this thesis is to examine the relationships between core self-evaluation (CSE) and six determined forms of LGC. To be more precise, this study fundamentally investigates whether there are statistically significant connections between how consumers see and evaluate themselves and their luxury consumption choices. To be able to empirically analyze the relationships among these concepts, as a scale for inconspicuous consumption does not exist, developing and testing an inconspicuous consumption scale is another noteworthy aim of this thesis. Additionally, this thesis intends to understand the variety of luxury consumer segments by examining the differences among luxury goods consumption forms.

## **1.3 SIGNIFICANCE OF THE STUDY**

Firstly, this dissertation will contribute to the existing literature developed on the field of LGC. In particular, since the focus is on privately consumed luxury goods consumption, the widening gap in the inconspicuous consumption literature will be attempted to be bridged by the findings of this study. To the best of the author's knowledge, this is the first time inconspicuous consumption will be empirically examined by splitting it into four dimensions. Simultaneously, two dimensions of conspicuous consumption (publicly consumed) will be also investigated to be able to analyze luxury goods consumption from a broad perspective. Thus, the comparison of both aspects of

luxury goods consumption will be made in one model, which is another originality of this dissertation.

Secondly, findings obtained by this study will add to the field of marketing since this is the first known study that has used the concept of core self-evaluation, as far as is known. This study has indicated that CSE, which was mainly originated from the study of social psychology and became popular in organizational studies, can also be applied into marketing discipline. It was determined that each four facets of CSE have already been utilizing in marketing, separately. Consequently, it was felt that their combination would also work. Confirmed with empiric data, this study has opened the way to use CSE in potential marketing studies.

Thirdly, in developing the first known inconspicuous consumption scale, this study has sought to solve one of the main problems blocking prospective empirical studies regarding consuming inconspicuous luxury products. To be able to test any relationship related to inconspicuous consumption, having a measurement tool was necessary. Through the scale developed in this study, an essential resource was provided for upcoming empirical studies in the inconspicuous luxury consumption literature.

Finally, from a managerial perspective, marketing practitioners can benefit from the outcomes of this dissertation and their implications. By understanding the differences among luxury consumers, they can plan more appropriate and targeted marketing strategies. Moreover, the underlying reasons to consume luxury goods this thesis discusses can also give valuable information to marketers in order to set right advertising and communication strategies.

#### **1.4 ORGANIZATION OF THE DISSERTATION**

This thesis consists of four chapters. Next chapter (Chapter 2) reviews the literature on luxury goods consumption and core self-evaluation related to the dissertation topic. Additionally, a conceptual framework including the dissertation's hypotheses is presented in this chapter. An explanation of the methodology follows in Chapter 3 that includes two main studies as scale development and comprehensive model test. Lastly,

Chapter 4 provides general discussion which includes on overview of the dissertation, implications, future research, limitations and conclusions.





## **CHAPTER 2. LITERATURE REVIEW**

### **2.1. DEFINING LUXURY AND CONTRASTING NEW LUXURY**

The concept of 'luxury' has existed since ancient times and is derived from the Latin word "luxus", which refers to "soft or extravagant living, sumptuousness, opulence" (from the Oxford Latin Dictionary in Dubois et al., 2005) or from the Latin "luxuria", which means "excess" or "extras of life" (Danziger, 2004). According to Berry (1994), luxury is a term related to self-pleasure, wants and desires rather than the satisfaction of the necessities. To be able to put an exact definition to luxury, scholars note a lack of consensus within the literature (Atwal & Williams, 2009; Fionda & Moore, 2009; Dubois & Laurent, 1996). From an economic perspective, the term of 'luxury' has a high situational and intangible utility and low functional utility (Nueno & Quelch, 1998). According to brand scholars, luxury is categorized as the highest class of prestigious brands (Vigneron & Johnson, 2004). The concept of 'luxury brand or product' is mainly related to superior quality, expensiveness and rarity, yet some scholars have tried to explain it in more detail. For example, Ghosh and Varshney (2013) reviewed the wider literature and proposed the six critical dimensions of a luxury brand or product as follows: "perceived premium quality, aesthetics, expensiveness, history, perceived utility and perceived uniqueness or exclusivity". Similarly, Phau and Prendergast (2000, pp. 123-124) expressed luxury brands "evoke exclusivity, have a well-known brand identity, enjoy high brand awareness and perceived quality, and retain sales levels and customer loyalty". Another key study (Dubois et al., 2001) structured the construct of luxury brands with the six following facets: "excellent quality, high price, scarcity and uniqueness, aesthetics and polysensuality, superfluousness, ancestral heritage and personal history". Some other researchers rather emphasize luxury brands' nonfunctional value, which is defined as "factors other than the qualities inherent in the commodity" (Leibenstein, 1950). For instance, Berthon et al. (2009) divided a luxury product into three elements: the objective (material), the subjective (individual), and the collective (social). While the objective element refers to "exquisite material, craftsmanship, high functionality, and impressive performance", the subjective element

refers to the customers' "personal hedonic value". Additionally, the collective element means the value of a brand signal to others. Tynan et al. (2010) also identified luxury brands with strong symbolic and emotional values, apart from rarity, exclusiveness, prestige, and authenticity. Luxury products can also be regarded as markers of personal and social identity (Vickers & Renand, 2003) alongside cultural beliefs (Seo et al., 2015). In this regard, it can be said that luxury brands do not have only functional or performance values such as quality and aesthetics but also possess emotional or symbolic values such as signaling ability and premium image.

A traditional view in the marketing literature, which states that there is a strong rapport between branding and conspicuousness, also supports the existence of symbolic value of luxury brands. Veblen (1899/1973) has examined this relationship and defined CC as the buying of expensive products to extravagantly display richness rather than the satisfaction of more utilitarian necessities of consumers. In this view, the primary objective of consumers is obtaining or sustaining a high social status. Consumers possess a visible luxury brand to convey a message to others using the brand's signaling power. Since Veblen (1899) and Simmel (1904), a general opinion suggesting that luxury consumption equates to conspicuous consumption has occurred in the marketing literature. Yet, the acceptance of this tradition has started to weaken in recent years (e.g. Eckhardt et al., 2015). Instead, the concept 'new luxury' (Taylor et al., 2009), also known as 'democratized luxury' or 'luxury for the masses' (Danziger, 2004; Silverstein & Fiske, 2003a; Thomas, 2007), has emerged. Luxury brands have evolved to be more accessible in the mass market, which in turn result in losing the importance of status symbols of well-known luxury brands. Accordingly, the traditional relationship of conspicuous consumption to luxury consumption has been undermined and a shift from conspicuousness to inconspicuousness has come into question. IC is defined as the consumption of luxury brands whose "brand signals are subtle or not easily visible to most consumers" (Berger & Ward, 2010; Wu et al., 2017). Inconspicuous consumers do not overtly display their wealth and status. They desire that only their social group peers can decipher the subtle signals in their consumption, while in the past, they were signaling status to both lower status groups and other elites. As it is seen, this shift in the luxury literature has changed the fundamental structure of luxury definitions. To generalize by saying that luxury goods are rare, unique, exclusive or expensive has

gotten difficult. The following sections will strive to enlarge upon traditional and modern approaches to luxury consumption mentioned above.

## 2.2. TRADITIONAL CONSPICUOUS CONSUMPTION

The concept of CC originated by Veblen (1899) refers to those individuals who emulate others at higher status levels in terms of their consumption patterns. Veblen's theory has arisen from the emergence of the 'leisure class' that intersected with the industrial revolution in England during the eighteenth century. The members of this class no longer had to work as they were able to use a surplus produced by the working class. Together with the production of a surplus, the importance of the relationship between accumulation of products and social status has increased. Individuals have possessed and accumulated property to retain their "good name" (Veblen, 1899, p.29). Two ways were designated to show off wealth and status: leisure activities and extravagant spending on goods and services. Leisure class members waste their time and effort with leisure activities and possess unnecessary objects to convey a status message to their environment. However, Veblen also discussed that people were less informed regarding leisure activities since society became more mobile. Thus, wastefully consuming goods and services rose in importance. Veblen termed this kind of consumer behavior as *conspicuous consumption*. According to this theory, individuals compare and rate persons with respect to relative worth and value – "invidious comparison" (Veblen, 1899, p.194) and strive to meet and exceed others' monetary status—"pecuniary emulation" (Veblen, 1899, p.17). Therefore, the satisfaction of a conspicuous consumer comes from how strong the indication of wealth and purchasing power is for a commodity, rather than its usage value. Consequently, a high price for goods and services becomes the most important sign as well as value to display wealth (Mason, 1998).

The fact that luxury goods also have high prices has caused the appearance of a relationship between LGC and CC. In the marketing literature, this relationship was so strong that these two have been nearly synonymous up until now (e.g., Sundie et.al., 2011; Mason, 1998). Nevertheless, the general acceptance was that conspicuous consumption is one of the forms of LGC (e.g., Husic & Cicic, 2009; Vigneron & Johnson, 1999).

Individuals have several motivations to consume luxury goods and services; to impress others by displaying wealth has been regarded as the most popular one among those motivations. With the rise of counterfeits and cheaper luxury products, status signaling ability of luxury goods has dramatically decreased. Therefore, this type of luxury goods consumption has lost its importance. Instead, the other types of motivations, which have been mentioned in the literature, have become more valuable for luxury consumers. The two specific types among several types come to the forefront: *snob consumption* and *bandwagon consumption*, which will be discussed in the next section (Leibenstein, 1950; Corneo & Jeanne, 1997; Gierl & Huettl, 2010).

### **2.2.1. Bandwagon Consumption**

Utilitarian perspective in economics (Marshall, 1890) originally assumes consumption as a result of the law of supply and demand. According to economists, consumer behaviors are independent of the effects of symbolism. Veblen (1899), in the economics literature, was the first who propounded that individuals desire to imitate the consumption decisions of other individuals in higher status levels to obtain and sustain status. In this tradition, consumers increase demand when a luxury product's price is risen. Duesenberry (1949) supports this view by saying that consumers are affected by the spending of their reference groups.

Leibenstein (1950) has strived to explain the nonfunctional effects on utility by using economic terms and has suggested three types of effects named "Veblen/conspicuous", "snob" and "bandwagon". He has coined the term "bandwagon consumption" with the following definition: "the extent to which the demand for a commodity is increased due to the fact that others are also consuming the same commodity" (Leibenstein, 1950, p.189). Bandwagon consumption originally derives from the need of conformity or the concern of social acceptance. It represents the desire of being part of a group in higher status level. The effect of the consumption on others is essential. Therefore, bandwagon consumers/bandwagoners purchase luxury products because of their popularity in the market. They opt for fashionable products which are used by celebrities or the majority of luxury consumers. By acting so, they seem to be "one of the boys" (Leibenstein, 1950, p.189).

### **2.2.2. Snob Consumption**

According to Leibenstein (1950, p.189), snob consumption is defined as “the extent to which the demand for a consumer’s good is decreased owing to the fact that others are also consuming the same commodity”. In contrast with bandwagon consumption, the consumption of the majority affects purchasing decisions of certain consumers negatively. This type of LGC occurs due to the need of uniqueness, i.e. the need of being the only consumer of a product. It symbolizes “the desire of people to be exclusive and different; to dissociate themselves from the common herd” (Leibenstein, 1950, p.189). The scarcity of supply is the fundamental motivation of snob consumers/snobbers. Avoiding the use of popular brands is an indicator of privilege for them. Therefore, they seek to attain hard-to-reach, rare and exclusive luxury products.

## **2.3 THE RISE OF INCONSPICUOUS CONSUMPTION**

In the most general sense, luxury has referred to superior quality, expensiveness, and exclusiveness as stated in the beginning of this chapter. However, the meaning of luxury has recently changed after the proliferation of knock-offs (e.g. Lin, 2011), and lower-priced luxury products (Silverstein & Fiske, 2003b). Today, people can access a luxury car with a rental rather than purchase. By means of technology, a fine education, which only a privileged group of people could acquire in the past, is now affordable for many. Knockoffs and mass market versions of luxury goods have attained a place in the market. Stemming from such changes, the concept of luxury has become related to affordability and availability for the masses, which in turn induce ‘the death of class’ (Eckhardt et al., 2015; Pakulski & Waters, 1996).

Owning luxury products has lost its exclusivity for higher social classes. The differences illustrating the hierarchical structure among the classes have been diluted. The lifestyles of middle and upper classes have been resembling each other more than ever. However, despite all these alterations, the need of higher social classes to differentiate themselves from lower ones continues. They desire that the division of society based on social and economic status should be protected and their existing social class should still

be private for elites. The response of luxury brands to this desire was to create inconspicuous brands – in which “brand signals are subtle or not easily visible to most consumers and consumers do not intend to display status overtly” (Berger & Ward, 2010; Wu et al., 2017). Although some scholars define inconspicuous consumption as “the routine consumption of ‘ordinary’ goods and services” (Shove & Warde, 2002; Smith, 2007), the dominant approach is that IC is somehow opposite of CC. According to Eckhardt et al. (2015), indeed, “inconspicuousness is the new conspicuousness”, that is, certain consumers utilize inconspicuousness as a tool to display status instead of conspicuousness. However, inconspicuous brands differ from conspicuous ones in terms of the way they display status. With their consumption, they prefer to convey a message to their own social peers rather than to show off publicly. In this study, it is also accepted that inconspicuous consumption is a practice of luxury brands to attract higher social classes.

Inconspicuous products have quiet brand signals that are somewhat invisible to the mainstream, but only observable to those with the requisite cultural capital to decipher the underlying meaning (Berger & Ward, 2010). Their designs are refined and sophisticated. In contrast, conspicuous products use vivid brand signals such as certain colors, large logos, stereotyped motifs and patterns. To be able to understand this difference, Shaghai Tang (<http://www.shanghaitang.com/>) and Shang Xia (<http://www.shang-xia.com/en>) can be given as great examples. Shanghai Tang is a conspicuous brand with its loud colors and traditional style the general public would easily recognizes. On the contrary, Shanghai Xia represents an inconspicuous brand owning subtle and modest brand markers only the very top of the elite class would understand. Likewise, BMW and Mercedes are the conspicuous brands with easily identifiable logos, but they will also release new car models to the Chinese market with different brand names in a more subtle manner: Zhinuo and Denza, respectively (Economist, 2013). These examples portray the existence of a current trend in luxury market. Inconspicuously consuming luxury goods is on the rise. Therefore, the recent studies including this dissertation eager to find out its mechanism. A recent research of Wu et al. (2017) classifies various forms of IC. It has distinguished four main forms entitling as ‘aesthetics and function seeking’, ‘avoidance’, ‘differentiation’ and ‘fantasy

lifestyle'. Since it was determined to utilize this typology for this study's model, the next section will mention features of these forms.

### **2.3.1. Aesthetics and Function Seeking**

Luxury products are generally known as quality, durable and well-designed products. According to Wiedmann et al. (2009), LGC comprises both aesthetics and functional appreciation. From the aspect of IC, Wu et al. (2017) defines 'aesthetics and function seeking' as a form of IC where consumers buy luxury goods for their aesthetics and function features with no intention to overtly display status. The primary objective of aesthetics and function seeking consumers is to seek design and functional qualifications while consuming luxury products. In this sense, they are assumed to be rational and utilitarian in their consumption. These consumers not only attach importance to quality of material and functionality, but also have aesthetic concerns. 'Bling' brand recognition -brands with conspicuous visual indicators- is not an important factor for them. The interview of Professor Xi at a Chinese university conducted by Wu et al. (2017) illustrates this kind of consumption with the discourse of Professor Xi. While she was explaining reasons for her consumption of a luxury chair, her responses demonstrate her health-seeking and aesthetic concerns.

### **2.3.2. Avoidance**

'Avoidance' is another form of inconspicuous consumption in which consumers avoid CC because they feel guilty to be conspicuous consumers (Wu et al., 2017; Seabrook, 2001). They reject ostentatious status symbols to avoid being labeled as nouveau riche who possess a lot of luxury products to display their status. They consider individuals as vulgar, irrational and overly consuming. According to the interview with Mr. Luo (chief executive officer) in the research of Wu et al. (2017), he has described such individuals as elites who gain ground upon the working class in an evil manner. Avoidance consumers are critical of some rich individuals regarding the way they earn money. Therefore, they do not want to be part of them. In particular, in times of economic austerity, they avoid provoking envy and anger among the persons around them by

preferring subtle products (Belk, 2011; Stacey, 2009). The Economist (2008) has noted a decline in luxury-products-spending at the rate of 34% and has interpreted this as the presence of guilty feelings to show off during the recession when the public feels poorer. The concern of social acceptance or the need of conformity is part of this form.

### **2.3.3. Differentiation**

Wu et al. (2017) defined the term 'differentiation' as a form of inconspicuous consumption where consumers desire to differentiate themselves from CC of both lower status consumers and the nouveaux riche who weaken brand images. Lower status consumers might buy counterfeits and rent luxury. Nouveaux riche might have access to any luxury product. Differentiation consumers seek a way they can prove that they belong to none. Brooks (2001) expressed differentiation consumers as the educated elites and the nouveaux riche as the moneyed elite. He stated that the moneyed elite purchase luxury products the lower classes could never purchase like yachts, In contrast, the educated elites prefer luxury products the working class could also purchase, but in an esoteric form like heirloom potatoes from France. Thus, they can differentiate themselves from both. The reason why they desire this differentiation is that they appreciate to be noticed by only their own groups: intellectuals and nobility. To be able to do so, they utilize their cultural capital - inside information allowing group members to decode in-group signs that outsiders would not understand (McCracken, 1988). They select certain luxury products with subtle signals, which enables them to attract the right persons' attention.

### **2.3.4. Fantasy Lifestyle**

'Fantasy lifestyle' is the last form suggested by Wu et al. (2007). This was identified as a form of inconspicuous consumption in which consumers purchase luxury products by imagining that they will use them one day in the future, but they do not have the time or opportunity to actually end up using them. Fantasy lifestyle consumers are high-income earners with less spare time. They easily afford luxury products but the items they bought often are stored at their home as symbol of fantasized future use (Sullivan & Gershuny, 2004). This form is related to 'daydreaming' concept of Campbell (1987),



where the reality of consumption is associated with the fantasy of use. Even if this group of consumers purchase a luxury product with ostentatious logos, motifs or patterns, the intention is an imagined future use of products rather than show off. With the lack of an overt display motivation, it distinguishes from conspicuous consumption.

## 2.4. CORE SELF-EVALUATION

Core Self-Evaluation Theory first originated in the studies of Edith Packer (1985, 1985/1986). She was the first scholar who defined “core evaluations”: a cluster of subconscious thoughts or conclusions. In a more precise manner, she asserted that core evaluations are bottom-line evaluations each individual holds subconsciously. According to Packer (1985), these evaluations are associated with three core spheres of life: self, reality (the world), and other people. In 1997, Judge et. al. broadened these ideas by developing a theoretical model that clarifies dispositional impacts on job satisfaction. He examined how the evaluations of job satisfaction are influenced by core evaluations, which include both self-evaluation and external appraisals of the world and others. He manifested the traits of CSE by complying with three criteria: evaluation focus, fundamentality, and scope. *Evaluation focus* is the extent to that traits contain assessments of the self rather than its descriptions; *fundamentality* is the extent to that traits are focused on the self rather than being surface traits (Cattell, 1965), and *scope* notes that traits are broad in scope (Allport, 1961). Self-esteem, generalized self-efficacy, internal locus of control and nonneuroticism were designated as CSE traits. The following studies also verified that these traits are strongly correlated (e.g., Judge & Bono, 2001a; Judge et al., 2002), and they loaded on a higher order factor, CSE (e.g., Judge et al., 2000; Judge et al., 1998). Below, these four fundamental traits are described and, the areas in which core self-evaluation was applied are discussed.

### *Self-Esteem*

There are various definitions of self-esteem. According to Rosenberg (1965), “self-esteem is an overall appraisal of one’s self-worth”. Coopersmith defines it as “the

approval of oneself and the degree to which one sees oneself as capable, significant, successful, and worthy” (1967, pp. 4–5) and Harter (1990) identifies it as “the overall value that one places on oneself as a person”.

### *Generalized Self-Efficacy*

According to the definition of Bandura (1994), “self-efficacy is people's beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives”. Judge et al. (1997) extended the construct to a general level by defining generalized self-efficacy as “one's estimates of one's capabilities to mobilize the motivation, cognitive resources, and courses of action needed to exercise general control over events in one's life”. Similarly, Chen, Gully, and Eden (2001) defined it as “an estimate of one’s ability to perform and cope successfully within an extensive range of situations”.

### *Internal Locus of Control*

The definition of internal locus of control by Rotter (1966) was as “the belief that desired effects result from one’s own behavior rather than by fate or powerful others”. To put it in another way, ones whose internal locus of control is high believe that they have power on the events in their lives.

### *Neuroticism*

Neuroticism is one of the Big Five traits. It is the tendency to feel insecure, guilty, and timid (Eysenck, 1990), which is the opposite to the concept of emotional stability. Neurotic people also tend to anxiety and see themselves as victims, and are not pleased of themselves. As it is understood, it can be regarded as the negative pole of self-esteem.

## **2.4.1 The Applications of CSE**

To introduce the term of ‘core evaluations’, Judge et al. (1997) drew from diverse literatures such as philosophy (Rychlak, 1968), clinical psychology research (Cantor, 1990), personality theory (Smith, & Vetter, 1991), and social psychology (Markus, 1977).

He tried to propose hypotheses about the relationship between dispositional factors and job satisfaction. Thus, since its introduction, CSE has become a dominant construct in the field of organizational studies. Judge et al. (1998), for instance, hypothesized that CSE has direct and positive impacts on job and life satisfaction. They also asserted that there is an indirect impact of CSE on job satisfaction and the results proved both. Judge and Bono (2001) examined the relationships between the four CSE traits and job performance. From the perspective of occupational stress, Lazarus and Folkman (1984) found that employees whose CSE is high positively evaluate situations, suggesting that CSE may be related to evaluations of the transactional stress model. Judge et. al. (1998) discussed that job characteristics are a critical factor which links CSE with job satisfaction, such that individuals with high CSE satisfy with their jobs higher. The relationship of CSE with engagement (Rich et al., 2010), popularity (Scott & Judge, 2009), and motivation (Gagné & Deci, 2005) are some other investigations in that manner. Outside of the organizational studies, topics like gerontology (Baker et al., 2011) and nursing (Almost et al., 2010) were also examined by linking to CSE. However, up until now, there is no known study, which relates to CSE in the field of marketing. To the best of the author's knowledge, this paper is the first article that discusses the potential effects of CSE on consumer behavior, in particular, conspicuous-inconspicuous consumption.

Although CSE is not used in the context of consumer behavior as a whole, there are many other marketing studies concerning self-esteem (e.g. Ferraro et al., 2005; Taylor, 1974), internal locus of control (e.g., Antonetti & Maklan, 2014; Busseri et al., 1998), generalized self-efficacy (e.g., Garlin & McGuiggan, 2002), and neuroticism (e.g., Mulyanegara et al., 2009; Fraj & Martinez, 2006). When examined the dimensions of CSE in the scope of conspicuous consumption, in particular, a variety of studies indicate that CC has been also linked to each traits of CSE. For instance, Troung and McColl (2011) have examined the relationship between self-esteem and luxury goods consumption motives which were classified as quality, CC and self-directed pleasure. Similarly, Sivanathan and Pettit (2010) have analyzed the connection between low income individuals lowered self-esteem and high-status goods consumption and detected a positive correlation between them. The impact of internal locus of control on conspicuous consumption was investigated and a significant relationship was not reported by Kulsiri in 2012. In 2005, Mukhopadhyay and Johar asserted that self-efficacy has an

impact on luxury purchase intention. Finally, neuroticism was used as a control variable for a study that examines the connection between conspicuous consumption and happiness (DeLeire & Kalil, 2010).

Research on the relations between ICC and each trait of CSE are quite scarce in the literature. The study of Troung and McColl in 2011 was one of them. While they were viewing the relationship between self-esteem and LGC motives, they described quality and self-directed pleasure as inconspicuous consumption motives. According to their results, self-esteem had a high correlation with self-directed pleasure ( $\beta=0.67$ ) but a low correlation with quality ( $\beta=0.02$ ). The rareness of such studies may be due to the newly emergence of the concept, ICC. The studies regarding the definition and scope of this concept have just appeared in the marketing literature. The mechanism revealing its antecedents needs a great amount of effort. Therefore, this research intends to propose a meaningful conceptual model that may help to fill this gap. To be able to reach this goal, it will introduce the concept of CSE as an influencing factor on both CC and ICC. Next section will mention the hypotheses included in the proposed model and their underlying logic.

## **2.5. IDENTIFYING THE CONCEPTUAL FRAMEWORK**

Conceptually, the traits of core self-evaluation show meaningful similarities. Self-esteem is “the extent of that one sees oneself as capable, significant, successful, and worthy” (Coopersmith, 1967, pp. 4–5). An apparent link exists between self-esteem and generalized self-efficacy, “one’s estimate of one’s capabilities of performing, at a global level across many contexts” (Judge et. al., 1997). Generalized self-efficacy is generally considered as one of the two dimensions of self-esteem (Judge et al., 1998). Generalized self-efficacy also bear a resemblance to locus of control. Individuals with high generalized self-efficacy also feel control over their environment (internal locus of control). Finally, it can be said that self-esteem and neuroticism have a close link. Rosenberg (1965) suggested that neurosis may be an indicator of being low self-

esteemed. Similarly, Eysenck (1990) claimed that high self-esteem is a marker of low neuroticism. Furthermore, Judge et al. (2002) conducted a meta-analysis of the connections among the traits by analyzing 127 articles. They found the following correlations:

- Self-esteem–locus of control,  $p= 0.52$ .
- Self-esteem–emotional stability,  $p= 0.64$ .
- Self-esteem–generalized self-efficacy,  $p= 0.85$ .
- Locus of control–emotional stability,  $p= 0.40$ .
- Locus of control–generalized self-efficacy,  $p= 0.56$ .
- Emotional stability(nonneuroticism)–generalized self-efficacy,  $p= 0.62$ .

In addition, Judge et al. (1998) stated their belief that these dispositional measures represent a common CSE factor by depending on two main explanations. First, the nature of these traits, which presents global evaluations of people about themselves, unifies them. Second, the previous research support that these traits perform a common factor. For example, Judge et al. (1996) analyzed five studies and reached a conclusion that self-esteem, self-efficacy, locus of control, and positive affectivity loaded on a common factor. Eventhough this study did not involve neuroticism, Judge et al. (1998) expressed their belief that it will also be an appropriate part of CSE since neuroticism is an opposite side of self-esteem. Based on the studies mentioned above, this dissertation expects that every single trait would load on the same factor. That's why the relationship of each type of LGC will be established with CSE as a whole.

Bandwagon consumption and snob consumption are two dominant types of conspicuous consumption (Kastanakis & Balabanis, 2014). Therefore, they both are supposed to act in a parallel manner. According to the literature about self-esteem's impact on conspicuous consumption, Rose et al. (1998), for example, mentioned that consumers rather some specific products not only to charm others but also to increase their own self-esteem. Moreover, Nguyen (2003) expresses that low self-esteemed consumers are more likely to be materialistic. This idea is further corroborated by M'Saad and Souiden in 2008 that self-esteem is negatively related to consumers' brand preferences with a symbolic value. Moreover, the most recent cross-cultural study of Souiden and M'Saad (2011) also confirms these findings by saying the lower the self-

esteem people have, the higher their CC is in the mass-marketed branded accessories. Thus, a general agreement exists about that low self-esteem consumers attribute higher importance to CC. The construct of self-efficacy resembles self-esteem in the way it affects conspicuous consumption. According to Lee and Shrum (2012), threats to self-efficacy needs cause self-focused responses such as increased CC. For the other two dimensions, which are internal locus of control and neuroticism, there are no known studies whose findings suggest a significant relationship between them and CC. However, it is an apparent fact that all traits have strong correlations among them. In other words, conspicuous consumption's negative relationship with self-esteem or generalized self-efficacy will resemble its relationship with internal locus of control. Thus, the following hypotheses are suggested:

*Hypothesis 1a.* Core self-evaluation will be negatively related to bandwagon consumption.

*Hypothesis 1b.* Core self-evaluation will be negatively related to snob consumption.

Inconspicuous consumption, another dependent variable, is a very recent concept, especially in the luxury literature. As stated previously, Wu et al.'s article (2017) was used for the definition and typology of IC. According to this article, there are four forms of IC. The first is described as aesthetics and function seeking, which refers for the fact that LGC comprehends both aesthetic and functional taste. Consumers mainly express their strong preferences for design and functional features of a luxury product. Such kind of a tendency is rational and utilitarian. Furthermore, the concern of social acceptance or the need of uniqueness is also not a consideration. Those who do not worry about others' opinion and do not need to be different from some groups of people can be identified as people with high self-esteem and generalized self-efficacy. Additionally, aesthetics and function seeking may be claimed as an exact opposite of conspicuous consumption whose primary objective is social status display. Since the literature suggests that a negative relationship of CSE to CC exists, it was expected to see a reverse relationship for CSE and aesthetics and function seeking. Thus, the related hypothesis is presented as follows:

*Hypothesis 2a.* Core self-evaluation will be positively related to aesthetics and function seeking.

The second form of IC is avoidance. In this form, consumers worry that people think of them as an uncultured, irrational or overly consuming person if they use well-known luxury products. They do not want to be labelled as nouveau riche. Due to its similarity on the anxiety of social acceptance with bandwagon consumption, the relationship of CSE with avoidance is expected to resemble the relationship of CSE with bandwagon consumption. That's why, the following hypothesis is suggested:

*Hypothesis 2b.* Core self-evaluation will be negatively related to avoidance.

Differentiation, the third form of IC, has several characteristics in common with snob consumption type of CC. Snob consumers also strive to differentiate themselves from the majority by avoiding popular brands. To be able to be exclusive, different and unique, they seek to purchase rare luxury products. Although they do this in a conspicuous way, the desire for differentiation from some group of people is similarly seen with this form. Therefore, the following hypothesis is proposed:

*Hypothesis 2c.* Core self-evaluation will be negatively related to differentiation.

The last form of IC is designated as fantasy lifestyle. Sullivan and Gershuny (2004) stated that this form may have some overlaps with CC although, in most instances, it distinguishes itself from CC. For example, based on occasional rather than permanent display, ostentatious products stored at home may be brought out to show to certain guests; or based on talk rather than physical display, they may be talked about to others. By taking these into consideration, fantasy lifestyle may have a relational similarity with CC. Thus, the following hypothesis is formulated and proposed conceptual framework is depicted in Figure 2.1. Apart from these relationships, two significant correlations among endogenous factors are expected based on their similarities. The first is between bandwagon consumption and avoidance. The second is between snob consumption and

differentiation. Even if these correlations are not proposed as a hypothesis, they will be included while the test process.

*Hypothesis 2d.* Core self-evaluation will be negatively related to fantasy lifestyle.

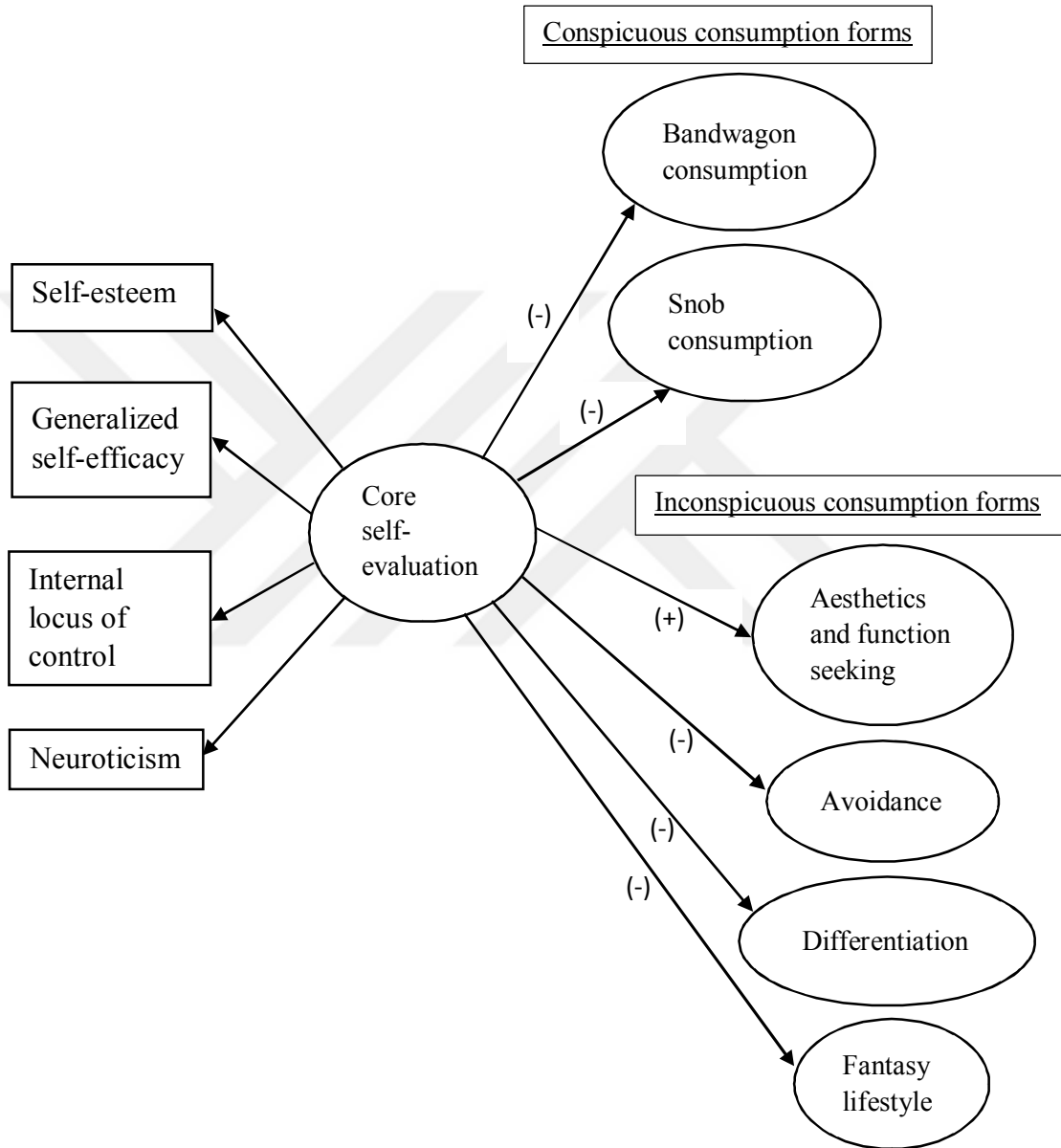


Figure 2.1. Proposed Conceptual Framework



## **CHAPTER 3. METHODOLOGY**

### **3.1. STUDY 1: SCALE DEVELOPMENT**

#### **3.1.1. Domain Specification**

According to the steps proposed by Churchill in 1979, the first step for developing a measure is specifying the domain of the concept. That is, the researcher must first define the concept, to state exactly what is inside the definition and what is outside (Churchill, 1979). This beginning provides the researcher a good framework to think clearly regarding the content of the scale. For this research paper, the concept required to be measured was inconspicuous consumption. This paper includes a scale development study, with the aim not to develop a better measure of IC, but to propose the first known measure in the literature.

It was imperative to consult the literature when determining the domain of the concept. As discussed in Chapter 2, the inconspicuous consumption literature presents a variety of definitions of this concept. After examining numerous definitions, the one stated by Wu et al. (2017) was utilized as the definition of choice in the development of this scale. One of several reasons why this particular definition was selected is that it encapsulates widely varying definitions which might cause confusion. Kollat et al. (1970) have expressed that the use of different definitions complicates to compare, synthesize, and accumulate results as one of the current issues in consumer behavior field. Therefore, they recommend finding the common points of the definitions of the same concept and strengthening their unity. The article by Wu et al. (2017) is an excellent illustration at combining the various aspects of definitions and at presenting a comprehensive one. In addition, the dimensions included in the definition are distinct, clear and accurate and they reflect cumulative information in the literature. The definition covers four main forms of inconspicuous consumption mentioned in the literature, which would help this study to propose a more universal and well-accepted scale. The last reason for choosing this following definition is the fact that it is very recent. This definition, which is the outcome of a broad spectrum of information from past to present is able to fit today's

understanding of inconspicuous consumption in the best manner. Thus, the following definition was selected:

*An individual's behavior of seeking to buy luxury goods whose "brand signals are subtle, or not easily visible, to most consumers and the overt display of social status is sidestepped" (Wu et.al., 2017, p.491).*

Once the concept was defined, the next step was to postulate the dimensionality of the concept. According to the article of Wu et al. (2017), there are four fundamental dimensions of IC: aesthetics and function seeking, avoidance, differentiation, and fantasy lifestyle.

The scope of aesthetics and function seeking was identified as inconspicuous consumers who appreciate both aesthetics and function without attaching importance to the following of fashion or branding (Wu et al., 2007; Wiedmann et al., 2009). These consumers would rather possess luxury goods just because of their design and functional features than any kind of 'bling' brand recognition.

Avoidance, another dimension of inconspicuous consumption, is identified as inconspicuous consumers who avoid luxury goods with clear identifiers since they refuse status symbols and feel bad as if they are conspicuous consumers (Berger and Ward, 2010; Brooks, 2010; Davis, 2013; Weber, 2013). They describe conspicuous consumers as vulgar, irrational and overly consuming nouveaux riche (Wu et al., 2017).

The dimension of differentiation covers inconspicuous consumers who desire to disassociate from lower status consumers (Wu et al., 2017). They describe the lower status consumers as not only the poor people who buy mass-market versions and knockoffs of luxury brands, which undermines brand images, but also nouveaux riche who conspicuously consume the luxury goods with obvious logo, brand monogram or label.

Lastly, the concept of IC embraces the dimension of fantasy lifestyle. Sullivan and Gershuny (2004, p.79) define this dimension as "an imagined future use of purchases already been made". In this form, the purchased products might remain in storage without displaying social status. Buying an expensive dress to wear to parties but not using it due to the busy work schedule may be a great example.

Thus, this exercise results in four main dimensions of inconspicuous consumption which are named: Aesthetics and Function Seeking; Avoidance; Differentiation; and Fantasy Lifestyle. In the following section, the observable characteristics of each dimension will be emphasized by treating inconspicuous consumption as a multidimensional concept consisting of four dimensions.

### **3.1.2. Item Generation**

The second step in the procedure suggested by Churchill in 1979 is generating items that cover the domain as specified. Based on the related literature, observations and the results of interviews done by Wu et al. (2017), 31 initial items were generated for the inconspicuous consumption scale (please see Appendix D).

### **3.1.3. Interview Process**

The third step is the interview process. After generating samples of items, the structured interview method was applied with those specific items to collect first data. Nine in-depth, face-to-face interviews were done with research assistants at Abdullah Gul University and Social Sciences University of Ankara. Ethics committee approval (Appendix A) and informed consent (Appendix B) were obtained for all data collection processes. There were 3 main purposes of these in-depth interviews. First, it was aimed to seek participants' view about the dimensions. Participants were questioned about which dimension of IC they felt closest to and why. Second, they were asked whether there were other dimensions than those expressed in the literature that they felt close to. While participants were expressing their thoughts and feelings regarding their inconspicuous consumer behaviors, they stayed within the scope of the dimensions mentioned, that is, their testimonies have corroborated that dissimilar elements do not exist within the domain specified by the literature. Third, it was intended to find out how the specified questions are understood and what kind of additional questions should be prepared. If the interviewees answer to a question in another way where the question does not exactly imply, this situation was accepted as a sign of misunderstanding. In addition, common expressions not included in the scale can be great potential items to consider.

As a result, in-dept interviews provided a vast source of valuable information to be able to develop a quality measurement scale.

#### **3.1.4. Item Refinement**

The process of item refinement was designated as the fourth step. The purpose of this step was to evaluate each items and their face and content validity. This was achieved by the help of several marketing experts who evaluated the items. They were determined on the basis of their expertise in research and education background - each expert had a PhD in Marketing.

Academic experts have examined both Turkish and English versions of the scale. According to their recommendations, some changes were made on several words and item sorting. In addition, based on this expert panel review, 31 initial items were reduced to 27 items based on redundancy, clarity, conciseness and readability (DeVellis, 2016; Furr, 2011).

#### **3.1.5. Pre-test Survey**

After item refinement, the determined 27 items were considered as ready for a pre-test survey. The purpose of piloting the survey was to validate the sample, to assess the clarity of the questionnaire and to refine the items by eliminating those that do not perform well. An online survey was conducted using Google Forms in the period of two weeks in February 2019. 263 respondents from a vast variety of occupation groups completed the survey. Participants older than 20 were targeted since they might have a certain budget and the authority to make their own consumption decisions (48.61% in 20-29 age group; 17.53% in 30-39 age group; 25.90% in 40-49 age group; 7.97% in 50-59 age group).

#### **3.1.6. Analysis 1: Scale Development**

First, exploratory factor analysis (EFA) was conducted as a part of the validity study on the 27-item inconspicuous consumption scale, using the software Stata 13.0.

Since it is theoretically known that the four factors of inconspicuous consumption are correlated with each other, oblique rotation using the oblimin method was carried out after this estimation. Following the analysis, confirmatory factor analysis (CFA) was applied with the same software in order to confirm the theoretical structure obtained by EFA. To examine the goodness-of-fit statistics,  $\Delta\chi^2/\Delta df$ , root mean squared error of approximation (RMSEA), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI) were reported. Values between .05 and .08 are accepted appropriate for RMSEA, although values lower than .05 indicate a strong model fit (Brown & Cudeck 1993). For TLI and CFI, the acceptable cutoff is for the values exceeding .90. However, values greater than .95 indicate better model fit (Hoyle 1995, Hu & Bentler 1999). Finally, to be able to reveal the scale' reliability, inter-item consistency was applied. According to results obtained by these analyses, item reduction was implemented, and same analyses were repeated for the reduced scale.

### **3.1.7. Results: Analysis 1**

In order to reveal the structure validity of 27 item inconspicuous consumption scale, exploratory factor analysis was conducted. Following this analysis, oblimin rotation was selected as a postestimation technique. The results of these processes indicated that 4 factors have an eigenvalue over 1.00 (see Table 3.1.). This was expected according to the theoretical background in which IC, underlying latent factor, is composed of 4 intercorrelated variables: aesthetics and function seeking, avoidance, differentiation and fantasy lifestyle. To reveal construct validity of the scale, absolute values of factor loadings greater than .30 were examined. The third item of aesthetics and function seeking was excluded from the scale as it has a magnitude of factor loading lower than .30. The third item of avoidance and the seventh item of differentiation were also excluded since they had cross-loadings. It was determined that the third items of both 'aesthetics and function seeking' and 'avoidance' had a clarity and readability problem. The seventh item of differentiation was similar to the fourth item of differentiation. Therefore, due to the redundancy problem, it was sensible to drop that item, as well. After the reduction of those three items, explained variance of 24 item scale (see Appendix C)

with 4-factor was 40.7663 (see Table 3.1.). Discriminant validity of those four factors was clearly revealed in Table 3.2.

Table 3.1. Eigenvalues and Percentages of Variance Explained by Inconspicuous Consumption Scale

| Factors  | Eigenvalues | Explained Variance Rate | Total Explained Variance Rate |
|----------|-------------|-------------------------|-------------------------------|
| Factor 1 | 4.4495      | 18.5396                 | 18.5396                       |
| Factor 2 | 2.7679      | 11.5329                 | 30.0725                       |
| Factor 3 | 1.3931      | 5.8046                  | 35.8771                       |
| Factor 4 | 1.1734      | 4.8892                  | 40.7663                       |

Table 3.2. Factor Loadings of Inconspicuous Consumption Scale Items

| No | Item                               | Factor 1 | Factor 2 | Factor 3 | Factor 4 |
|----|------------------------------------|----------|----------|----------|----------|
| 1  | Aesthetics and function seeking 1  | .6362    |          |          |          |
| 2  | Aesthetics and function seeking 2  | .4737    |          |          |          |
| 3  | Aesthetics and function seeking 4  | .5916    |          |          |          |
| 4  | Aesthetics and function seeking 5  | .4693    |          |          |          |
| 5  | Aesthetics and function seeking 6* | .3043    |          |          |          |
| 6  | Aesthetics and function seeking 7  | .4117    |          |          |          |
| 7  | Avoidance 1                        |          | .5853    |          |          |
| 8  | Avoidance 2                        |          | .7379    |          |          |
| 9  | Avoidance 4                        |          | .5895    |          |          |
| 10 | Avoidance 5                        |          | .6953    |          |          |
| 11 | Avoidance 6                        |          | .6347    |          |          |
| 12 | Avoidance 7                        |          | .6023    |          |          |
| 13 | Avoidance 8                        |          | .5115    |          |          |
| 14 | Avoidance 9                        |          | .4317    |          |          |
| 15 | Differentiation 1                  |          |          | .6793    |          |
| 16 | Differentiation 2                  |          |          | .3689    |          |
| 17 | Differentiation 3                  |          |          | .6802    |          |
| 18 | Differentiation 4*                 |          |          | .3633    |          |
| 19 | Differentiation 5                  |          |          | .6993    |          |
| 20 | Differentiation 6                  |          |          | .6549    |          |
| 21 | Fantasy lifestyle 1                |          |          |          | .8687    |
| 22 | Fantasy lifestyle 2                |          |          |          | .8990    |
| 23 | Fantasy lifestyle 3*               |          |          |          | .4398    |
| 24 | Fantasy lifestyle 4                |          |          |          | .6695    |

(1) \*Reverse scored items

According to the results of EFA, it is apparent that the scale has four-factor structure. However, since this will be the first known scale for the concept of inconspicuous consumption, CFA was also utilized to verify the previous results. It was aimed to benefit the significance testing of each coefficients and fit statistics provided by CFA. With this method, it was attempted to test whether our data fit our understanding of four-factor model of inconspicuous consumption.

CFA was carried out with 263 respondents, the same data used in EFA. Based on the rule of 10, saying that at least 10 cases should exist for each item (e.g. Everitt, 1975; Kuncze, Cook, & Miller, 1975), this sample size was considered enough for the 24-item scale.

Four measurement models from single-factor to four-factor were compared. To attain better model fit, modifications guided by theory were applied for each model. First modification was for items 7, 8 and 9 of avoidance. They were particularly generated to represent the tendency where inconspicuous consumers do not show off to avoid the crimes arising from envy and greediness (Wu et al.,2017). Therefore, the correlations among these three items were assigned. Second modification was for items 1, 4 and 5 of differentiation. These items seem similar but have nuances which required emphasis. Nevertheless, establishing correlations among them due to their similarities is justified. Last modification is between the fifth and the sixth items of aesthetics and function seeking. These items represent completely opposite views. The sixth item is a reverse scored item. Since, particularly, these two have strongly negative correlations, it was considered appropriate to link up between them. After using these modifications as base, four different models were set up. As shown in Table 3.3., four-factor model was found as a statistically significantly better model fit than the others. Fit indices for the four-factor model had also satisfactory values. Thus, it was verified that the four-factor scale of inconspicuous consumption with 24 items is ready to use for the following comprehensive model test.

Finally, the reliability findings of inconspicuous consumption scale were reported as follows: Cronbach alpha of aesthetics and function seeking is .67; Cronbach alpha of avoidance is .84; Cronbach alpha of differentiation is .77; and Cronbach alpha of fantasy lifestyle is .82.

Table 3.3. The Goodness-of-fit Indices for Inconspicuous Consumption Scale

|                | $\chi^2$ | d.f. | $\Delta\chi^2/\Delta d.f.$ | TLI   | CFI   | RMSEA |
|----------------|----------|------|----------------------------|-------|-------|-------|
| 1-factor model | 1257.989 | 245  |                            | 0.488 | 0.423 | 0.125 |
| 2-factor model | 756.011  | 244  | 501.978*                   | 0.741 | 0.707 | 0.089 |
| 3-factor model | 587.698  | 242  | 84.157*                    | 0.825 | 0.801 | 0.074 |
| 4-factor model | 407.076  | 239  | 60.207*                    | 0.915 | 0.902 | 0.052 |

(1) TLI, Tucker-Lewis Index; CFI, Comparative Fit Index; RMSEA, root mean squared error of approximation.

(2) \* $p < 0.01$ .

## **3.2. STUDY 2: COMPREHENSIVE MODEL TEST**

### **3.2.1. Sample and Data Collection Procedure**

Data was obtained by utilizing a survey from a sample of 194 subjects with a purposive sampling method. Google Forms was used to apply the survey in the period of three weeks in March 2019. A broad range of occupation groups completed the survey. Participants' age ranged from 20 to 59 since this age group might have a certain budget and the authority to make their own consumption decisions. (41.75% in 20-29 age group; 42.27% in 30-39 age group; 12.37% in 40-49 age group; 3.61% in 50-59 age group). In addition, this study aimed to conduct the survey on subjects with income levels greater than TL2,000, minimum wage in Turkey (28.80% in TL2,000-4,999 income level; 32.61% in TL5,000-7,999 income level; 20.65% in TL8,000-10,999 income level; 17.94% in TL11,000-20,000). With 194 subjects, the minimum sample size of 150 suggested by Anderson and Gerbing (1998) and Holbert and Stephenson (2002) was achieved for the following structural equation modelling (SEM) analyses.

### **3.2.2. Measurement of Variable**

#### **3.2.2.1. Inconspicuous Consumption**

As explained in detail above, inconspicuous consumption scale was developed by the author (see Appendix C). It comprises of four dimensions: aesthetics and function seeking, avoidance, differentiation and fantasy lifestyle. Responses were anchored on a 5-point scale ranging from 1=strongly disagree to 5=strongly agree. Higher scores represent closeness to be an inconspicuous consumer.

#### **3.2.2.2. Conspicuous Consumption**

This study discusses conspicuous consumption with two types: snob and bandwagon consumption. Therefore, conspicuous consumption was measured using snob and bandwagon consumption scales developed by Kastakanis and Balabanis in 2014.



They both have three-items with 5-point Likert-type scales (1=strongly disagree; 5=strongly agree). Higher scores reflect stronger tendency to be a conspicuous consumer. The reliabilities of original snob and bandwagon consumption scales were reported as .84 and .85, respectively. For the Turkish version of the scale, as any trustworthy translation does not exist, the method of back-translation was used (Brislin, 1970). According to this method, the document was translated into Turkish by an academic expert. Later on, a linguist and a native English speaker translated it back into the original language with no knowledge of the original source content and the two were compared. The aim of the back-translation method was to find out if the translation is grammatically correct, the meaning is clear, the correct message is conveyed, with no omissions or additions. Both the Turkish version and the original one are located in Appendix C.

### **3.2.2.3. Core Self-Evaluation**

Judge et al. (1997) were the first scholars who designated self-esteem, generalized self-efficacy, internal locus of control and neuroticism as core self-evaluation traits. Since this paper was grounded according to these four traits, the measures of each traits were also determined based on the study of Judge et al. in 1998.

#### *Self-esteem*

Self-esteem was measured using the 10-item Rosenberg's (1965) Self-Esteem Scale (see Appendix C). The scale ranged from 1 (strongly disagree) to 5 (strongly agree), with high scores representing a greater degree of self-esteem than low scores. Rosenberg (1965) reports .90 as a satisfactory internal consistency coefficient for the self-esteem scale. The Turkish version of this scale was provided by Çuhadaroğlu (1986) with the internal reliability estimate of .75.

#### *Generalized Self-Efficacy*

This component was measured using 8-item Generalized Self-Efficacy Scale developed by Judge et al. in 1998 (see Appendix C). It was asked respondents to use a 1 (strongly disagree) to 5 (strongly agree) scale. Higher scores indicate the belief of possessing higher generalized self-efficacy. The internal reliability coefficient was reported as .90 by Judge et al. (1998). Since any Turkish translation of this scale does not

exist, back-translation method was conducted by the author (Brislin,1970). Like in snob and bandwagon consumption scales, the original scale was translated into Turkish and translated back into English without seeing the original one. Thereafter, the Turkish version was refined according to the comparison between the original source and the translation.

### *Internal Locus of Control*

Internal locus of control was measured with the 8-item scale developed by Levenson (1981) (see Appendix C). Participants rated their agreement with each item using a 5-point Likert-type scale (1=Strongly disagree; 5=Strongly agree). Higher scores reflect higher levels of internal locus of control. The internal consistency coefficient was reported as .87. The Turkish version was procured by Kırıl (2015) with a satisfactory reliability estimate of .77.

### *Neuroticism*

The 12-item Eysenck Personality Inventory Neuroticism Scale (Eysenck & Eysenck, 1968) was used for this component (see Appendix C). The same 0 (strongly disagree) to 5 (strongly agree) scale as the other measures was used. Higher scores denote higher levels of neuroticism. The reported reliability of this scale was .93. Topçu's Turkish translation of this scale (1982), which was conducted on a sample of 1092 respondents, was utilized for this study. Topçu (1982) reported .53 as an internal consistency coefficient.

### **3.2.3. Research Design**

In this research, it was preferred to use a non-experimental design that lacks the control group and random assignment. Due to several reasons originated from the nature of research, non-experimental design, in some cases, may be the sole option rather than experimental and quasi-experimental designs. The first cause is that the research question may be related to only one variable or may not be a causal relationship between variables. Another reason is that the manipulation of independent variable or randomly assigning subjects is not possible even if the research question is regarding a causal relationship. In this research, there are two distinct group of variables as dependent and independent. Our

research question is relational, such that ‘Are there correlations between core self-evaluation and luxury goods consumption types?’ The main reason why it is necessary to implement a non-experimental design is that our independent variable, core self-evaluation, cannot be adapted into a treatment. CSE represents the fundamental appraisals (Judge et al., 1997). Since it is one’s estimate or belief, it is measurable and comparable with the other variables only at one time. Therefore, the survey method was conducted for the measurement of each variable while collecting cross-sectional data.

#### **3.2.4. Analysis 2: Comprehensive Model Test**

SEM with maximum likelihood (ML) estimation was conducted using the software Stata 13.0 for both measurement and structural models. As suggested by Anderson and Gerbing (1988), after analyzing measurement models, the proposed structural model was investigated, which is called two-step analytic procedure. Based on the study of Kishton and Widaman (1994), item parceling for IC was applied on the basis of internal-consistency approach, such that items are ranked based on their item-test correlations and the highest scored ones are grouped with the lowest scored ones. For CSE, each dimension was represented with one composite item, thus, CSE was composed of 4 indicators. For the structural model, path analysis was employed. A fit index higher than .90 for TLI and CFI, lower than .08 for RMSEA, and lower than 3 for  $\chi^2/df$  were considered acceptable for a good fit between the proposed model and data. Finally, the reliability of the scale was assessed with Cronbach’s alpha for each sub-scale.

#### **3.2.5. Results: Analysis 2**

For CSE and IC types, item parceling was chosen to apply for several reasons. First, parcels are advocated to be more reliable than individual items (Cattell & Burdsal, 1975; Kishton & Widaman, 1994). Second, item parceling is associated with the higher levels of communality (Little et al., 2002). Third, parceling provides more continuous and normal distributions than individual items, which helps to accord with normal theory-based estimation methods like this study’s estimation method, Maximum Likelihood (Bandalos, 2002; Nasser & Wisenbaker, 2003). Fourth, less parameter compared to

sample size is said to result in more stability and power for SEM analyses (e.g., MacCallum, Widaman, Zhang, & Hong, 1999; Marsh, Hau, Balla, & Grayson, 1998). In this study, if all 68 items had been used in the model, the subject-to-item ratio would have been 2.85, which is far below the suggested ratio of 10:1 (Nunnally, 1978). By employing item parceling, this ratio increased to 8.82. Fifth, the use of parceling enhances the model fit (Bandalos, 2002; Holbert & Stephenson, 2002). Finally, parcels reduce idiosyncrasies arising from individual items; increase the parsimony of the model; and simplify the parameters' interpretation (Marsh & O'Neil, 1984; MacCallum et al., 1999). Based on these numerous advantages of item parceling mentioned above, each latent factor except CC was collapsed to a particular number of parcels. The following paragraph discusses how the number of parcels per latent factor was determined in consideration of the previous studies.

According to Little et al. (2002), the better model fit effect of item parceling is associated with the reduced number of parameters. Therefore, it is anticipated that the fewer parcels are used, the better model fit is obtained (Matsunaga, 2008). In 2002, Bandalos has supported this assertion by expressing that both the 1- parcel and the 3- parcel models resulted in better model fit than the 6-parcel model in terms of CFI and RMSEA. Likewise, in 2004, Rogers and Schmitt reported that the 3-parcel model improves model fit better than the 4-parcel did. In addition, the 4-parcel model yielded better fit than the 6-parcel model did. Based on those findings, a model with as few parcels as possible was intended to conduct for this dissertation. When determining the number of parcels for CSE, the recommendation of Judge et al. (1998) was taken into consideration. According to their view, CSE should be treated as a common factor. Therefore, in this study, each dimension (self-esteem, generalized self-efficacy, internal locus of control and neuroticism) was collapsed into one indicator and these four indicators load on a common factor, CSE. While deciding on proper number of parcels for IC, the recommendation of three parcels per factor (Matsunaga, 2008) was taken into account. Matsunaga (2008) stated that the 1-parcel model may inflate estimated path coefficients with regard to parameter estimation, especially when some correlated errors exist. Similarly, Bandalos (2002) noted that if several parcels are used, shared variances (i.e., correlated errors) would disappear; hence, estimation bias may be overcome. The 3-parcel model is an optimal balance between the idea of avoiding 1-parcel model to be

protected from estimation bias and the idea of minimizing the number of parcels for the sake of better model fit. By taking those suggestions into consideration, each dimension of IC was parceled into 3. Since both types of CC have already consisted of 3 items, any parceling was not found necessary for it.

Before analyzing the proposed structural model, the measurement models of CC, IC and CSE were firstly examined. To attain a better model fit, one covariance between the error variances of the first and the third items of bandwagon consumption was allowed for the measurement model of CC types by using modification indices. In addition, for the measurement model of IC types, one covariance between the error terms of the first and the second items of differentiation was implemented. There was no need for any modification for the measurement model of CSE. As reported in Table 3.4., each model has satisfactory fit indices according to the results of CFA.

Table 3.4. The Goodness-of-fit Indices for the Measurement Models

| Model                             | $\chi^2$ | df | $\chi^2/df$ | TLI   | CFI   | RMSEA |
|-----------------------------------|----------|----|-------------|-------|-------|-------|
| The measurement model of CC types | 9.221    | 7  | 1.317       | 0.994 | 0.997 | 0.041 |
| The measurement model of IC types | 108.100  | 52 | 2.079*      | 0.935 | 0.949 | 0.075 |
| The measurement model of CSE      | 3.303    | 2  | 1.652       | 0.986 | 0.995 | 0.058 |

(1) TLI, Tucker-Lewis Index; CFI, Comparative Fit Index; RMSEA, root mean squared error of approximation.

(2) \*p < 0.01.

Descriptive statistics, inter-scale correlations and the reliability results of each scale were presented in Table 3.5. With the sample of Study 2, Cronbach alpha for IC scale was reported as .84, and Cronbach alpha for CC was reported as .90. As a general result of these two studies, the scale developed for IC was tested twice and the internal consistency results of both were satisfactory.

Table 3.5. Descriptive Statistics, Correlation Matrix and Cronbach Alphas

|                                   | Mean | SD   | 1      | 2      | 3      | 4      | 5      | 6      | 7      |
|-----------------------------------|------|------|--------|--------|--------|--------|--------|--------|--------|
| 1 Aesthetics and function seeking | 4.36 | 0.54 | (0.73) |        |        |        |        |        |        |
| 2 Avoidance                       | 3.14 | 0.92 | 0.14   | (0.88) |        |        |        |        |        |
| 3 Differentiation                 | 2.59 | 0.85 | -0.21  | 0.43   | (0.82) |        |        |        |        |
| 4 Fantasy lifestyle               | 1.96 | 0.87 | -0.19  | 0.11   | 0.24   | (0.86) |        |        |        |
| 5 Bandwagon consumption           | 2.45 | 1.06 | -0.40  | -0.11  | 0.32   | 0.12   | (0.89) |        |        |
| 6 Snob consumption                | 2.58 | 1.21 | -0.28  | -0.10  | 0.46   | 0.21   | 0.62   | (0.90) |        |
| 7 Core self-evaluation            | 3.72 | 0.52 | 0.15   | -0.21  | -0.25  | -0.20  | -0.16  | -0.21  | (0.92) |

(1) All correlations are statistically significant at p < 0.01.

(2) Values in parentheses are Cronbach alphas.

The goodness-of-fit indices of the proposed structural model, for whom path analysis was employed, was reported in Table 3.6. The fit statistics obtained by this model had satisfactory values. Therefore, there was no need for additional modification other than those for the measurement models. Table 3.7. presents the coefficients of the relationships which were examined in the structural model. According to those results, all hypotheses were supported. The coefficients obtained accorded with the theoretical background and conceptual framework presented in Chapter 2. Figure 3.1. also visualizes the results of these supported hypotheses.

Table 3.6. The Goodness-of-fit Indices for the Proposed Structural Model

| Model                         | $\chi^2$ | df  | $\chi^2/df$ | TLI   | CFI   | RMSEA |
|-------------------------------|----------|-----|-------------|-------|-------|-------|
| The proposed structural model | 338.825  | 197 | 1.720*      | 0.928 | 0.939 | 0.061 |

(1) TLI, Tucker-Lewis Index; CFI, Comparative Fit Index; RMSEA, root mean squared error of approximation.

(2) \* $p < 0.01$ .

Table 3.7. Structural Coefficient Estimates from the Structural Model

| Relationship   | ML estimate | Hypothesis supported |
|--|-------------|----------------------|
| H1a. CSE $\rightarrow$ Bandwagon consumption           | -.243*      | Yes                  |
| H1b. CSE $\rightarrow$ Snob consumption                | -.458***    | Yes                  |
| H2a. CSE $\rightarrow$ Aesthetics and function seeking | .164**      | Yes                  |
| H2b. CSE $\rightarrow$ Avoidance                       | -.401***    | Yes                  |
| H2c. CSE $\rightarrow$ Differentiation                 | -.318****   | Yes                  |
| H2d. CSE $\rightarrow$ Fantasy lifestyle               | -.363**     | Yes                  |

(1) \* $p < 0.1$ , \*\* $p < 0.05$ , \*\*\* $p < 0.01$ , \*\*\*\* $p < 0.001$ .

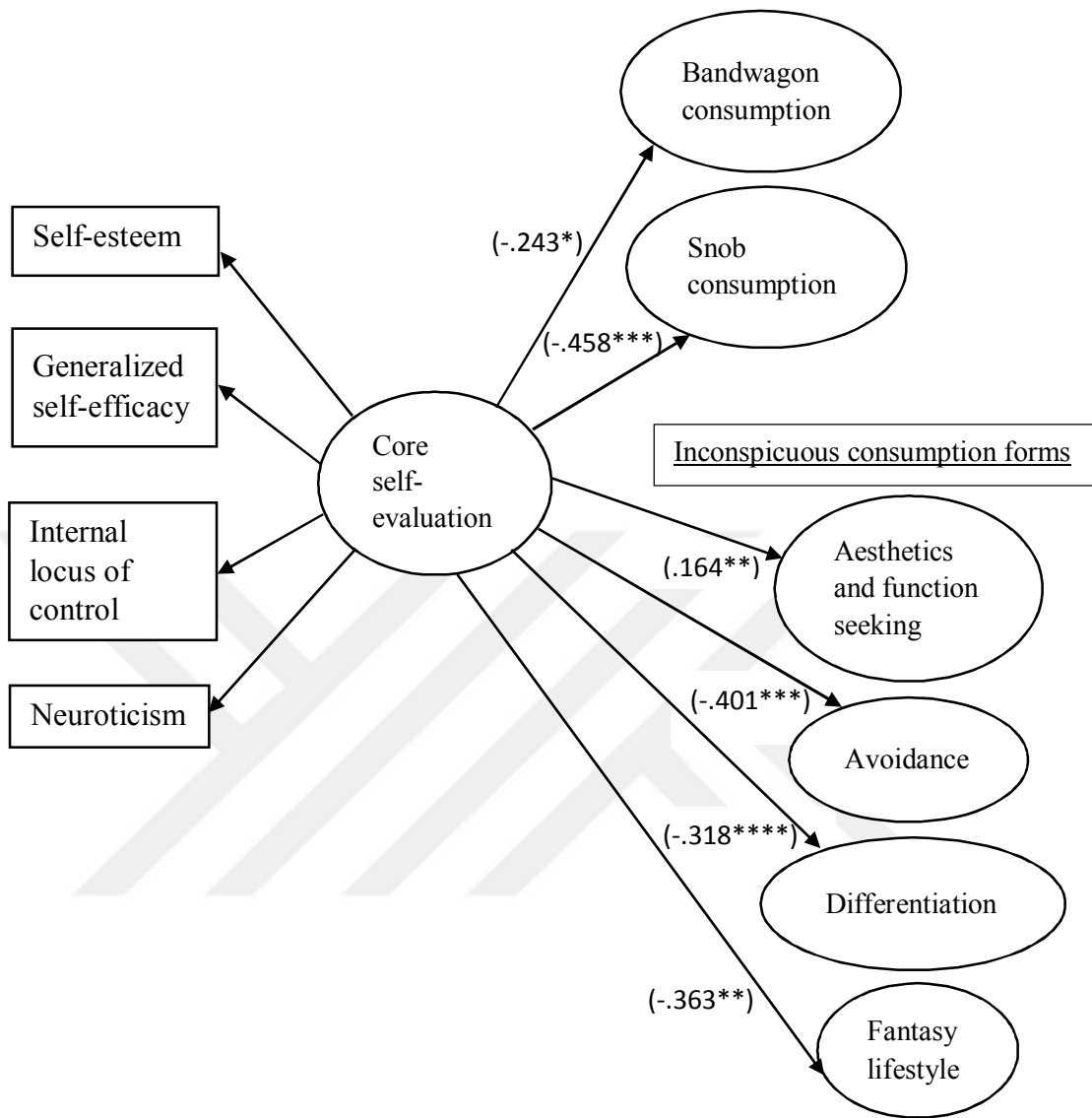


Figure 3.1. Structural Coefficient Estimates from the Structural Model

(1) \* $p < 0.1$ , \*\* $p < 0.05$ , \*\*\* $p < 0.01$ , \*\*\*\* $p < 0.001$ .

## **CHAPTER 4. GENERAL DISCUSSION**

### **4.1 OVERVIEW OF THE DISSERTATION**

This dissertation's fundamental aim was to explore luxury goods consumption behavior. To achieve this purpose, this study examined the relationships between CSE and six defined forms of luxury goods consumption. Two of these forms belonged to conspicuous consumption and the other four represented inconspicuous consumption - a phenomenon which has gained prominence in recent years. To be able to test these relationships, developing a scale for the concept of IC, which did not exist before, was another considerable aim of this dissertation. The reason why CSE was chosen as an independent variable was to understand the roles of how consumers see and evaluate themselves on their luxury consumption decisions.

It was surprising to find a lack of interest in the luxury literature towards the concept of IC compared to CC. IC products have already been described more precious and higher priced than CC products (Han et al., 2010), therefore, it is reasonable to have a wider research for less recognizable luxury goods. To broaden research in any field, the existence of a measure is the initial condition. Thus, the absence of empirical studies related to IC may be explained by a lack of such a measure. In addition, studies investigating the motives to consume luxury products inconspicuously are limited in the literature. Particularly, it would be a valuable effort to discuss this concept from the perspective of social psychology since there have been many references in the CC literature, which have emphasized the importance of social psychology in consumers' buying preferences (Mason, 1984).

The initial contribution of this dissertation was to extend the literature of luxury goods consumption by comparing conspicuous consumption with inconspicuous consumption in one conceptual model. Moreover, to test this model empirically enabled the emergence of the first known empirical study for the concept of IC. A valid and reliable scale was required to measure IC, thus, the development of an IC scale was another valuable contribution of this dissertation. In addition, this paper has used the concept of CSE in the field of marketing for the first time, as far as is known. Since each



facet of CSE has already been used in marketing, it was felt that their combination can also be applied into marketing discipline. Thus, this study facilitated the use of CSE in future marketing researches.

This dissertation was formed by two main studies. The first was scale development study whose findings allowed the obtaining of a valid and reliable IC scale. Thus, all required measures were provided for the comprehensive model test, which is the second study of this dissertation. For this second phase, a conceptual model was developed and the accuracy of six hypotheses were tested. Findings from this study demonstrated that core self-evaluation is a factor affecting consumers' purchase decisions of luxury brands. Every single relationship of CSE to LGC forms was supported with the data of this research. While the highest effect of CSE was observed on snob consumption (-.458,  $p < .01$ ), its lowest effect was on aesthetics and function seeking (.164,  $p < .05$ ). Another relationship of CSE, whose coefficient is lower than .30, was to bandwagon consumption with the rate of -.243 ( $p < .1$ ). Apart from these two relationships, the other four had relatively strong relationships. It was detected that people who are more likely to evaluate themselves positively have less tendency to consume luxury goods in the frame of the forms of avoidance (-.401,  $p < .01$ ), differentiation (-.318,  $p < .001$ ), and fantasy lifestyle (-.363,  $p < .05$ ). The following section will discuss which theoretical and managerial implications can be revealed by these findings.

## **4.2 IMPLICATIONS**

Several theoretical implications are evident from the current study. First, the fact that core self-evaluation, a concept originated from social psychology, is also feasible in marketing discipline was proven with the results of this dissertation. The applicability of social psychology to marketing has always been a known fact. There have been many studies separately observing the effects of self-esteem, generalized self-efficacy, internal locus of control and neuroticism on marketing concepts. Now, it was understood that the combination of these concepts, named core self-evaluation, can also be used in marketing studies. Each trait of CSE has a distinct scope and identifies various facets of CSE. That's

why, they can sometimes be more meaningful on an individual basis. However, in some cases, their synthesis can carry a more comprehensive and appropriate sense. To deduce how individuals see and evaluate themselves from various aspects is a valuable source of information, especially for understanding of consumer behavior. Second, this study's findings indicated that CSE can explain some effects on particular luxury goods consumption forms. Individuals who define themselves with high self-esteem, generalized self-efficacy, internal locus of control and low neuroticism tend to avoid all LGC forms mentioned except aesthetics and function seeking. Therefore, for example, it can be said that more rational and utilitarian consumers have more positive self-appraisal. Such findings pave the way for potential research in luxury literature.

These insights into the luxury goods consumption forms, from a managerial perspective, help brand practitioners discover different types of luxury consumer segments. After dividing consumers into two main groups as conspicuous and inconspicuous, practitioners can designate two types of groups for CC and four types of groups for IC. Each group may differ in the products they desire and the messages they respond to. With the help of this segmentation, brand managers can develop the most proper strategies specifically to each group. For this segmentation strategies, this study presented several scales which brand managers can use to their benefit. Additionally, if brand managers have information of how their target market sees and assesses themselves, this can be used as a clue regarding which type of luxury consumer they are close to. For instance, if their target market has high CSE scores, this group of consumers is most likely to place importance on aesthetic and functional appreciation. Based on this, brand managers can decide on more inconspicuous branding with emphasis on design and functionality features. Thus, it is obvious that recognizing consumers and understanding mechanisms of their preferences would contribute to the effectiveness of branding strategies, and this study's attempt would be helpful in that manner.

### 4.3 FUTURE RESEARCH AND LIMITATIONS

While it was proven that the concept of CSE can be applied to marketing, it will be critical to conduct further marketing research using CSE. The effects of CSE on luxury goods consumption forms were examined in this study. For upcoming studies, it would be interesting to view the influence of CSE on other luxury literature concepts such as materialism, status consumption, narcissism, life satisfaction and well-being. In addition, other marketing concepts CSE can be applied to should be investigated. In particular, consumer behavior concepts are expected to be relevant.

The conventional understanding of luxury goods consumption, which has been attached to conspicuousness, has been recently diluted. Instead, IC is on the rise. Due to the popularity of IC and the scarcity of research about it, the research enlightening mechanisms of IC would be more meaningful and valuable. With the help of the IC scale developed by this study, a variety of empirical research should be conducted.

The limitations that need to be improved for future research can be listed as follows. First, this research applied purposive sampling method for both studies. To get higher external validity, to be representative of entire population and to generalize findings, future research should use random sampling methods. Second, sample size was 263 subjects for Study 1, and 194 subjects for Study 2. Although these numbers were considered enough to reach significant results for this study, having a larger sample is always better to increase precision and confidence of the results. The higher a sample size, the higher a significance level of results. Thus, future research should use sample size as large as possible to make better inferences about a population from a sample. Third, data were collected via an online survey method. To obtain higher response rate and quality data, following studies should ideally collect data face-to-face. Last, since the subjects of this research were all Turkish people, the generalizability of the results is unlikely. Cultural differences are very important for this study's topic and Turkey is known with a dominant collectivist culture. It is recommended that researchers should replicate this study with a cross-cultural research including both individualist and collectivist societies.

#### **4.4 CONCLUSIONS**

This present study has aimed to explore luxury goods consumption behavior by dividing it into two fundamental types: conspicuous and inconspicuous consumption. After the designation of the forms under each type, the relationship between these forms and the concept of core self-evaluation was examined in order to understand potential antecedents of LGC. Before the study investigating this relationship, a scale development study for the measure of inconspicuous consumption was necessary. Thus, this paper included sequential two studies. Following these studies, a valid and reliable inconspicuous consumption scale was presented. Each proposed hypothesis was supported. It was found that core self-evaluation has an impact upon six different forms of LGC. Thus, it was proven that core self-evaluation is an applicable concept in marketing discipline. With these findings, this study contributed to both luxury goods consumption literature and marketing literature in general, by elaborating its various forms and including core self-evaluation, a new concept for marketing field, in the proposed conceptual model, respectively.

## REFERENCES

- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, *103*(3), 411.
- Antonetti, P., & Maklan, S. (2014). Feelings that make a difference: How guilt and pride convince consumers of the effectiveness of sustainable consumption choices. *Journal of Business Ethics*, *124*(1), 117-134.
- Atwal, G., & Williams, A. (2017). Luxury Brand Marketing – The Experience Is Everything!. In J. N. Kapferer, J. Kernstock, T. Brexendorf, S. Powell (Eds.), *Advances in Luxury Brand Management* (pp. 43-57). Journal of Brand Management: Advanced Collections. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-319-51127-6\\_3](https://doi.org/10.1007/978-3-319-51127-6_3)
- Baker, M. K., Kennedy, D. J., Bohle, P. L., Campbell, D., Wiltshire, J. H., & Singh, M. A. F. (2011). Core self-evaluation as a predictor of strength training adoption in older adults. *Maturitas*, *68*(1), 88-93.
- Bandalos, D. L. (2002). The effects of item parceling on goodness-of-fit and parameter estimate bias in structural equation modeling. *Structural equation modeling*, *9*(1), 78-102.
- Belk, R. (2011). Benign envy. *AMS review*, *1*(3-4), 117-134.
- Berger, J., & Ward, M. (2010). Subtle signals of inconspicuous consumption. *Journal of Consumer Research*, *37*(4), 555-569.
- Berry, C. J. (1994). *The idea of luxury: A conceptual and historical investigation*. Cambridge University Press.
- Berthon, P., Pitt, L., Parent, M., & Berthon, J. P. (2009). Aesthetics and ephemerality: Observing and preserving the luxury brand. *Business Horizons*, *51*(1), 45–66.
- Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal of cross-cultural psychology*, *1*(3), 185-216.

- Brooks, D. (2010). *Bobos in paradise: The new upper class and how they got there*. Simon and Schuster.
- Browen, M., & Cudeck, R. (1993). Alternative ways of assessing model fit in testing structural equation model. *Mark Sci*, 18(2), 31-43.
- Busseri, M. A., Lefcourt, H. M., & Kerton, R. R. (1998). Locus of Control for Consumer Outcomes: Predicting Consumer Behavior 1. *Journal of Applied Social Psychology*, 28(12), 1067-1087.
- Campbell, C. (1987). *The romantic ethic and the spirit of modern consumerism* (p. 89). Oxford: Basil Blackwell.
- Cantor, N. (1990). From thought to behavior: "Having" and "doing" in the study of personality and cognition. *American Psychologist*, 45, 735-750.
- Cattell, R. B., & Burdsal Jr, C. A. (1975). The radial parcel double factoring design: A solution to the item-vs-parcel controversy. *Multivariate Behavioral Research*, 10(2), 165-179.
- Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing concepts. *Journal of marketing research*, 16(1), 64-73.
- Coopersmith, S. (1967). *The antecedents of self-esteem*. San Francisco: Freeman.
- Corneo, G., & Jeanne, O. (1997). Conspicuous consumption, snobbism and conformism. *Journal of public economics*, 66(1), 55-71.
- Çuhadaroğlu, F. (1986). Adölesanlarda benlik saygısı. *Uzmanlık Tezi, Hacettepe Üniversitesi Tıp Fakültesi Psikiyatri Anabilim Dalı, Ankara*.
- Danziger, P. (2004). *Let them eat cake: Marketing luxury to the masses-as well as the classes*. Dearborn Trade Publishing.
- Davis, F. (2013). *Fashion, culture, and identity*. University of Chicago Press.
- DeLeire, T., & Kalil, A. (2010). Does consumption buy happiness? Evidence from the United States. *International Review of Economics*, 57(2), 163-176.
- DeVellis, R. F. (2016). *Scale development: Theory and applications*. Sage publications.

- Dubois, B., & Laurent, G. (1996). The functions of luxury: A situational approach to excursionism. In K. P. Corfman, J. G. Lynch Jr. (Eds.), *Advances in Consumer Research* (pp. 470-477). Association for Consumer Research.
- Dubois, B., Laurent, G., & Czellar, S. (2001). *Consumer rapport to luxury: Analyzing complex and ambivalent attitudes* (No. 736). HEC Paris.
- Duesenberry, J. S. (1949). *Income, saving, and the theory of consumer behavior*. Harvard University Press.
- Eckhardt, G. M., Belk, R. W., & Wilson, J. A. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7-8), 807-826.
- Everitt, B. S. (1975). Multivariate analysis: the need for data, and other problems. *British Journal of Psychiatry*, 126(3), 237-240.
- Eysenck, H. J., & Eysenck, S. B. G. (1968). *Manual for the Eysenck Personality Inventory*. San Diego, CA: Educational and Industrial Testing Service.
- Eysenck H. J. (1990). Biological dimensions of personality. In L. A. Pervin (Ed.), *Handbook of personality: Theory and research*: 244-276. New York: Guilford.
- Ferraro, R., Shiv, B., & Bettman, J. R. (2005). Let us eat and drink, for tomorrow we shall die: Effects of mortality salience and self-esteem on self-regulation in consumer choice. *Journal of Consumer Research*, 32(1), 65-75.
- Fionda, A. M., & Moore, C. M. (2009). The anatomy of the luxury fashion brand. *Journal of brand Management*, 16(5-6), 347-363.
- Fraj, E., & Martinez, E. (2006). Influence of personality on ecological consumer behaviour. *Journal of Consumer Behaviour: An International Research Review*, 5(3), 167-181.
- Furr, M. (2011). *Scale construction and psychometrics for social and personality psychology*. SAGE Publications Ltd.
- Gagné, M., & Deci, E. L. (2005). Self-determination theory and work motivation. *Journal of Organizational behavior*, 26(4), 331-362.

- Garlin, F. V., & McGuiggan, R. L. (2002). Exploring the sources of self-efficacy in consumer behaviour. In *2002 Asia-Pacific ACR Conference*. Association for Consumer Research.
- Ghosh, A., & Varshney, S. (2013). Luxury goods consumption: a conceptual framework based on literature review. *South Asian Journal of Management*, *20*(2), 146.
- Gierl, H., & Huettl, V. (2010). Are scarce products always more attractive? The interaction of different types of scarcity signals with products' suitability for conspicuous consumption. *International Journal of Research in Marketing*, *27*(3), 225-235.
- Han, Y. J., Nunes, J. C., & Dreze, X. (2010). Signaling status with luxury goods: the role of brand prominence. *Journal of Marketing*, *74*, 15-30. doi:10.1509/jmkg.74.4.15
- Holbert, R. L., & Stephenson, M. T. (2002). Structural equation modeling in the communication sciences, 1995–2000. *Human Communication Research*, *28*(4), 531-551.
- Hoyle R.H. (1995). The structural equation modelling approach: basic concepts and fundamental issues. In R. H. Hoyle (Eds.), *Structural Equation Modelling: Concepts, Issues, and Applications* (pp. 1-15). Sage Publications, Inc.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural equation modeling: a multidisciplinary journal*, *6*(1), 1-55.
- Husic, M., & Cicic, M. (2009). Luxury consumption factors. *Journal of Fashion Marketing and Management: an international journal*, *13*(2), 231-245.
- Judge, T. A., & Bono, J. E. (2001). Relationship of core self-evaluation traits—self-esteem, generalized self- efficacy, locus of control, and emotional stability—with job satisfaction and job performance: A meta-analysis. *Journal of Applied Psychology*, *86*: 80-92.



- Judge, T. A., Erez, A., Bono, J. E., & Thoresen, C. J. (2002). Are measures of self-esteem, neuroticism, locus of control, and generalized self-efficacy indicators of a common core construct?. *Journal of personality and social psychology*, 83(3), 693.
- Judge, T. A., Locke, E. A., Durham, C. C., & Kluger, A. N. (1998). Dispositional effects on job and life satisfaction: The role of core evaluations. *Journal of applied psychology*, 83(1), 17.
- Judge, T. A., Locke, E. A., & Durham, C. C. (1997). The dispositional causes of job satisfaction: A core evaluations approach. *Research in Organizational Behavior*, 19, 151–188.
- Judge, T. A., Thoresen, C., & Pucik, V. (1996). Managerial coping with change: A dispositional perspective. In *Academy of Management Annual Meetings, Cincinnati, OH*.
- Kastanakis, M. N., & Balabanis, G. (2014). Explaining variation in conspicuous luxury consumption: An individual differences' perspective. *Journal of Business Research*, 67(10), 2147-2154.
- Kıral, E. (2015). The relationship between locus of control and perfectionism perception of the primary school administrators. *Procedia-Social and Behavioral Sciences*, 174, 3893-3902.
- Kishton, J.M., & Widaman, K.F. (1994). Unidimensional versus domain representative parceling of questionnaire items: An empirical example. *Educational and Psychological Measurement*, 54(3), 757–765.
- Kollat, D. T., Engel, J. F., & Blackwell, R. D. (1970). Current problems in consumer behavior research. *Journal of Marketing Research*, 7(3), 327-332.
- Kulsiri, P. (2012). Self-concept, locus of control, media exposure, and behavior of youth toward luxury products purchase. *Journal of Business & Economics Research (JBER)*, 10(1), 11-18.
- Kunce, J. T., Cook, D. W., & Miller, D. E. (1975). Random variables and correlational overkill. *Educational and Psychological Measurement*, 35(3), 529-534.

- Lazarus, R. S., & Folkman, S. (1984). *Stress, appraisal, and coping*. Springer publishing company.
- Lee, J., & Shrum, L. J. (2012). Conspicuous consumption versus charitable behavior in response to social exclusion: A differential needs explanation. *Journal of Consumer Research*, 39(3), 530-544.
- Leibenstein, H. (1950). Bandwagon, snob, and Veblen effects in the theory of consumers' demand. *The quarterly journal of economics*, 64(2), 183-207.
- Levenson, H. (1981). Differentiating among internality, powerful others, and chance. In H. M. Lefcourt (Eds.), *Research with the locus of control construct* (pp. 15-63). Academic Press.
- Lin, Y. C. J. (2011). *Fake stuff: China and the rise of counterfeit goods*. Routledge.
- Little, T. D., Cunningham, W. A., Shahar, G., & Widaman, K. F. (2002). To parcel or not to parcel: Exploring the question, weighing the merits. *Structural equation modeling*, 9(2), 151-173.
- MacCallum, R. C., Widaman, K. F., Zhang, S., & Hong, S. (1999). Sample size in factor analysis. *Psychological methods*, 4(1), 84-99.
- Markus, H. (1977). Self-schemata and processing information about the self. *Journal of Personality and Social Psychology*, 35, 63-78.
- Marsh, H. W., Hau, K. T., Balla, J. R., & Grayson, D. (1998). Is more ever too much? The number of indicators per factor in confirmatory factor analysis. *Multivariate behavioral research*, 33(2), 181-220.
- Marsh, H.W., & O'Neill, R. (1984). Self description questionnaire III: The construct validity of multidimensional self-concept ratings by late adolescents. *Journal of Educational Measurements*, 21(2), 153-174.
- Marshall, A. (1890). *Principles of economics*. McMillan.
- Mason, R. (1984). Conspicuous consumption: A literature review. *European journal of Marketing*, 18(3), 26-39

- Mason, R. (1998). *The economics of conspicuous consumption*. Books.
- Matsunaga, M. (2008). Item parceling in structural equation modeling: A primer. *Communication Methods and Measures*, 2(4), 260-293.
- McCracken, G. D. (1990). *Culture and consumption: New approaches to the symbolic character of consumer goods and activities* (Vol. 1). Indiana University Press.
- M'Saad, B. and Souiden, N. (2008). Adolescent girls' social identity and symbolic brands. *Proceedings of the 37th European Marketing Academy Conference (EMAC)*, Brighton, England
- Mukhopadhyay, A., & Johar, G. V. (2005). Where there is a will, is there a way? Effects of lay theories of self-control on setting and keeping resolutions. *Journal of Consumer Research*, 31(4), 779-786.
- Mulyanegara, R. C., Tsarenko, Y., & Anderson, A. (2009). The Big Five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality. *Journal of Brand Management*, 16(4), 234-247.
- Nasser, F., & Wisenbaker, J. (2003). A Monte Carlo study investigating the impact of item parceling on measures of fit in confirmatory factor analysis. *Educational and Psychological Measurement*, 63(5), 729-757.
- Nguyen, C. L. (2003). *Growing up in a material world: An investigation of the development of the materialism in children and adolescents*. PhD diss., University of Minnesota.
- Nueno, J. L., & Quelch, J. A. (1998). The mass marketing of luxury. *Business horizons*, 41(6), 61-61.
- Nunnally, J. C. (1978). *Psychometric Theory: 2d Ed*. McGraw-Hill.
- Pakulski, J., & Waters, M. (1996). *The death of class*. Sage.
- Phau, I., & Prendergast, G. (2000). Consuming luxury brands: the relevance of the 'rarity principle'. *Journal of Brand Management*, 8(2), 122-138.


- Rich, B. L., Lepine, J. A., & Crawford, E. R. (2010). Job engagement: Antecedents and effects on job performance. *Academy of management journal*, 53(3), 617-635.
- Rogers, W. M., & Schmitt, N. (2004). Parameter recovery and model fit using multidimensional composites: A comparison of four empirical parceling algorithms. *Multivariate Behavioral Research*, 39(3), 379-412.
- Rose, G. M., Boush, D. M. and Friestad, M. (1998). Self-esteem, susceptibility to interpersonal influence, and fashion attribute preference in early adolescents. *European Advances in Consumer Research*, 3, 197–203.
- Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton university press.
- Rychlak, J. F. (1968). A philosophy of science for personality theory.
- Scott, B. A., & Judge, T. A. (2009). The popularity contest at work: Who wins, why, and what do they receive?. *Journal of Applied Psychology*, 94(1), 20.
- Seabrook, J. (2000). *Nobrow: The culture of marketing, the marketing of culture*. Vintage.
- Seo, Y., Buchanan-Oliver, M. & Cruz, A.G.B. (2015). Luxury Brand Markets as Confluences of Multiple Cultural Beliefs. *International Marketing Review*, 32(2), 141–59.
- Shove, E., & Warde, A. (2002). Inconspicuous consumption: the sociology of consumption, lifestyles and the environment. *Sociological theory and the environment: classical foundations, contemporary insights*, 230, 51.
- Silverstein, M. & Fiske, N. (2003a). Luxury for the Masses. *Harvard Business Review*, 81(4), 48-57.
- Silverstein, M. & Fiske, N. (2003b). *Trading Up: Why Consumers Want New Luxury Goods—And How Companies Create Them*. Portfolio.
- Simmel, G. (1904/2011). *The philosophy of money*. Routledge.
- Sivanathan, N., & Pettit, N. C. (2010). Protecting the self through consumption: Status goods as affirmational commodities. *Journal of Experimental Social Psychology*, 46(3), 564-570.


- Smith, B. D., & Vetter, H. J. (1991). *Theories of personality*. Prentice-Hall, Inc.
- Smith, M. L. (2007). Inconspicuous consumption: Non-display goods and identity formation. *Journal of Archaeological Method and Theory*, 14(4), 412-438.
- Souiden, N., M'Saad, B., & Pons, F. (2011). A cross-cultural analysis of consumers' conspicuous consumption of branded fashion accessories. *Journal of International Consumer Marketing*, 23(5), 329-343.
- Stacey, K. (2009, October 2). Inconspicuous Consumption in the Bag. Financial Times. Retrieved from [http://www.ft.com/cms/s/0/38ae08c0-af7a-11de-ba1c-00144feabdc0.html#axzz3qe5UDz1\\_paxzz3gGfP4Dju](http://www.ft.com/cms/s/0/38ae08c0-af7a-11de-ba1c-00144feabdc0.html#axzz3qe5UDz1_paxzz3gGfP4Dju)
- Sullivan, O., & Gershuny, J. (2004). Inconspicuous Consumption Work-rich, Time-poor in the Liberal Market Economy. *Journal of Consumer Culture*, 4(1), 79–100.
- Sundie, J. M., Kenrick, D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011). Peacocks, Porsches, and Thorstein Veblen: Conspicuous consumption as a sexual signaling system. *Journal of personality and social psychology*, 100(4), 664.
- Taylor, J., Harrison, D., & Kraus, S. (2009). *The New Elite: Inside the Minds of the Truly Wealthy*. American Management Association.
- Taylor, J. W. (1974). The role of risk in consumer behavior. *The Journal of Marketing*, 54-60.
- The Economist. (2013, June 8). Beyond bling: Luxury goods in China. The Economist. Retrieved from <http://www.economist.com/news/business/21579015-life-getting-harderurveyors-luxury-china-growth-prospects-are-still>
- The Economist. (2009, April 4). Bling on a budget. The Economist. Retrieved from <https://www.economist.com/special-report/2009/04/04/bling-on-a-budget>
- Thomas, D. (2007). *Deluxe: How Luxury Lost its Luster*. Columbia University Press.
- Topçu, S. (1982). Çocuk ve yetişkinlerde kişilik boyutları ile bu boyutlarda kültürler-arası ayrılıklar. *Basılmamış doçentlik tezi*, Hacettepe Üniversitesi: Ankara.

- Truong, Y., & McColl, R. (2011). Intrinsic motivations, self-esteem, and luxury goods consumption. *Journal of Retailing and Consumer Services*, 18(6), 555-561.
- Tynan, C., McKechnie, S., & Chhuon, C. (2010). Co-creating value for luxury brands. *Journal of business research*, 63(11), 1156-1163.
- Veblen, T. (1899/1973). *The Theory of the Leisure Class*. Houghton Mifflin.
- Vickers, J.S., & Renand, F. (2003). The Marketing of Luxury Goods: An Exploratory Study – Three Conceptual Dimensions. *The Marketing Review*, 3(4), 459–78.
- Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review*, 1(1), 1-15.
- Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of brand management*, 11(6), 484-506.
- Weber, M. (2013). *The Protestant ethic and the spirit of capitalism*. Routledge.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2007). Measuring consumers' luxury value perception: a cross-cultural framework. *Academy of Marketing Science Review*, 7, 1-21.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, 26(7), 625-651.
- Wu, Z., Luo, J., Schroeder, J. E., & Borgerson, J. L. (2017). Forms of inconspicuous consumption: What drives inconspicuous luxury consumption in China? *Marketing Theory*, 17(4), 491–516. <https://doi.org/10.1177/1470593117710983>

## APPENDICES

### Appendix A: Ethics Committee Approval





T.C.  
ANKARA SOSYAL BİLİMLER ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Genel Sekreterlik

Sayı : 72286101-050.99-E.72  
Konu : Etik Kurul Başvurusu

15/01/2019

Sayın Arş. Gör. Özlem ÖZRENDECI  
(Sosyal Bilimler Enstitüsü Yüksek Lisans Öğrencisi)

"Temel Benlik Değerlendirmesi ve Lüks Ürün Tüketimi" isimli araştırma/projeniz Ankara Sosyal Bilimler Üniversitesi Sosyal ve Beşeri Bilimler Araştırmaları ve Bilimsel Yayın Etik Kurulu Başkanlığınca değerlendirilerek Etik Kurul Onay Belgesi yazımız ekinde gönderilmektedir.

Bilgilerinizi rica ederim.

**e-İmzalıdır**  
Saim DURMUŞ  
Genel Sekreter

Ek:Etik Onay Belgesi (1 sayfa)


15/01/2019 Bilgisayar İşletmeni  
15/01/2019 Genel Sekreter Yardımcısı

Seda ÖZEN  
Arif DEMİR

Evrakı Doğrulamak İçin : <http://ebysbackend.asbu.edu.tr/enVision.Sorgula/Belgedogrulama.aspx?V=BENFYS4N>

Adres:Hükümet Meydanı No:2 Ulus/Ankara  
Telefon:+90 312 596 44 44 - 45 Faks:+90 312 596 48 63  
e-Posta:bilgi@asbu.edu.tr Web:www.asbu.edu.tr

Bilgi için: Seda ÖZEN  
Unvanı: Bilgisayar İşletmeni



KARAR: 2019/01



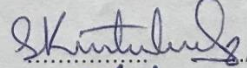
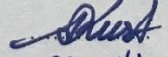
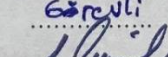
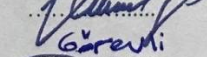
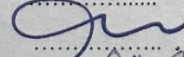

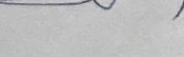
T.C.  
ANKARA SOSYAL BİLİMLER ÜNİVERSİTESİ  
SOSYAL VE BEŞERİ BİLİMLER ARAŞTIRMALARI  
VE BİLİMSEL YAYIN ETİK KURULU

ETİK ONAY BELGESİ

|                                   |  |
|-----------------------------------|--|
| ARAŞTIRMANIN YÖNTEMİ              | Anket Çalışması                                    |
| ARAŞTIRMANIN ADI                  | Temel Benlik Değerlendirmesi ve Lüks Ürün Tüketimi |
| SORUMLU ARAŞTIRMACININ ADI SOYADI | Arş. Gör. Özlem ÖZRENDECİ                          |
| KARAR                             | Uygundur   |

ETİK KURUL ÜYESİ

  
İMZA / TARİH

1. Prof. Dr. Sevgi KURTULMUŞ (Başkan)  8.1.2019
2. Prof. Dr. Ali Osman KURT (Başkan Yardımcısı)  8.1.2019
3. Prof. Dr. Latif TOKAT (Üye)  8.1.2019
4. Prof. Dr. Mehmet Emin BİLGE (Üye)  8.1.2019
5. Prof. Dr. Abuzer PINAR (Üye)  8.1.2019
6. Prof. Dr. Çetin ÖNDER (Üye)  8.1.2019
7. Prof. Dr. Abdülhakim KOÇİN (Üye)  8.1.2019



## Appendix B: Informed Consent Form

### Bilgilendirilmiş Onam Formu

Değerli Katılımcı,

Bu çalışma, Abdullah Gül Üniversitesi [AGÜ] İşletme Bölümü Araştırma Görevlisi Özlem Özrendeci tarafından, Ankara Sosyal Bilimler Üniversitesi İşletme Yüksek Lisans Programı bitirme tezi kapsamında yapılmaktadır. Çalışmanın amacı, göze çarpmayan lüks tüketim ölçeği geliştirmektir. Bu çalışmaya katılmak tamamen **gönüllülük** esasına dayanmaktadır. Çalışmanın amacına ulaşması için sizden beklenen, bütün soruları eksiksiz, kimsenin baskısı veya telkini altında olmadan, size en uygun gelen cevapları içtenlikle verecek şekilde cevaplamanızdır. Bu formu okuyup onaylamanız, araştırmaya katılmayı kabul ettiğiniz anlamına gelecektir. Ancak, çalışmaya katılmama veya katıldıktan sonra herhangi bir anda çalışmayı bırakma hakkına da sahiptir. Bu çalışmadan elde edilecek bilgiler tamamen araştırma amacı ile kullanılacak olup kişisel bilgileriniz **gizli tutulacaktır**; ancak verileriniz yayım amacı ile kullanılabilir.

Çalışmanın sonunda, bu çalışmayla ilgili sorularınız cevaplanacaktır. Katılımınız için şimdiden teşekkür ederiz. Çalışma hakkında daha fazla bilgi almak için AGÜ İşletme Bölümü araştırma görevlisi Özlem Özrendeci (Oda: B225; Tel: 03522248800; E-posta: ozlem.ozrendeci@agu.edu.tr) ile iletişim kurabilirsiniz.

***Bu çalışmaya tamamen gönüllü olarak katılıyorum ve istediğim zaman yarıda kesebileceğimi biliyorum. Verdiğim bilgilerin bilimsel amaçlı yayımlarda kullanılmasını kabul ediyorum.*** (Formu doldurup imzaladıktan sonra uygulayıcıya geri veriniz).

İsim Soyad

Tarih ----/----/-----

İmza

## Appendix C: Variable Measurement

| Variables   | Measures  |
|---|---|
| <b>Dependent Variable</b><br><b>Bandwagon Consumption</b><br>(Kastanakis & Balabanis, 2014) | Summative index of responses to the following statements (Cronbach's alpha = 0.89)<br>How likely it is that you would purchase/use them, "assuming that money is no object".<br><ol style="list-style-type: none"><li>1. The luxury products that I would like to purchase/use are worn by many celebrities.</li><li>2. I would like to purchase/use a popular and currently very fashionable product that everyone would approve of its choice.</li><li>3. I would like to purchase/use luxury products recognized and chosen by many people as a symbol of achievement.</li></ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p> |
| <b>Sürü Tüketimi (Turkish Version)</b><br>(Back Translation by Daryl York)                  | "Hiç bir maddi kaygınız olmadığını varsayarak", lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi belirtiniz.<br><ol style="list-style-type: none"><li>1. Bir çok ünlü tarafından kullanılan lüks bir ürünü satın almak isterim.</li><li>2. Herkesin onayladığı, popüler ve şu an çok moda olan lüks bir ürünü satın almak isterim.</li><li>3. Bir çok insan tarafından başarının sembolü olarak seçilen ve tanınan lüks bir ürünü satın almak isterim.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p>  |

*Continued*

---

**Appendix C** (*continued*)

---

| <b>Variables</b>  | <b>Measure</b>   |
|---|--|
| <b>Dependent Variable</b>   | Summative index of responses to the following statements (Cronbach's alpha = 0.90)   |
| <b>Snob Consumption</b><br>(Kastanakis & Balabanis, 2014)                   | How likely it is that you would purchase/use them, "assuming that money is no object".<br><ol style="list-style-type: none"><li>1. I would like to purchase/use luxury products that only a few people own.</li><li>2. I would like to purchase/use luxury products that is of limited production.</li><li>3. I would like to purchase/use luxury products recognized by a small circle of people.</li></ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p>                                   |
| <b>Züppe Tüketimi (Turkish Version)</b><br>(Back Translation by Daryl York) | "Hiç bir maddi kaygınız olmadığını varsayarak", lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi belirtiniz.<br><ol style="list-style-type: none"><li>1. Sadece birkaç insanın sahip olduğu lüks bir ürünü satın almak isterim.</li><li>2. Sınırlı üretimi olan lüks bir ürünü satın almak isterim.</li><li>3. Küçük bir grup insan tarafından tanınan lüks bir ürünü satın almak isterim.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

---

*Continued*

---

**Appendix C** (*continued*)

---

| <b>Variables</b>   | <b>Measure</b>  |
|--|---|
| <b>Dependent Variable</b><br><b>Inconspicuous Consumption-<br/>Function</b><br>(Bayat, 2019) | Summative index of responses to the following statements (Cronbach's alpha = 0.73)<br><br>How likely it is that you would purchase/use them, "assuming that money is no object".<br><br><ol style="list-style-type: none"><li>1. A luxury product's durability is more important than its popularity.</li><li>2. I place emphasis on quality over prestige when considering the purchase of a luxury product.</li><li>3. While buying a luxury product, my aim is obtaining quality rather than following the trend.</li><li>4. I will prefer a luxury product with design features I appreciate, even if it is not currently very fashionable.</li><li>5. A luxury product's displaying my status is more important than its function and performance. (r)</li><li>6. I would not consider purchasing a luxury product preferred by many people but that does not meet my quality standards.</li></ol><br>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree) |

---

*Continued*

Appendix C (continued)

| Variables   | Measure  |
|---|--|
| <b>Dependent Variable</b><br><b>Goze Carpmayan Tuketim-Fonksiyon (Turkish Version)</b><br>(Bayat, 2019) | <p>“Hiç bir maddi kaygınız olmadığını varsayarak”, lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi belirtiniz.</p> <ol style="list-style-type: none"><li>1. Lüks bir ürünün dayanıklı olması popüler olmasından daha önemlidir.</li><li>2. Lüks ürünlerde kaliteye prestijden daha fazla önem veririm.</li><li>3. Lüks bir ürün satın alırken amacım modayı takip etmekten ziyade kaliteye ulaşmak olur.</li><li>4. Lüks bir ürünün tasarım özelliklerini beğeniyorsam, şu an çok moda olmasa da tercih ederim.</li><li>5. Lüks bir ürünün statüsü göstermesi, işlevi ve performansından daha önceliklidir. (r)</li><li>6. Çoğu insan tarafından tercih edilen fakat benim kalite standartlarımı karşılamayan lüks bir ürünü satın almayı düşünmem.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

*Continued*

Appendix C (continued)

| Variables   | Measure  |
|---|--|
| <p><b>Dependent Variable</b></p> <p><b>Inconspicuous Consumption-Avoidance</b></p> <p>(Bayat, 2019)</p> | <p>Summative index of responses to the following statements (Cronbach's alpha = 0.88)</p> <p>How likely it is that you would purchase/use them, "assuming that money is no object".</p> <ol style="list-style-type: none"> <li>1. I do not want people to think that I am showing off so I prefer less conspicuous luxury products.</li> <li>2. People may think of me as irrational and overly consuming if I use luxury products with conspicuous logos.</li> <li>3. I prefer luxury products with unflashy symbols because I do not want to be labeled as a nouveau riche.</li> <li>4. When purchasing a luxury product, I prefer purchasing more modest-looking products because I feel discomfort in seeming like a conspicuous consumer.</li> <li>5. If I use well-known luxury products, I worry that people will think of me as an uncultured person.</li> <li>6. I do not want to become the target of crime by showing off my luxury product.</li> <li>7. By displaying my luxury product, I do not want to provoke envy and anger in times of economic austerity.</li> <li>8. I do not want to show off my luxury product in order to avoid the crimes that arise from envy and greed such as theft.</li> </ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p> |

*Continued*

Appendix C (continued)

| Variables  | Measure   |
|--|---|
| <b>Goze Carpmayan Tuketim-Kacinma (Turkish Version)</b><br>(Bayat, 2019) | <p>“Hiç bir maddi kaygınız olmadığını varsayarak”, lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi belirtiniz.</p> <ol style="list-style-type: none"><li>1. Hakkımda gösteriş yaptığının düşünülmesini istemem; o yüzden daha az dikkat çeken lüks ürünleri tercih ederim.</li><li>2. Dikkat çeken logosu olan lüks ürünleri kullanırsam insanlar mantıksız ve aşırı tüketen biri olduğumu düşünebilir.</li><li>3. Gösterişsiz sembolleri olan lüks ürünleri tercih ederim çünkü sonradan görme gibi etiketlenmek istemem.</li><li>4. Lüks bir ürün satın alırken daha mütevazî görünen lüks ürünleri tercih ederim çünkü gösterişçi bir tüketici gibi gözükmekten rahatsızlık duyarım.</li><li>5. Herkesçe bilinen lüks ürünleri kullanırsam insanların görgüsüz biri olduğumu düşünmelerinden kaygılanırım.</li><li>6. Lüks ürünü göstererek suça hedef olmak istemem.</li><li>7. Ekonomik zorlukların olduğu zamanlarda lüks ürünü göstererek kıskançlık ve öfkeye neden olmak istemem.</li><li>8. Kıskançlık ve açgözlülükten kaynaklanan hırsızlık gibi suçlardan kaçınmak için lüks ürünü göstermek istemem.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

*Continued*

Appendix C (continued)

| Variables   | Measure  |
|---|--|
| <p><b>Dependent Variable</b></p> <p><b>Inconspicuous Consumption-Differentiation</b></p> <p>(Bayat, 2019)</p> | <p>Summative index of responses to the following statements (Cronbach's alpha = 0.82)</p> <p>How likely it is that you would purchase/use them, "assuming that money is no object".</p> <ol style="list-style-type: none"> <li>1. I prefer luxury products people belonging to a specific cultural level can know.</li> <li>2. I prefer luxury brands of esoteric nature over well-known others.</li> <li>3. I prefer unpopular luxury products to distinguish myself from those who use counterfeits.</li> <li>4. It does not matter which group of people use the products that I use. (r)</li> <li>5. I prefer luxury products including brand symbols people in a specific intellectual level can only recognize.</li> <li>6. I prefer less known luxury products in order to differentiate myself from nouveau-riches who use popular luxury products.</li> </ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p> |

*Continued*



Appendix C (continued)

| Variables  | Measure  |
|--|--|
| <b>Goze Carpmayan Tuketim-Farklilasma (Turkish Version)</b><br>(Bayat, 2019) | <p>“Hiç bir maddi kaygınız olmadığını varsayarak”, lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi belirtiniz.</p> <ol style="list-style-type: none"><li>1. Belirli bir kültürel seviyedeki insanların bildiği lüks ürünleri tercih ederim.</li><li>2. Bilinen lüks markalardan ziyade küçük bir zümreye hitap eden lüks ürünlere yönelirim.</li><li>3. Herkesçe tanınan lüks ürünlerin sahtelerini kullanan insanlardan farklılaşmak için pek bilinmedik lüks ürünleri tercih ederim.</li><li>4. Benim kullandığım ürünleri başka hangi grup insanın kullandığının bir önemi yoktur. (r)</li><li>5. Belirli bir entelektüel seviyedeki insanların anladığı marka sembolleri içeren lüks ürünleri tercih ederim.</li><li>6. Popüler lüks ürünleri kullanan sonradan görme insanlardan farklılaşmak için pek bilinmedik lüks ürünleri tercih ederim.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

*Continued*

Appendix C (continued)

| Variables   | Measure   |
|---|---|
| <p><b>Dependent Variable</b></p> <p><b>Inconspicuous Consumption-Fantasy Lifestyle</b></p> <p>(Bayat, 2019)</p> | <p>Summative index of responses to the following statements (Cronbach's alpha = 0.86)</p> <p>How likely it is that you would purchase/use them, "assuming that money is no object".</p> <ol style="list-style-type: none"><li>1. I purchase some luxury products by imagining that I will use them one day in the future but I usually do not have the time or opportunity to actually do so.</li><li>2. Although I do not need them now, I purchase some luxury products imagining that I will in the future, but I usually do not end up using them.</li><li>3. I only purchase luxury products I plan to use right away. (r)</li><li>4. I purchase many of my luxury products not to use immediately but to use one day.</li></ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p> |

*Continued*

Appendix C (continued)

| Variables  | Measure   |
|--|---|
| <p><b>Goze Carpmayan Tuketim-Fantazi Gelecek (Turkish Version)</b><br/>(Bayat, 2019)</p> | <p>“Hiç bir maddi kaygınız olmadığını varsayarak”, lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi belirtiniz.</p> <ol style="list-style-type: none"><li>1. Gelecekte bir gün kullanacağımı hayal ederek bazı lüks ürünler satın alırım ama genellikle gerçekten kullanmak için zaman veya fırsat bulamam.</li><li>2. Şu an ihtiyacım olmadığı halde gelecekte kullanmayı hayal ettiğim için bazı lüks ürünler satın alırım ama genellikle bir türlü sıra ona gelmez.</li><li>3. Sadece hemen kullanmayı planladığım lüks ürünleri satın alırım. (r)</li><li>4. Aldığım lüks ürünlerin pek çoğunu hemen kullanmak için değil günün birinde belki kullanırım diye alırım.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

*Continued*

---

**Appendix C** (*continued*)

---

| <b>Variables</b>   | <b>Measure</b>  |
|--|---|
| <b>Independent Variable</b><br><b>Self-esteem</b><br>(Rosenberg, 1965) | Summative index of responses to the following statements (Cronbach's alpha = 0.84) <ol style="list-style-type: none"><li>1. I feel that I am a person of worth, at least on an equal basis with others.</li><li>2. I feel that I have a number of good qualities.</li><li>3. All in all, I am inclined to feel that I am a failure. (r)</li><li>4. I am able to do things as well as most other people.</li><li>5. I feel that I do not have much to be proud of. (r)</li><li>6. I take a positive attitude toward myself.</li><li>7. On the whole, I am satisfied with myself.</li><li>8. I wish I could have more respect for myself. (r)</li><li>9. I certainly feel useless at times. (r)</li><li>10. At times I think I am no good at all. (r)</li></ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p> |

---

*Continued*

Appendix C (continued)

| Variables   | Measure   |
|---|---|
| <b>Benlik Saygısı (Turkish Version)</b><br>Çuhadaroğlu (1986) | <ol style="list-style-type: none"><li>1. Kendimi en az diğer insanlar kadar değerli buluyorum.</li><li>2. Bazı olumlu özelliklerim olduğunu düşünüyorum.</li><li>3. Genelde kendimi başarısız bir kişi olarak görme eğilimindeyim. (r)</li><li>4. Ben de diğer insanların birçoğunun yapabildiği kadar birşeyler yapabilirim.</li><li>5. Kendimde gurur duyacak fazla birşey bulamıyorum. (r)</li><li>6. Kendime karşı olumlu bir tutum içindeyim.</li><li>7. Genel olarak kendimden memnunum.</li><li>8. Kendime karşı daha fazla saygı duyabilmeyi isterdim. (r)</li><li>9. Bazen kesinlikle kendimin bir işe yaramadığımı düşünüyorum. (r)</li><li>10. Bazen kendimin hiç de yeterli bir insan olmadığımı düşünüyorum. (r)</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

*Continued*

Appendix C (continued)

| Variables   | Measure  |
|---|--|
| <b>Independent Variable</b>   | Summative index of responses to the following statements (Cronbach's alpha = 0.88)   |
| <b>Generalized Self-efficacy</b><br>(Judge, Locke, et al., 1997)                | <ol style="list-style-type: none"><li>1. I am strong enough to overcome life's struggles.</li><li>2. At root, I am a weak person. (r)</li><li>3. I can handle the situations that life brings.</li><li>4. I usually feel that I am an unsuccessful person. (r)</li><li>5. I often feel that there is nothing that I can do well. (r)</li><li>6. I feel competent to deal effectively with the real world.</li><li>7. I often feel like a failure. (r)</li><li>8. I usually feel I can handle the typical problems that come up in life.</li></ol>  |
| <b>Genel Ozyeterlilik (Turkish Version)</b><br>(Back Translation by Daryl York) | <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p> <ol style="list-style-type: none"><li>1. Hayatın zorluklarının üstesinden gelmek için yeterince güçlüyüm.</li><li>2. Temelde zayıf bir insanım. (r)</li><li>3. Hayatın getirdiği durumlarla başa çıkabilirim.</li><li>4. Genellikle başarısız bir insan olduğumu hissederim. (r)</li><li>5. İyi yapabileceğim hiç bir şeyin olmadığını sık sık hissederim. (r)</li><li>6. Gerçek dünyayla etkin şekilde baş etmede ehil hissederim.</li><li>7. Kendimi sık sık başarısız biri gibi hissederim. (r)</li><li>8. Genellikle hayatta ortaya çıkan tipik sorunları idare edebildiğimi hissederim.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

Continued

Appendix C (continued)

| Variables  | Measure   |
|--|---|
| <b>Independent Variable</b>                                      | Summative index of responses to the following statements (Cronbach's alpha = 0.68)  |
| <b>Internal Locus of Control</b><br>(Judge, Locke, et al., 1997) | <ol style="list-style-type: none"><li>1. Whether or not I get to be a leader depends mostly on my ability.</li><li>2. When I make plans, I am almost certain to make them work.</li><li>3. When I get what I want, it's usually because I'm lucky. (r)</li><li>4. I have often found that what is going to happen will happen. (r)</li><li>5. I can pretty much determine what will happen in my life.</li><li>6. I am usually able to protect my personal interests.</li><li>7. When I get what I want, it's usually because I worked hard for it.</li><li>8. My life is determined by my own actions.</li></ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p>     |
| <b>İçsel Kontrol Odağı (Turkish Version)</b><br>(Kıral, 2015)    | <ol style="list-style-type: none"><li>1. Lider olup olamayacağım yeteneklerime bağlıdır.</li><li>2. Bir takım planlar yaparsam eğer, bu planların yürüyeceğinden eminimdir.</li><li>3. İstediklerimi genelde şans eseri elde ederim.</li><li>4. Yaşadıklarım olacak şeylerin önüne geçemeyeceğimi gösterdi.</li><li>5. Yaşamımda ne olacağını kendim belirleyebilirim.</li><li>6. Kişisel ilgi alanlarıma ilişkin çalışmaları devam ettirmek benim elimdedir.</li><li>7. İstediklerimi sıkı çalışmam sonucu elde ederim.</li><li>8. Yaşamım kendi eylemlerim tarafından belirlenir.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

Appendix C (continued)

| Variables  | Measure   |
|--|---|
| <b>Independent Variable</b>                          | Summative index of responses to the following statements (Cronbach's alpha = 0.91)  |
| <b>Neuroticism</b><br>(Eysenck & Eysenck, 1968)      | <ol style="list-style-type: none"><li>1. My feelings are easily hurt.</li><li>2. I'm a nervous person.</li><li>3. I'm a worrier.</li><li>4. I am often tense or "high strung."</li><li>5. I often suffer from "nerves."</li><li>6. I am often troubled by feelings of guilt.</li><li>7. My mood often goes up and down.</li><li>8. Sometimes I feel miserable for no reason.</li><li>9. I am an irritable person.</li><li>10. I often feel fed up.</li><li>11. I often worry too long after an embarrassing experience.</li><li>12. I often feel lonely.</li></ol> <p>(1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree)</p>  |
| <b>Nörotisizm (Turkish Version)</b><br>(Topçu, 1982) | <ol style="list-style-type: none"><li>1. Çabuk kırılıp gücenirim.</li><li>2. Sinirli bir insanımdır.</li><li>3. Kaygılı bir insanımdır.</li><li>4. Gergin ya da sinirli bir insanımdır.</li><li>5. Sinirlerimden şikâyetçiyimdir.</li><li>6. Suçluluk duygusundan sık sık huzursuzluk duyarım.</li><li>7. Moralim sık sık bir düzeliş bir bozulur.</li><li>8. Hiç sebepsiz kendimi moral bakımından "çok kötü" hissettiğim olur.</li><li>9. Çabuk heyecanlanan, sinirlenen, duyarlı bir insanımdır.</li><li>10. Sık sık bıkkınlık (usanç) duyarım.</li><li>11. Beni zor durumda bırakan bir olayın üzerinden uzun bir süre geçtiği halde hala kaygılanmaya devam ederim.</li><li>12. Sık sık kendimi yalnız hissedirim.</li></ol> <p>(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ortadayım, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)</p> |

(1) (r): reverse scored items



## **Appendix D: Initial Items for the Inconspicuous Consumption Scale**

### **Aesthetics and function seeking**

1. I would like to purchase a luxury product, but this does not mean that I follow the fashion.
2. A luxury product's being durable is more important than its being popular.
3. If a luxury product is popular, I prefer it even if it does not reflect my aesthetic pleasure. (r)
4. I please emphasis on quality over prestige when considering the purchase of a luxury product.
5. If I appreciate the design features of a luxury product, I prefer it even if it is not currently very fashionable.
6. A luxury product's displaying status is more important than its function and performance. (r)
7. When purchasing a luxury product, I place emphasize on flashy over that it makes my life easier. (r)
8. I do not consider purchasing a luxury product preferred by many people unless it meets my quality standards.
9. When purchasing a luxury product, its displaying status is more important than its material quality. (r)
10. Quality assurance of a luxury product is more important than its popularity.

### **Avoidance**

1. I do not want people to think that I show off so I prefer less conspicuous luxury products.
2. If I use luxury products with conspicuous logos, people can think of me as an irrational overconsumed person.
3. I prefer luxury products that are easily recognizable by people around me. (r)
4. I prefer luxury products with unflashy symbols because I do not want to be labeled as a nouveau riche.
5. When purchasing a luxury product, I prefer more modest-looking ones because I feel discomfort as if I seem a conspicuous consumer.
6. If I use well-known luxury products, I worry that people think of me as an uncultured person.
7. I prefer to purchase a luxury product with a impressing logo. (r)

8. By displaying my luxury product, I do not want to provoke envy and anger in times of economic austerity.

9. In order to avoid the crimes that arise from envy and greediness such as a robber, I do not want to show my luxury product.

10. Showing my luxury product, I do not want to become the target of crime.

### **Differentiation**

1. I prefer luxury products people in a specific cultural can know.

2. I prefer luxury products including brand symbols people in a specific intellectual level can understand.

3. I prefer unfamiliar luxury products to distinguish myself from those who use counterfeits.

4. It does not matter which group of people use the products that I use. (r)

5. I prefer esoteric luxury brands rather than well-known luxury brands.

6. I prefer unknown luxury products in order to differentiate myself from nouveau-riches who use popular luxury products.

7. It is not that important that many people consume the luxury product I use. (r)

### **Fantasy Lifestyle**

1. I purchase some luxury products by imagining that I will use one day in the future but I usually cannot have time or opportunity to actually use them.

2. Although I do not need now, I purchase some luxury products since I imagine using them in the future but it is not somehow its turn.

3. I only purchase luxury products I plan to use instantly. (r)

4. I purchase many of my luxury products not to use immediately but, perhaps, to use one day.

Note: "r" represents reverse scored items.

## Appendix E: Pilot Study Questionnaire for the Inconspicuous Consumption Scale (in Turkish)

### GÖZE ÇARPMAYAN LÜKS TÜKETİM ANKETİ

Değerli Katılımcı,

Bu anketin amacı, göze çarpmayan lüks tüketim kavramına ölçek geliştirmektir. Bu çalışmaya katılmak tamamen gönüllülük esasına dayanmaktadır. Ankette yer alan ifadelerin doğru veya yanlış cevabı yoktur. Güvenilir sonuçlara ulaşmak için ankette yazılmış ifadeleri içtenlikle ve ciddiyetle cevaplamamız önem arz etmektedir. Bu çalışmadan elde edilecek veriler tamamen araştırma amacı ile kullanılacak olup kişisel bilgileriniz gizli tutulacaktır. Zamanınızı ayırarak çalışmaya yapacağınız önemli katkılardan dolayı şimdiden teşekkür ederiz.

**Bölüm I:** Bu bölümde gösteriş amacı gütmeyen lüks tüketimle ilgili bazı ifadeler bulunmaktadır. “**Hiç bir maddi kaybınız olmadığını varsayarak**”, lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi, lütfen beşli ölçeğe göre belirtiniz. (Yanıtlar için ayrılan kutulara çarpı şeklinde işaretleyiniz.)

| Sorular   | Kesinlikle Katılmıyorum | Katılmıyorum | Ortadayım | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|-----------|-------------|------------------------|
| 1. Lüks bir ürünün dayanıklı olması popüler olmasından daha önemlidir.  |                         |              |           |             |                        |
| 2. Lüks ürünlerde kaliteye prestijden daha fazla önem veririm.  |                         |              |           |             |                        |
| 3. Lüks bir ürün popülerse, estetik zevkimi yansıtmasa da tercih ederim.  |                         |              |           |             |                        |
| 4. Lüks bir ürün satın alırken amacım modayı takip etmekten ziyade kaliteye ulaşmak olur.   |                         |              |           |             |                        |
| 5. Lüks bir ürünün tasarım özelliklerini beğeniyorsam, şu an çok moda olmasa da tercih ederim.  |                         |              |           |             |                        |
| 6. Lüks bir ürünün statüsü göstermesi, işlevi ve performansından daha önceliklidir.   |                         |              |           |             |                        |
| 7. Çoğu insan tarafından tercih edilen fakat benim kalite standartlarımı karşılamayan lüks bir ürünü satın almayı düşünmem.                           |                         |              |           |             |                        |
| 8. Hakkımda gösteriş yaptığımı düşünülmesini istemem o yüzden daha az dikkat çeken lüks ürünleri tercih ederim.                                       |                         |              |           |             |                        |
| 9. Dikkat çeken logosu olan lüks ürünleri kullanırsam insanlar mantıksız ve aşırı tüketen biri olduğumu düşünebilir.                                  |                         |              |           |             |                        |
| 10. Çevremdeki insanlar tarafından kolaylıkla tanınan lüks ürünleri tercih ederim.  |                         |              |           |             |                        |
| 11. Gösterişsiz sembolleri olan lüks ürünleri tercih ederim çünkü sonradan görme gibi etiketlenmek istemem.   |                         |              |           |             |                        |
| 12. Lüks bir ürün satın alırken daha mütevazî görünen lüks ürünleri tercih ederim çünkü gösterişçi bir tüketici gibi gözükmekten rahatsızlık duyarım. |                         |              |           |             |                        |
| 13. Herkesçe bilinen lüks ürünleri kullanırsam insanların görgüsüz biri olduğumu düşüncelerinden kaygılanırım.  |                         |              |           |             |                        |

Lütfen sayfayı çeviriniz.

| Sorular   | Kesinlikle Katılmıyorum | Katılmıyorum | Ortadayım | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|-----------|-------------|------------------------|
| 14. Lüks ürünü göstererek suça hedef olmak istemem.   |                         |              |           |             |                        |
| 15. Ekonomik zorlukların olduğu zamanlarda lüks ürünü göstererek kıskançlık ve öfkeye neden olmak istemem.  |                         |              |           |             |                        |
| 16. Kıskançlık ve açgözlülüğten kaynaklanan hırsızlık gibi suçlardan kaçınmak için lüks ürünü göstermek istemem.                                    |                         |              |           |             |                        |
| 17. Belirli bir kültürel seviyedeki insanların bildiği lüks ürünleri tercih ederim.   |                         |              |           |             |                        |
| 18. Bilindik lüks markalardan ziyade küçük bir zümreye hitap eden lüks ürünlere yönelirim.  |                         |              |           |             |                        |
| 19. Herkesçe tanınan lüks ürünlerin sahtelerini kullanan insanlardan farklılaşmak için pek bilinmedik lüks ürünleri tercih ederim.                  |                         |              |           |             |                        |
| 20. Benim kullandığım ürünleri başka hangi grup insanın kullandığının bir önemi yoktur.   |                         |              |           |             |                        |
| 21. Belirli bir entelektüel seviyedeki insanların anladığı marka sembolleri içeren lüks ürünleri tercih ederim.                                     |                         |              |           |             |                        |
| 22. Popüler lüks ürünleri kullanan sonradan görme insanlardan farklılaşmak için pek bilinmedik lüks ürünleri tercih ederim.                         |                         |              |           |             |                        |
| 23. Benim kullandığım lüks ürünü çoğu insanın tüketmesi önemli değildir.  |                         |              |           |             |                        |
| 24. Gelecekte bir gün kullanacağımı hayal ederek bazı lüks ürünler satın alırım ama genellikle gerçekten kullanmak için zaman veya fırsat bulamam.  |                         |              |           |             |                        |
| 25. Şu an ihtiyacım olmadığı halde gelecekte kullanmayı hayal ettiğim için bazı lüks ürünler satın alırım ama genellikle bir türlü sıra ona gelmez. |                         |              |           |             |                        |
| 26. Sadece hemen kullanmayı planladığım lüks ürünleri satın alırım.   |                         |              |           |             |                        |
| 27. Aldığım lüks ürünlerin pek çoğunu hemen kullanmak için değil günün birinde belki kullanırım diye alırım.  |                         |              |           |             |                        |

## Bölüm II:

| Demografik Bilgiler  |
|--|
| Cinsiyetiniz a. Kadın b. Erkek   |
| Yaşınız .....  |
| Medeni durumunuz a. Evli b. Bekar  |
| Çocuk Sayınız .....  |
| Eğitim durumunuz a. Lise ve altı b. Ön lisans c. Lisans d. Yüksek Lisans e. Doktora        |
| Mesleğiniz (Emekli iseniz nereden olduğunuzu belirtiniz.) .....                            |
| Ailenizin aylık gelir seviyesi (TL) .....  |
| Babanızın eğitim durumu a. Lise ve altı b. Ön lisans c. Lisans d. Yüksek Lisans e. Doktora |
| Babanızın mesleği (Emekli veya vefat etti ise önceki mesleğini belirtiniz.) .....          |

Vakit ayırdığınız için teşekkür ederiz.

## Appendix F: Research Questionnaire Form for Comprehensive Model Test

### TEMEL BENLİK DEĞERLENDİRMESİ VE LÜKS TÜKETİM ANKETİ

Değerli Katılımcı,

Bu anket, tüketim davranışları ile ilgili bilimsel bir araştırmaya veri sağlamaktadır. Bu çalışmaya katılmak tamamen gönüllülük esasına dayanmaktadır. Ankette yer alan ifadelerin doğru veya yanlış cevabı yoktur. Güvenilir sonuçlara ulaşmak için ankette yazılmış ifadeleri içtenlikle cevaplamamız önem arz etmektedir. Bu çalışmadan elde edilecek veriler tamamen araştırma amacı ile kullanılacak olup kişisel bilgileriniz gizli tutulacaktır. Zamanınızı ayırarak çalışmaya yapacağınız önemli katkılardan dolayı şimdiden teşekkür ederiz.

**Bölüm I:** Bu bölümde lüks tüketim ile ilgili bazı ifadeler bulunmaktadır. “**Hiç bir maddi kaygınız olmadığını varsayarak**”, lüks ürün satın alırken aşağıdaki ifadelere katılım derecelerinizi, lütfen beşli ölçeğe göre belirtiniz.

(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ne Katılıyorum Ne Katılmıyorum, 4: Katılıyorum,

5: Kesinlikle Katılıyorum)

(Yanıtlar için ayrılan kutulara çarpı şeklinde işaretleyiniz.)

| Sorular   | Kesinlikle Katılmıyorum | Katılmıyorum | Ne Katılıyorum Ne Katılmıyorum | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|--------------------------------|-------------|------------------------|
| 1. Lüks bir ürünün dayanıklı olması popüler olmasından daha önemlidir.  |                         |              |                                |             |                        |
| 2. Lüks ürünlerde kaliteye prestijden daha fazla önem veririm.  |                         |              |                                |             |                        |
| 3. Lüks bir ürün satın alırken amacım modayı takip etmekten ziyade kaliteye ulaşmak olur.   |                         |              |                                |             |                        |
| 4. Lüks bir ürünün tasarım özelliklerini beğeniyorsam, şu an çok moda olmasa da tercih ederim.  |                         |              |                                |             |                        |
| 5. Lüks bir ürünün statümü göstermesi, işlevi ve performansından daha önceliklidir.   |                         |              |                                |             |                        |
| 6. Çoğu insan tarafından tercih edilen fakat benim kalite standartlarımı karşılamayan lüks bir ürünü satın almayı düşünmem.                           |                         |              |                                |             |                        |
| 7. Hakkımda gösteriş yaptığımın düşünülmesini istemem; o yüzden daha az dikkat çeken lüks ürünleri tercih ederim.                                     |                         |              |                                |             |                        |
| 8. Dikkat çeken logosu olan lüks ürünleri kullanırsam insanlar mantıksız ve aşırı tüketen biri olduğumu düşünebilir.                                  |                         |              |                                |             |                        |
| 9. Gösterişsiz sembolleri olan lüks ürünleri tercih ederim çünkü sonradan görme gibi etiketlenmek istemem.  |                         |              |                                |             |                        |
| 10. Lüks bir ürün satın alırken daha mütevazî görünen lüks ürünleri tercih ederim çünkü gösterişçi bir tüketici gibi gözükmekten rahatsızlık duyarım. |                         |              |                                |             |                        |
| 11. Herkesçe bilinen lüks ürünleri kullanırsam insanların görgüsüz biri olduğumu düşünmelerinden kaygılanırım.  |                         |              |                                |             |                        |

Lütfen sayfayı çeviriniz.

| Sorular   | Kesinlikle Katılmıyorum | Katılmıyorum | Ne Katılıyorum Ne Katılmıyorum | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|--------------------------------|-------------|------------------------|
| 12. Lüks ürünü göstererek suça hedef olmak istemem.   |                         |              |                                |             |                        |
| 13. Ekonomik zorlukların olduğu zamanlarda lüks ürünü göstererek kıskançlık ve öfkeye neden olmak istemem.  |                         |              |                                |             |                        |
| 14. Kıskançlık ve açgözlülüğten kaynaklanan hırsızlık gibi suçlardan kaçınmak için lüks ürünü göstermek istemem.                                    |                         |              |                                |             |                        |
| 15. Belirli bir kültürel seviyedeki insanların bildiği lüks ürünleri tercih ederim.   |                         |              |                                |             |                        |
| 16. Bilinen lüks markalardan ziyade küçük bir zümreye hitap eden lüks ürünlere yönelirim.   |                         |              |                                |             |                        |
| 17. Herkesçe tanınan lüks ürünlerin sahtelerini kullanan insanlardan farklılaşmak için pek bilinmedik lüks ürünleri tercih ederim.                  |                         |              |                                |             |                        |
| 18. Benim kullandığım ürünleri başka hangi grup insanın kullandığının bir önemi yoktur.   |                         |              |                                |             |                        |
| 19. Belirli bir entelektüel seviyedeki insanların anladığı marka sembolleri içeren lüks ürünleri tercih ederim.                                     |                         |              |                                |             |                        |
| 20. Popüler lüks ürünleri kullanan sonradan görme insanlardan farklılaşmak için pek bilinmedik lüks ürünleri tercih ederim.                         |                         |              |                                |             |                        |
| 21. Gelecekte bir gün kullanacağımı hayal ederek bazı lüks ürünler satın alırım ama genellikle gerçekten kullanmak için zaman veya fırsat bulamam.  |                         |              |                                |             |                        |
| 22. Şu an ihtiyacım olmadığı halde gelecekte kullanmayı hayal ettiğim için bazı lüks ürünler satın alırım ama genellikle bir türlü sıra ona gelmez. |                         |              |                                |             |                        |
| 23. Sadece hemen kullanmayı planladığım lüks ürünleri satın alırım.   |                         |              |                                |             |                        |
| 24. Aldığım lüks ürünlerin pek çoğunu hemen kullanmak için değil günün birinde belki kullanırım diye alırım.  |                         |              |                                |             |                        |

## Bölüm II:

| Sorular   | Kesinlikle Katılmıyorum | Katılmıyorum | Ne Katılıyorum Ne Katılmıyorum | Katılıyorum | Kesinlikle Katılıyorum |
|---|-------------------------|--------------|--------------------------------|-------------|------------------------|
| 1. Bir çok ünlü tarafından kullanılan lüks bir ürünü satın almak isterim.                                   |                         |              |                                |             |                        |
| 2. Herkesin onayladığı, popüler ve şu an çok moda olan lüks bir ürünü satın almak isterim.                  |                         |              |                                |             |                        |
| 3. Bir çok insan tarafından başarının sembolü olarak seçilen ve tanınan lüks bir ürünü satın almak isterim. |                         |              |                                |             |                        |
| 4. Sadece birkaç insanın sahip olduğu lüks bir ürünü satın almak isterim.                                   |                         |              |                                |             |                        |
| 5. Sınırlı üretimi olan lüks bir ürünü satın almak isterim.   |                         |              |                                |             |                        |
| 6. Küçük bir grup insan tarafından tanınan lüks bir ürünü satın almak isterim.                              |                         |              |                                |             |                        |

Lütfen sayfayı çeviriniz.

**Bölüm III:** Bu bölümde kendinizle ilgili bazı ifadeler bulunmaktadır. Aşağıdaki ifadelere katılım derecelerinizi, lütfen beşli ölçeğe göre belirtiniz.

(1: Kesinlikle Katılmıyorum, 2: Katılmıyorum, 3: Ne Katılıyorum Ne Katılmıyorum, 4: Katılıyorum, 5: Kesinlikle Katılıyorum)

| Sorular  | Kesinlikle Katılmıyorum | Katılmıyorum | Ne Katılıyorum Ne Katılmıyorum | Katılıyorum | Kesinlikle Katılıyorum |
|--|-------------------------|--------------|--------------------------------|-------------|------------------------|
| 1. Kendimi en az diğer insanlar kadar değerli buluyorum.                           |                         |              |                                |             |                        |
| 2. Bazı olumlu özelliklerim olduğumu düşünüyorum.                                  |                         |              |                                |             |                        |
| 3. Genelde kendimi başarısız bir kişi olarak görme eğilimindeyim.                  |                         |              |                                |             |                        |
| 4. Ben de diğer insanların birçoğunun yapabildiği kadar bir şeyler yapabilirim.    |                         |              |                                |             |                        |
| 5. Kendimde gurur duyacak fazla bir şey bulamıyorum.                               |                         |              |                                |             |                        |
| 6. Kendime karşı olumlu bir tutum içindeyim.                                       |                         |              |                                |             |                        |
| 7. Genel olarak kendimden memnunum.  |                         |              |                                |             |                        |
| 8. Kendime karşı daha fazla saygı duyabilmeyi isterdim.                            |                         |              |                                |             |                        |
| 9. Bazen kesinlikle kendimin bir işe yaramadığımı düşünüyorum.                     |                         |              |                                |             |                        |
| 10. Bazen kendimin hiç de yeterli bir insan olmadığımı düşünüyorum.                |                         |              |                                |             |                        |
| 11. Hayatın zorluklarının üstesinden gelmek için yeterince güçlüyüm.               |                         |              |                                |             |                        |
| 12. Temelde zayıf bir insanım.   |                         |              |                                |             |                        |
| 13. Hayatın getirdiği durumlarla başa çıkabilirim.                                 |                         |              |                                |             |                        |
| 14. Genellikle başarısız bir insan olduğumu hissederim.                            |                         |              |                                |             |                        |
| 15. İyi yapabileceğim hiç bir şeyin olmadığını sık sık hissederim.                 |                         |              |                                |             |                        |
| 16. Gerçek dünyayla etkin şekilde baş etmede ehil hissederim.                      |                         |              |                                |             |                        |
| 17. Kendimi sık sık başarısız biri gibi hissederim.                                |                         |              |                                |             |                        |
| 18. Genellikle hayatta ortaya çıkan tipik sorunları idare edebildiğimi hissederim. |                         |              |                                |             |                        |
| 19. Lider olup olamayacağım yeteneklerime bağlıdır.                                |                         |              |                                |             |                        |
| 20. Bir takım planlar yaparsam eğer, bu planların yürüyeceğinden eminimdir.        |                         |              |                                |             |                        |
| 21. İstediklerimi genelde şans eseri elde ederim.                                  |                         |              |                                |             |                        |
| 22. Yaşadıklarım olacak şeylerin önüne geçemeyeceğimi gösterdi.                    |                         |              |                                |             |                        |

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| 23. Yaşamımda ne olacağını kendim belirleyebilirim.   |  |  |  |  |  |
| 24. Kişisel ilgi alanlarıma ilişkin çalışmalarını devam ettirmek benim elimdedir.                             |  |  |  |  |  |
| 25. İstediklerimi sıkı çalışmam sonucu elde ederim.   |  |  |  |  |  |
| 26. Yaşamım kendi eylemlerim tarafından belirlenir.   |  |  |  |  |  |
| 27. Çabuk kırılıp gücenirim.  |  |  |  |  |  |
| 28. Sınırlı bir insanımdır.   |  |  |  |  |  |
| 29. Kaygılı bir insanımdır.   |  |  |  |  |  |
| 30. Gergin ya da sınırlı bir insanımdır.  |  |  |  |  |  |
| 31. Sınırlarımdan şikâyetçiyimdir.  |  |  |  |  |  |
| 32. Suçluluk duygusundan sık sık huzursuzluk duyarım.   |  |  |  |  |  |
| 33. Moralim sık sık bir düzeliş bir bozulur.  |  |  |  |  |  |
| 34. Hiç sebepsiz kendimi moral bakımından "çok kötü" hissettiğim olur.  |  |  |  |  |  |
| 35. Çabuk heyecanlanan, sınırlanan, duyarlı bir insanımdır.   |  |  |  |  |  |
| 36. Sık sık bıkkınlık (usanç) duyarım.  |  |  |  |  |  |
| 37. Beni zor durumda bırakan bir olayın üzerinden uzun bir süre geçtiği halde hala kaygılanmaya devam ederim. |  |  |  |  |  |
| 38. Sık sık kendimi yalnız hissedirim.  |  |  |  |  |  |

#### Bölüm IV:

|   |  |
|---|--|
| <b>Demografik Bilgiler</b>  |  |
| Cinsiyetiniz  | a. Kadın b. Erkek  |
| Yaşınız   | .....  |
| Medeni durumunuz  | a. Evli b. Bekar   |
| Çocuk Sayınız   | .....  |
| Eğitim durumunuz  | a. Lise ve altı b. Ön lisans c. Lisans d. Yüksek lisans e. Doktora |
| Mesleğiniz (Emekli iseniz nereden olduğunuzu belirtiniz.)                   | .....  |
| Ailenizin aylık gelir seviyesi (TL)   | .....  |
| Babanızın eğitim durumu   | a. Lise ve altı b. Ön lisans c. Lisans d. Yüksek Lisans e. Doktora |
| Babanızın mesleği (Emekli veya vefat etti ise önceki mesleğini belirtiniz.) | .....  |

Vakit ayırdığınız için teşekkür ederiz.



## **VITA**

**Ozlem Ozrendeci Bayat, MBA Student**

Allentown, PA

E-mail: [ozrendeciozlem@gmail.com](mailto:ozrendeciozlem@gmail.com)

### **Prior Academic Position**

Research Assistant 2018-2019

*Kayseri, Abdullah Gul University-Business Administration Department (Turkey)*

### **Education**

M.S. Business Administration, Marketing 2017-2019

*Ankara, Social Sciences University of Ankara (Turkey), C.GPA 3.71*

B.S. Business Administration 2011-2016

*Ankara, Middle East Technical University (Turkey), C.GPA 3.35*

### **Research Interests**

Conspicuous and inconspicuous consumption; Branding; Materialism; Culture.

### **Languages**

Mother tongue **Turkish**.

Excellent level of **English**.

Basic **Arabic** and **German**.

### **Technical Skills**

Proficient with **STATA** software.

Basic knowledge of **Minitab** and **Oracle Crystal Ball** software.