ATILIM UNIVERSITY

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DOCTORAL PROGRAMME OF BUSINESS ADMINISTRATION

IMPACT OF MATERIALISM ON CONSUMPTION BEHAVIOR

Ph.D. Dissertation

Imran Ali

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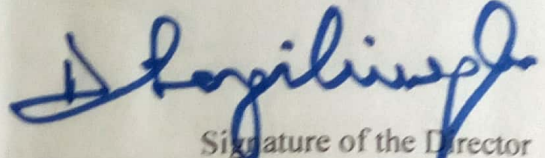
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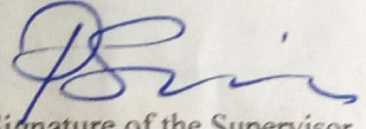
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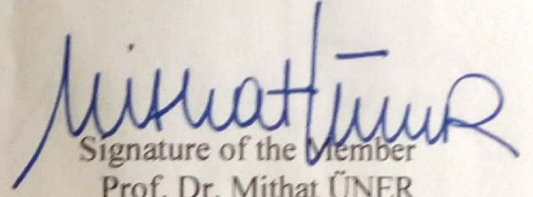Ankara- 2017

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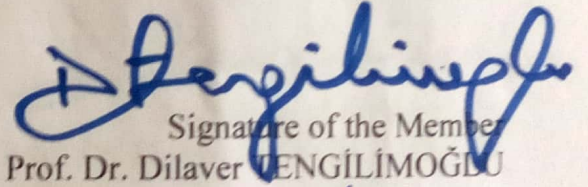
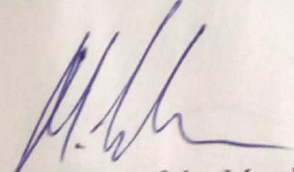Signature of the Director
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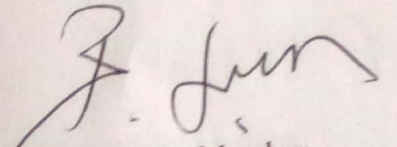Signature of the Supervisor
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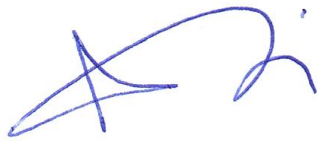
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ÖZ

ALI, Imran. Tüketim Davranışları Üzerindeki Materyalizmin Etkisi, Doktora Tezi, Ankara, 2017.

Materyalizm kavramının incelenmesi yakın geçmişte araştırmacılar için birincil önem haline gelmiştir. Bir çok bilim adamı materyalizmi çalışırken, kendi kavramları, ölçümleri ve etkileri hakkında farklı sorular sormuşlardır.

Materyalizm bir kavram olarak çok çeşitli anlamladırmalara açıktır. Bir yandan kültürel bir olgu olarak ele alınabilirken, aynı zamanda oldukça kişisel ve bireysel yorumlamalara açık bir kavramdır. Materyalizm açgözlülük ve arzu anlamlarıyla özdeşleşmeye başladı. Bu araştırmanın yürütülmesindeki amaç, bu alanda varolan literatüre bir katkı sunarak, materyalizmin tüketicilerin satın alma davranışlarına olan psikolojik etkilerini araştırmaktır.

Bu araştırma materyalizmin satın alış sırasında nasıl algılandığını anlamak ve materyalizmin bir değişken olarak tüketicinin zihnindeki görece önemini irdelemektir. Bu araştırmada tüketici materyalizmi, tüketicinin belirli mal ve satın almalar için atfettiği değer araştırılmıştır. Bu araştırmada Belk'in (1984) materyalizmin kavramı kullanılmıştır. Araştırma bireylerin tüketim davranışları üzerine materyalizmin etkisi üzerine odaklanır.)

Potansiyel ilişkiyi ölçmek ve daha net bir anlayış oluşturabilmek adına Planlı Davranış Teorisi kullanılacak olunup, materyalizmin tüketici niyeti ve davranışını nasıl etkilediği test edilecektir. Böylesi bir konunun seçilmesindeki amaç Planlı Davranış Teorisi ve başka değişkenleri birleştirice materyalizmin önemini tespit edebilmektir.

Yetersiz tüketici araştırmaları ve sürekli değişen tüketici eğilimleri düşünüldüğünde bu araştırma ayrıca pazarlamacıları tüketici davranışları ve tutumları hakkında güncel bilgiye sahip olmalarını amaçlamaktadır. Bu araştıma ayrıca karar vericilerin,

materyalizmin tüketici tüketimi üzerinde etkilerini anlamalarına yardımcı olacaktır.

Pazarlamacılar, her zaman birincil bir öneme sahip olan tüketici alışkanlıkları üzerine bilgi veren tüketici davranışları konusunda hevesli olmuşlardır. Düşünce şekli, seçilen öğe, marka vb ile kurulan duygusal bağ ve tüketicilerin çevreleri, sosyal toplaşmaları vb tarafından nasıl etkilendiği çok önemlidir.

Buna ek olarak, bu çalışma aynı zamanda birincil data kullanarak, tüketici niyeti ve davranışı üzerinde faklı olma isteğinin, tüketici sosyalleşmesinin, algılanan davraışsal kontrolün ve materyalizmin etkilerini araştırmayı amaçlamaktadır. Bu nedenle, kıyafet alımı üzerine 507 katılımcı ile bir anket çalışması yürütülmüştür. Önerilen modeli test etmek amacıyla, doğrulayıcı faktör analizi uygulanmıştır. Bulgularda önerilen model önemli ve yüksek bir model uyumu görülmektedir.

Araştırmanın sonucu, uyarlanmış modeli açıklar ve materyalizmin tüketici davranışı üzerinde etkisini sergiler. Bu model materyalizmin kıyafet alımı konusunda tüketici niyeti ve davranışına nasıl bir etkisi olduğunu test etmiştir.

Anahtar Sözcükler

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

ABSTRACT

ALI, Imran. Impact of Materialism on Consumption Behavior, Ph.D. Thesis, Ankara, 2017

Understanding the consumption behavior of consumers has always been of prime importance for researchers, studying the concept of materialism has become of prime importance for the researchers in the recent past. A lot of scholars have raised their questions regarding the study of the materialism, its concepts, its measures and its implications. The term materialism has a much diversified understanding, where it can be discussed as a well social cultural phenomenon; it can also be discussed as a phenomenon which is very personal and individual to every single individual.

Materialism has come with the meanings such as greed and desire. The intention of carrying out this study is to enhance the available literature on how, materialism is playing a psychological impact of the purchase behavior of the consumers. This study will help in order to understand how materialism was perceived during the purchase behavior and the relative importance of this variable on the consumers' minds.

In this research the concept of consumer materialism is studied which is importance of value that is associated by the consumer to certain possessions and acquisitions. The concept of materialism which is used in this research is of Belk (1984). The research focuses upon the impact of the materialism on the consumption behavior of the individuals.

In order to gauge the potential relationships and clearer understanding is to be tested upon planned behavior theory which is known as Theory of Planned Behavior and how Materialism affecting the consumer intention and actual consumption behavior.

The motivation behind choosing such a topic is to identify the importance of Materialism when combined with Theory of Planned Behavior and other variables. Moreover, lack of Consumer research and ever changing consumer trends, this study aims to help marketers to be updated about the consumer behavior and attitudes. This

research will also help the decision makers to understand the impact of Materialism on the consumer consumption.

Marketers are always enthusiastic about the consumer behavior, the knowledge of which has always been of prime importance in-order to know the habits of the consumers. The thinking pattern, feeling associated selection of choices of items, brands etc. and how consumers are influenced by their environment, social meetings, etc.

In addition to this, the study also aims using primary data, examining the impact o consumer need for uniqueness, consumer socialization, Perceived behavioral control and Materialism on the consumer's intentions and consumption behavior. A survey, which is based on apparel purchase, is conducted with 507 respondents. In order to test the proposed model, confirmatory factor analysis is applied. Results indicate that the proposed model is significant and has a high model fit.

The result of the research explains the adopted model and also shows the effect of materialism on the consumption behavior. The model helped the test the influence of materialism on the consumer intention and consumption behavior regarding the apparels.

Keywords

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

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LIST OF SYMBOLS AND ABBREVIATIONS

TRA   Theory of Reasoned Action

TPB   Theory of Planned Behavior

CNFU   Consumer Need for Uniqueness

PBC   Perceived Behavioral Control

EFA   Exploratory Factor Analysis

CFA   Confirmatory Factor Analysis

SEM   Structural Equation Modeling

KMO   Kaiser-Meyer-Olkin

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Introduction

With the ever increasing globalization, consumers and consumer behavior have changed dramatically. The present day consumers are different from their predecessors when it comes to shopping. Technical advancement has made the decision making more effective. This phenomenon is becoming obvious during the consumer purchase behavior because of information technology contribution in the consumer purchase decision. Geeta (2013) many buying decisions are made by the consumers every single day after considering a variety of available options.

Present day consumer has changed significantly and has become more independent. The reason behind this change is their brought up in an era where shopping has become multifaceted because of the wide range of available choices as well as shopping is an entertainment or an experience (Bakewell, 2003). Shopping has become a source of happiness and also to get rid of depressed mood as it is said.

The motivation behind choosing such a topic is to identify the importance of Materialism when combined with Theory of Planned Behavior and other variables. Moreover, lack of consumer research and ever changing consumer trends, this study aims to help marketers to be updated about the consumer behavior and attitudes. This research will also help the decision makers to understand the impact of Materialism on the consumption decision. This study will also help in order to understand as to how Materialism was perceived during the purchase behavior and the relative importance of this variable on the consumers' minds.

It has been noted that the Turkish consumer market has been going through rapid growth for the last two decades and the reason is larger population, abundance of opportunities and arrival of different multinationals in the market which have started implementing their global strategies in the local market. Turkish society has become a huge consumption society. Many consumers are engaged in excessive amount of products during the purchase course of action. The personal consumption is increasing day-by day. It is becoming very difficult to satisfy the very basic economic problem of scarcity where there are unlimited wants and limited resources

to fulfill them. According to a report of Euro Monitor the influence of apparel has increased overtime where share of specialist retailers has increased from 68% to 72% between 2012 to 2014 respectively.

One of the increasingly important topics in consumer behavior is Materialism. Materialism has come with the meanings such as greed and desire. The intention of carrying out this study is to enhance the available literature as to how Materialism is playing a psychological impact of the purchase behavior of the consumers.

This study aims to explore the impact of Materialism on the consumption behavior of the consumers. In the recent past the concept of materialism has been under consideration of researchers due to its close affiliations with practices in vogue, in the markets and close relation with social life of consumers.

Various researchers such as Belk (1985), Susan & Richins, (1991), Richins & Dawson, (1992), have highlighted that decision makers in the market want to know how consumers can develop a sense of belonging towards a particular possession that they possess. According to some researches Cushman, (1990) Looft, (1971) Materialism has a very strong pulling force which is found in the society. In this research it is studied that how a consumer's consumption process impacted by the Materialism. Earlier in this field there are researchers Ahuvia & Wong, (1995) described the materialism as a tool for personal wellbeing.

In order to gauge the potential relationships and clearer understanding of how materialism is affecting the intentions of the consumers and actual consumption behavior. In this research it is highlighted as to how the consumption behavior of consumers is impacted by materialism on their attitude, socialization and perceived control belief. This study explains this phenomenon with the help of theory of planned behavior. Ajzen, (1991) encompasses different aspects which include behavioral beliefs which lead to the formation of attitude towards the behavior, normative beliefs which makes the subjective norm and control beliefs forms the perceived behavioral control together they shape up the individual's intention and ultimately to that leads to carrying out a behavior. There is a lack of literature whose

prime focus is on the materialism and is applicable with the theory of planned behavior. Therefore, another purpose of this study is to explore whether materialism combined with the theory of planned behavior have any relationship.

A systematic approach for this study has been adopted. Firstly, literature review regarding the available literature is presented to all variables in the study, Secondly, methodology issues are addressed and the most acknowledged scales are adopted and implemented to analyze the impact of materialism on the consumption behavior. Thirdly, pilot study is carried out on the consumers. Lastly, results of main study and affect of materialism on the consumption behavior are presented.

1. THEORETICAL FRAMEWORK

1.1 Consumer Behavior

Consumer behavior is the field which is gaining a lot of importance with every passing day. There are many dimensions in consumer behavior which has been the prime focus of all the researchers.

Marketers are always enthusiastic about the consumer behavior, the knowledge of consumer behavior has always been of prime importance for them in-order to understand habits of consumers. The thinking pattern, associated feelings, selection of choices, brands etc are associated with behavior. According to Sarker, Bose, Palit, & Haque, (2013) the behavior of buying on the individuals as customer is being influenced through different variables.

The term behavior is described in Webster dictionary as changes that are caused by actions of individuals. A more comprehensive definition of the term behavior from the Oxford dictionary is "how certain acts are performed under certain conditions."

In the book "Consumer Behavior" Solomon M. (1995), Solomon M. (2006) defines consumer behavior as the study of individuals and masses' methods which includes selecting, purchasing, using, or disposing the goods, services etc. in order to full fill their requirements.

In marketing, the phrase "consumer behavior" is not only purchasing nevertheless it also include the purchase of collective buying including pre and post purchase. Whereas the aforementioned is to satisfy need or want and the later one is to evaluate how use of product helps in overcoming the anxiety.

Marketers want to take control over the consumers as to how they behave. However they are unable to do it even if they have information, where as it is more appropriate to say that "marketers can inspire the purchasing behavior but it cannot be controlled Durmaz, (2011).

One of the core features which is associated with consumption and being able to capture the attention of the marketers is materialism. According to Belk, Hunt, & Shelby, (1983) defined materialism as "the attachment towards the possessions." Richins & Rudmin, (1994), extended the support towards the subject to further study by marketers and researchers.

According to different authors the definition of the consumer behavior has evolved. In the late 1970 author Edmund, (1977) explained the consumer behavior as "the assumption that people have series of needs which lead to the drive state" the findings of their definition was the needs of the individuals. Another definition provided by Engel, (1986) in his book on consumer behavior suggested that "Those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts".

In the book written by Kotler P , (1994) defined consumer behavior as "the study of how people buy, what they buy, when they buy and why they buy". Similarly, Solomon, (1995) presented the definition of consumer behavior is "the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires, where the major findings were process, needs, individuals, group.

Another researcher Kumar, (2010) provided another definition on the same subject that is buying behavior of consumers "shows the purchasing behavior of end-user, which comprises of both personal consumption and for the consumption of household, the buyers buy those products for the consumption of an individual self".

Lastly the Schiffman, Hansen, & Kanuk, (2007) put forward that "the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs" the finding were based on the acts and needs of individuals.

It is important to understand that consumer behavior that has various aspects, on how the consumers makes certain purchase decisions, how certain aspects are impacting the purchase decisions of the consumers and more over it is also important

for marketers to know and study the consumer behavior to understand that how the changing needs and wants are being influenced in the society.

Buyer purchasing conduct is characterized by Gabbott & Hogg, (1998), Stallworth, (2008) as an arrangement of exercises which includes the buy and utilization of goods and services which came as a result regarding the customers' needs.

In spite of the fact that the findings provided earlier differs, all of them prompt the thought that buying behavior of consumers is a procedure consisting of selection, buying and discarding products as per the requirements and needs of the consumers. In any case, there is a general agreement among the academic analysts and scholars that this procedure is liable to constant change after some time as the buying attributes of the clients change due to their physical and mental requirements.

Meanwhile, Kotler & Keller, (2011) highlight the significance of Buying Behavior and elaborate on how the consumers chose the desired goods and services which can be of prime importance for the producers of products in order to gain an edge over competitors. For instance, producers of goods and services may utilize the learning acquired through understanding the buyer behavior to help the businesses to adopt the trends and amend the tactics likewise presenting correctly targeted goods to the correct segment of consumers catering to their needs and wants.

Moreover, efforts which are made to help improve and enhance the existing knowledge to know the consumer behavior; organizations likewise participate in promotion activities to generate the interest and to influence in the consumer consumption behavior.

When the businesses indulge in such type of promotional campaigns they have to consider other variables that have an impact on the possible outcome the business wants to achieve because of such activities, one example of such a factors, can the presence and position of the economic conditions, social structure, legislation, technological advancements etc.

To summaries the above mentioned discussion, the better we know the consumers and their behavior knowing their changing demands the better we gain a competitive advantage over other competitors.

Notwithstanding, as expressed by Kotler & Keller, (2011) it is fundamental to say that regardless of the considerable endeavors to learn and comprehend the consumer buying behavior, it is extremely hard to present the reasons why preference is given by a consumer to different products. This is based on the ground that customers once settle in acquiring choices as per their emotions, attitude or beliefs to which they even themselves are not very much aware.

The in-depth study of consumer behavior subject assist the business organizations to formulate their marketing strategies keeping in mind how consumers are thinking, how consumers feels regarding a particular brand and how consumers choose among substitutes. Moreover, the study of consumer behavior helps to know the impact of the family or friends environment on the purchase about certain products have a certain level of importance for certain consumers and ultimately how the marketers can use this knowledge to amend their marketing plans and strategy for more effective outreach towards consumers.

The theory employed in the current study is presented by Icek Ajzen is Theory of Planned Behavior. In depth research will be conducted to focus upon the variables that affect the consumption behavior. After careful investigation and exploration of independent variables which are used in the study are Consumer need for uniqueness, consumer socialization, perceived behavioral control and Materialism and Intentions have an effect on the consumption behavior. The motivation behind choosing such a topic is to identify the importance of Materialism when combined with Theory of Planned Behavior and other variables. Moreover, lack of Consumer research and ever changing consumer trends.

1.2 Consumption Behavior

Understanding consumption behavior of consumers helps marketers to plan strategically to attract the target market. In marketing, the phrase "consumer behavior" is not only purchasing nevertheless it also include the purchase of collective buying including pre and post purchase. Whereas the aforementioned is to satisfy need or want and the later one is to evaluate how use of product helps in overcoming the anxiety.

The history of consumption covers the same time period as the history of human kind, which has gone through many stages and even currently the firms are trying to make the consumers to repeat the behavior invariably Frank, (2012). Studying the consumption behavior helps in providing detail of explanation of the changing in the usage of products. The urge of being unique and individuality also urge to behave in the manner which is favorable or not favorable. Grant M , (1987).

The definition of consumption given by Paul & Olson, (1990) is the use of product, they argued that it is not easy to define or comprehend the meaning of consumption, as there is a vast difference in the nature of various products and services. Even at the present era of information technology and globalization, the meaning of product (goods and services) varies from culture to culture and country to country.

In past days, the significance of consumer behavior was not understood on the grounds that it was a market of sellers. However, as the time passed it became important to focus on consumers which now have taken shape as a full-fledged academic discipline, where all the arrangements are made according to consumers. Hence, investigation of consumers' behavior is imperative in encircling the policies and developing an appropriate marketing mix.

The changes in the consumption behavior has been very rapid and dynamic, this is due to the reason that a wide variety of alternates available to the consumers. The study of consumption behavior is a multi-dimensional field where the consumer has to be study through to various aspects such as social, materialistic, lifestyle,

socio-economic indicators etc. to purchase a onetime consumption good or a more durable consumer good.

It does not end with the purchase of it continues until the dumping of the product as waste. Based on the definition above consumption behavior is a very broad concept, however, it can be said that it is focused upon studying the consumer purchase behavior.

The consumer assumes three characters such as consumer, customer and financier. The investigation of consumption behavior influences business's production policies. Schiffman & Kanuk, (2000)

Finding the propensities, tastes and inclinations of consumers and such revelation empowers a business to arrange and build up its items as indicated. It is important for a business to be in contact with the changes in the consumption behavior of the consumers. So the business can adapt them as per changing demands.

Similarly understanding of the consumer's behavior is essential in developing the strategies to price the goods or services. The consumers can make certain consumptions decisions on the basic oh the pricing of the good or services.

Then again, some different products are obtained in light of the fact that it improves the esteem and societal position of people. The products that create a sense of attachment or prestige are priced accordingly which shows the economic wellbeing of the consumers.

Another reason to investigate the consumer's consumption behavior helping the advertisers to comprehend the buyers, needs, wants desires etc. This is helpful to the advertisers in developing marketing activities to make new strategies and utilize new segments of the market.

1.2.1 Types of consumption
According to Schiffman, (2000) consumption falls in two different categories when the consumer behavior is studied. The first category is the "personal consumption", which is explained as the products purchased for the individual's personal use, consumption within house or to swap it in the form of gift.

The second category is the "organizational consumption" which means that the purchases done by the profit oriented companies, nonprofit oriented companies, government, and other organizations that do the purchases in order to run their institutions.

Both of the categories have their own importance but the current study will be focused on the 'personal consumption'. Most of the business organizations look into customer purchasing choices in detail to answer queries concerning what customers purchase where they purchase, of how much of amount they purchase, when they purchase, and why they purchase. Very little research, however, has empirically tested a link between materialism and personal consumption.

Different models of consumer's purchase behavior are presented by different researchers. Some of the models are discussed over here for the purpose to grasp the concept of consumption behavior. The business should target the market before delivering products and to be able to distinctly fulfill expectations of consumers and delivering the satisfaction and enjoyment of using the product.

The relation between materialism and personal consumption seems obvious. Personal consumption is an outcome of materialism because it focuses on the acquisition of specific material goods that confer social stature in the society.

1.2.2. Models of consumption behavior

Business organizations can concentrate on consumers to discover what they purchase, where, and how much. In any case, finding out about the questions of purchase behavior of consumers is not all that simple. The organization that truly sees how customers will react to various features, costs, and promotional campaigns has an incredible favorable position over its rivals.

For the better understanding of the process used by the consumer's the concept of black box is most frequently used. This model is a combination of cognitive and affective processes which are used by a consumer during the process of making a decision of purchase. The model suggests that the consumers are affected by the internal and external stimuli which can be seen from the figure.

The initial stage for comprehension of the consumer buying behavior is the Stimulus.

Marketing	Other		Buyers	Buyers		Buyers
Product, Price, Place, Promotion	Economic, Technological, Political, Cultural	→	Cultural, Social, Personal, Psychological	Problem recognition, Information search, Evaluation of alternatives, Purchase decision, Post purchase behavior	→	Product choice, Brand choice, Dealer choice, Purchase timing, Purchase amount
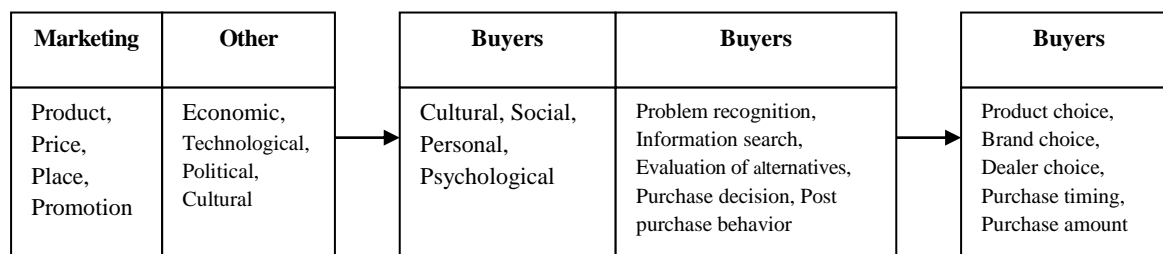
Figure 1.1: Black -box Model of Buying

The figure 1.1 demonstrates that marketing and other stimuli makes the way in to customer's "black-box" and deliver reactions. The business wants to know that how these are formed in to certain actions in the black box of the consumer, the black box is a combination of sections which are two. To start with, the purchaser's attributes impact how an individual sees the products and responds to the input.

Next, the purchaser's choice method by itself influences the purchaser's behavior. The factors that include the consumer behavior are comprised of the attitudes, perceptions, observations etc. Knowing these factors it is easier for the business to know which products are sold to the customers and which are not.

Another model under consideration is by Hoyer & MacInnis, (2008) according to them consumer behavior is not just buying product it is more than that. It is the sequence of acquisition which consists of the ways of finding goods and services. It also involves decisions such as usage, and disposition which can occur over time.

The totality of decisions	about the consumption	Of an offering	by decision making units	over time
Whether What Why How When Where How much/how often/how long	Acquisition Usage Disposition	Products Services Activities Experiences People Ideas	Information Gathering Influencer Decider Purchaser User	Hours Days Weeks Moths Years

Marketing Strategies and Tactics

Figure 1.2 The essential facets of Consumer behavior.

Another detailed definition was given by Carù & Cova, (2007) in which they put forward that it was not the products that were consumed by the consumers it also includes the brand image and other emotions and details which were associated with the products are attached are also consumed. Products are consumed by the consumers but moreover it is also the brand image which is associated with the product is also crucial.

The satisfaction of the expectations of the consumers is also thought to be necessary while satisfying the basic function attached with the products. If not fulfilled can result in no repurchasing of the goods or services. The intention towards purchase of products is initiated by the stimuli.

Intention is the inward urge that moves or prompts consumers to perform specific way. Intention is a feeling that leads to act in a certain way. Consumers buy products as because of having certain mental urge and ability to purchase that arises

from purchasing power. Urge can be a powerful feeling from inside, a drive, which assumes a determinant in the Consumer's choice to buy products.

As per Stanton & Futrell, (1986), "An intention can be characterized as a drive or a desire for which an individual looks for fulfillment. It turns into a purchasing rationale when the individual looks for fulfillment through the buy of something".

Therefore explaining the purchasing processes will help the business to realize about the consumer state of mind, making consumers act in certain manner especially while purchasing products.

A customer buys a specific goods or services as a result of a solid internal feeling, which imparts a powerful urge to have ownership of the same. A purchasing intention can in this way be said to every one of the desires, urges and driving forces, which instigate a purchaser to buy a given item.

Execution of a certain behavior is because of a coordinated action. This action can then be influenced by the certain roles.

Goal (preparing/buying)

Motive | Need
(Hungry)

Goods
(Food)   Behavior

Goal achievement
(Eating)
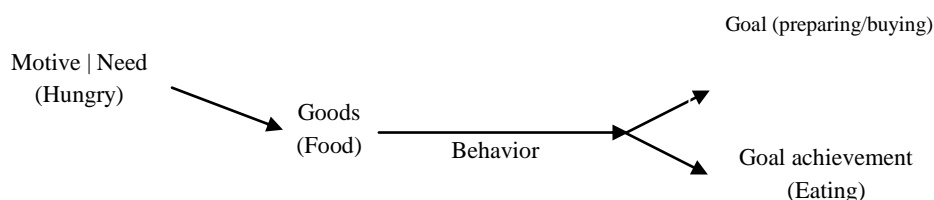
Figure 1.3 Behavioral Roles

Taking an action in the purchase decision can be divided in two different roles with in the consumers. There are taking after six distinct acts performed by consumers, which take an interest in the purchasing process:

1)   Initiator: The initiator is a man who first recommends or thinks about purchasing the specific product.

2)   Influencer: Influencer is a man who expresses or verifies   and have some impact on the purchasing behavior

3)   Decider: The decider is a man who at last decides any part or entire of the purchasing decision, i.e., whether to purchase, what to purchase, how to purchase, when to purchase or where to purchase. Youngsters are the deciders for purchasing the toys, house woman for kitchen arrangements, and leader of the family for strong or extravagance things.

4)   Gatekeeper: The individual or association or special materials which go about as a channel on the scope of products which enters the choice decision set.

5)   Buyer: The purchaser is the individual who really buy. Purchaser might be the decider or he might be some other individual. Kids (deciders) are the deciders for buying the toys; however buys are made by the guardians. Hence, guardians are buyers.

6)   User: User is the individual who is the end user of the product.

The aim of the business organizations is to concentrate on the purchasing procedure for its fundamental members and their part in the purchasing procedure. The business organization should initiate the process of engaging all the different role players.
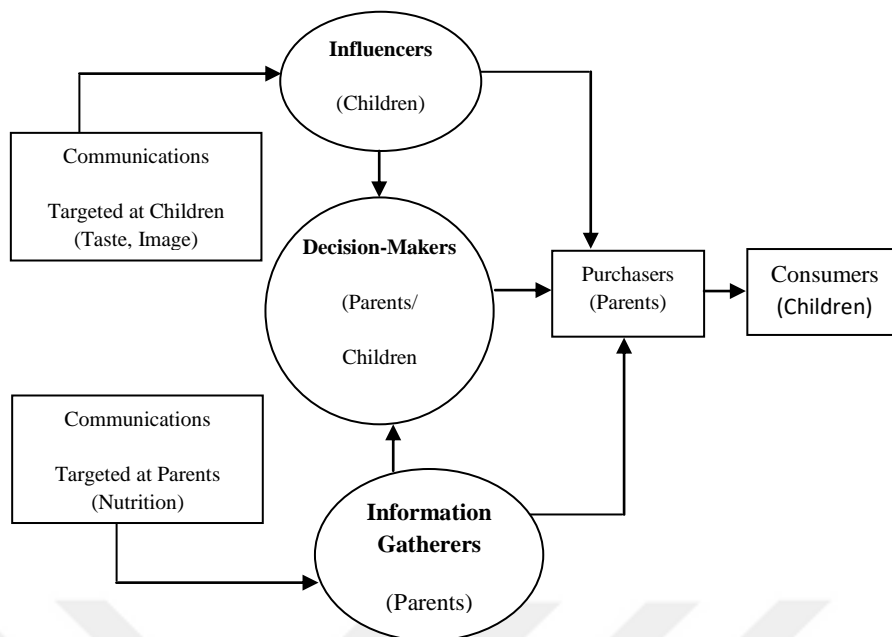
Figure 1. 4 Different Acts Performed by Consumers

The role played by the consumers leads to being decisive about buying of goods and services. The process of decision making is comprised of procedure of selecting a suitable choice from at least two choices which are available. A consumer appreciates the opportunity of picking a specific brand or item when there is more than one brand or item to look over. This process of buying starts from the problem recognition. Problem Recognition: The purchasing procedure begins when the purchaser perceives a need. The need can be activated by inside stimuli.
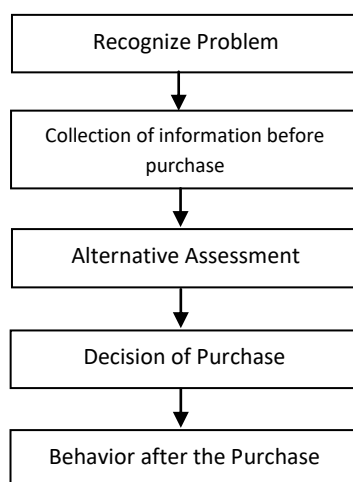
Figure 1.5: Buying Process

The buyer or purchaser takes his purchasing choice, for a few wares quickly without much thought, for example, things of every day utility while for some different products fundamentally extravagance or durable things, he supposes much before taking a choice to buy it. Consultation takes place with fellows. For the most part, the buyer goes through five unmistakable stages in taking a choice for acquiring a specific item. (Blackwell, 2006) Comprehensively, in settling on a buying choice the shopper experiences the accompanying stages, which are:

i)   Problem Recognition: The purchasing procedure begins when the purchaser perceives a need. The need can be activated by inside stimuli. Marketers need to distinguish the conditions that trigger a specific need by social affair data from various buyers; advertisers can recognize the most continuous boosts that start an enthusiasm for an item classification. They can then create promoting techniques that trigger purchaser intrigue. (Neal, 2006)

ii)   Pre-buy Information Search: A thoughtful buyer might look for alternates in detail. Whereas the consumer's level if excitement can be recognized at two different levels. Heightened attention where an individual become more attentive to receive information. The other level is when all the information received from different sources becomes the main influence to execute a certain behavior. Such sources from where the consumer receive data are as

    a)   Personal Sources: Family, companions, neighbors, colleague
    b)   Commercial Sources: Advertising, salespersons, merchants, bundling, shows.
    c)   Public Sources: Mass media, buyer, rating association.
    d)   Experimental Sources: Managing, inspecting, utilizes item.

Every data sources plays out an alternate capacity in affecting the purchasing choice. Business data ordinarily plays out an illuminating capacity, and individual sources play out a legitimizing or assessment work. For instance, doctors frequently take in of new medications from business sources yet swing to different specialists for evaluative data.

iii)   Evaluation of Alternatives: There is no single assessment method utilized by all buyers or by one buyer in all purchasing circumstances. The evaluation of alternatives is the how the consumers see making a judgment on logical, conscious and rational basis.

a)   Evaluative (Choice) Criteria: These are the measurements utilized by purchasers to look at or assess items or brands. In the auto case, the applicable evaluative criteria might be mileage, price tag and unwavering quality.

b)   Beliefs: These are the degrees where customers mind has different attributes towards a specific item, e.g., largeness, shade, shape etc.

c)   Attitudes: These are the degrees of preferring or loathing of an item and are thus reliant on the evaluative criteria used to judge items and the convictions about the item measured by those criterion.

d)   Intentions: The measure of the likelihood to which a state of mind may follow. The supposition is that positive states of mind will expand buying goals, i.e., the likelihood that the shopper will purchase.

The buyer builds up brand perceptions about every brand regarding a set of attributes. The perception about a brand makes up the brand image. The consumer's brand image will fluctuate with his or her experience.

Figure 1.6: Evaluation System

iv)   Purchase Decision: At this stage, the customer frames inclination among the brand in the decision. The buyer may likewise draw shape an

aim to purchase the most favored brand. Two components can mediate between the intention and execution of decision. (Hoyer & MacInnis, 2008)

i) The first element is the attitude of others which can be explained as

a) The force of the other individual's negative state of mind towards the customer's favored option.

b) The level of motivation of the consumer to fulfill other individual's desires.

ii) The second variable is unexpected circumstance calculates that can alter intent of purchasing. Preferences and even purchase intentions are not even solid indicators of consumer purchase behavior.

v) Post-Purchase Behavior: After the item being purchased, the buyer will encounter some level of fulfillment or disappointment.

The job of the marketers does not end when the item is purchased, rather they must take care of the post purchase satisfaction, post Purchase activities and post purchase uses. Trehan & Trehan, (2011)

The result shapes the experience of the consumers and if the experience is satisfactory it would have a direct affects on the consumer choice to repurchase the product. If the customer needs are fulfilled with the purchase it is likely that the customer would repeat the purchase otherwise the customer may change the product.

a buyer thinking about the brands is a depiction of how the consumer is inferring the brand. State of mind depicts as of the attitude, then the information processing is done by the consumer containing both emotions and cognition that have a direct influence on the purchase decision.

Various elements comprise and help in formation of an attitude. Attitude is said to be a set of outcome that are derived from learning. Schiffman & Kanuk, (2000)

Attitude is a mixture of three items which are namely as cognition, affect, and behavior. The perception part clarifies every one of the feelings that a buyer holds towards a brand. According to Kaunk, (2007) cognition implies particular convictions towards something. These convictions can be sure, negative or unbiased. Influence depicts the client's inclination about the thing, that how purchaser feel about it. This inclination can be an after effect of feelings or it may not be where the conduct depicts the planned action of a buyer.

1.3 Theory of Reasoned Action

Consumers are defined as people without geographical boundaries, ethnicity or any other aspect. When these individuals want to spend on purchasing products they go through a process for making their decision among the different available alternates, making an evaluation. According to Seth, James, Melanie, & Tion, (1985) to further understand the consumption behavior of consumers, theories have been utilized in this study.

In social psychology the concept of normative beliefs has been of vital importance in the past. According to LeBon, (1995) explained an effect he named as contagion which says that "people in the crowds are affected by other in the same crowd according to their behaviors, beliefs and emotions of others in that group" but this idea was not noticeable till emergence of the reasoned action theory of Fishbein.

According to Fishbein, (1980) behavioral intention is the main focus of a behavior, where the attitude and subjective norms are the constituents of behavioral intention of the buying behaviors of the consumers.

The most significant model in this field of study was presented by Martin Fishbein who put forward an attitude formation model as recognized as the 'Fishbein model'; which was the initial model.

In which he presented that individual's overall attitude for an item is a result from the various characteristics of the item and his beliefs and feelings Ahtola, (1975), Loudon, (1993)

$$A_o = \sum_i^N B_i \, a_i$$

Equation 1.1 Fishbein Model

Symbolically,

Ao= Individual's attitude directed towards a particular item

Bi = belief associated towards the product

Ai = the feeling (positive or negative) directed to object

N = possible coherent beliefs

There are different theories available in the literature but here the researcher will be talking about Reasoned Action Theory and Planned Behavior Theory. In the aforementioned theory, person's intent helps in undergoing a certain attitude. Considering these intentions a certain individual acts or performs certain behavior; this is a key conclusion that explains how individuals struggle to perform an attitude. (Ajzen I. , 1991)

More forceful the intention is likely to result in engagement in a behavior and the likelihood increases for that behavior is translated in to an action. The major distinguishing factor between above mentioned both theories is perceived behavioral control (PBC). Theory of reasoned action (TRA) comprises of two variables which are independent namely attitude and subjective norms, which determine intentions. Below (Figure 1.7) is the framework of TRA.
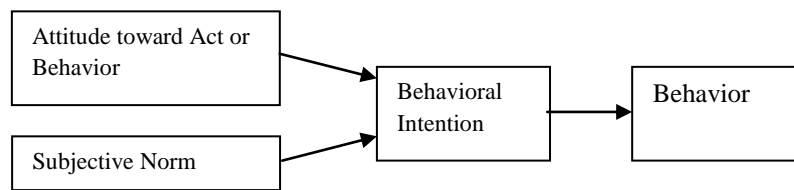
Figure 1.7 Theory of Reasoned Action

According to Solomon M, (2006) TRA measures attitude towards executing a behavior rather than the attitude towards the object. Various individuals have tried to add more variables to the theory but normative beliefs have been and still are the most important variable and in center of the attention.

The researchers Ofactorr & Berger (1979) and Sheppard B, (1988) after repetitively examining had come to the conclusion that there was high correlation of attitude towards subjective norm and behavioral intent.

For various reasons it is claimed that the person who is acting a certain behavior may not have a full control over the behavior , for this uncontrollable behavior a mediator variable is needed in between the intentions and the behavior (Warshaw, 1980) This additional variable was provided by (Ajzen I. , 1991) in Theory of Planned Behavior (TPB).

It is important to know that the theory of reasoned actions assumes that behaviors are solely influenced by the intention but some researchers are of the view that future behavior is directly influenced by the past actions and attitudes. This suggests that the current behavior which is executed is because of stimuli in the environment that is trigging that behavior automatically. (Bargh, 1997)

The above mentioned structure gave tremendous contribution in the field where it was restudied and improved and extended, which now just gauges the attitudes more over behavior as well (Icek & Fishbein, 1980), (Fishbein M. &., 1975). This reviewed study was given the name Theory of Reasoned Action (TRA). This theory is explained in greater detail. TRA is a general model, and as such, it does not specify the beliefs that are operative for a particular behavior.

1.4. Theory of Planned Behavior (TPB)

In order to understand the attitudes towards the behavior, the theory of planned behavior plays a very critical role. This theory helps to understand the behavior of the individuals from their intention to the execution by the help of combining the attitude with the subjective norm, where as the behavior is the combination of the different factors which are the Beliefs, Subjective Norms, and Perceived Behavioral Control with leads to the intention and ultimately affecting the behavior. Ajzen I. , (1991)

If an individual perceives that the end result from an act of a behavior is positive, one can have a positive attitude towards conducting the behavior. The intent to perform a behavior depends upon attitude and subjective norm. The reason to establish this theory was to help in the predictions of behaviors of the individual s who exercise incomplete voluntary control. Ajzen I. ,(1991)

Two factors comprise and make perceived behavioral control these are (a) control beliefs and (b) perceived power. If an individual possess rigid belief regarding things which will help execute a certain behavior, then assuming that individual ought to have high control over perceived control.

It is the nature of belief that helps the individual to act in a particular behavior and is known as behavioral beliefs. There will be an influence on the behavior either a favorable or an unfavorable which arises from the perceived behavioral control which helps to moderate the perception of the consumers and ultimately in exercising an actual control of the Behavior. (Ajzen I. , 1991)

It is important to note that the theory of planned behavior (TPB) uses perceived behavioral control to predict behavior in two ways: Firstly, through motivational factors & intention to perform the behavior. Secondly, through actual control via the direct link between the Perceived behavioral control and Behavior constructs which is not mediated through intention.

The TPB is an extension of the Theory of Reasoned Action in that perceived behavioral control over performing the studied behavior is added to subjective norms and attitude as constructs for predicting intention.

The theory of reasoned actions is given the name because it executes planned behavior asserted by individuals. Whereas, theory of planned behavior is consist of attitude, perceived behavioral control and subjective standards. Both, the theories accept that behavior is the consequence of cognizant decision.

Behavior under an individual control which is the main emphasis of theory of reasoned action whereas: theory of planned behavior recognizes volitional control as a variable. While individual assessment of a behavior, socially expected mode of behavior relied upon self-efficacy, concerning conduct are altogether different ideas each of which has a vital place in social and behavioral exploration. (Icek A. , Theory of Planned Behavior, 2017) The explanations of theory of planned behavior and the construct is taken from the website of Ajzens.

According to the information provided on the web site the theory includes: behavioral beliefs and attitude, normative beliefs and subjective norms, control beliefs and perceived behavioral control (PCB), These all combine and try to influence to perform a behavior.

The TPB consists of behavioral beliefs and one's attitude toward the behavior. Ajzen presented that each evaluation of possible outcomes and the perceived likeliness the behavior would produce the outcome and the development of the attitude toward the behavior are directly proportional (Icek & Fishbein, 1980).

Generally speaking it is inferred that, the stronger the intention to engage in actual behavior, the more likely should be its performance. According to Ajzen and Fishbein (1980) behavioral beliefs has a close relationship with actual behavior outcomes. A behavioral belief is subjective probability that the behavior will produce a given outcome.
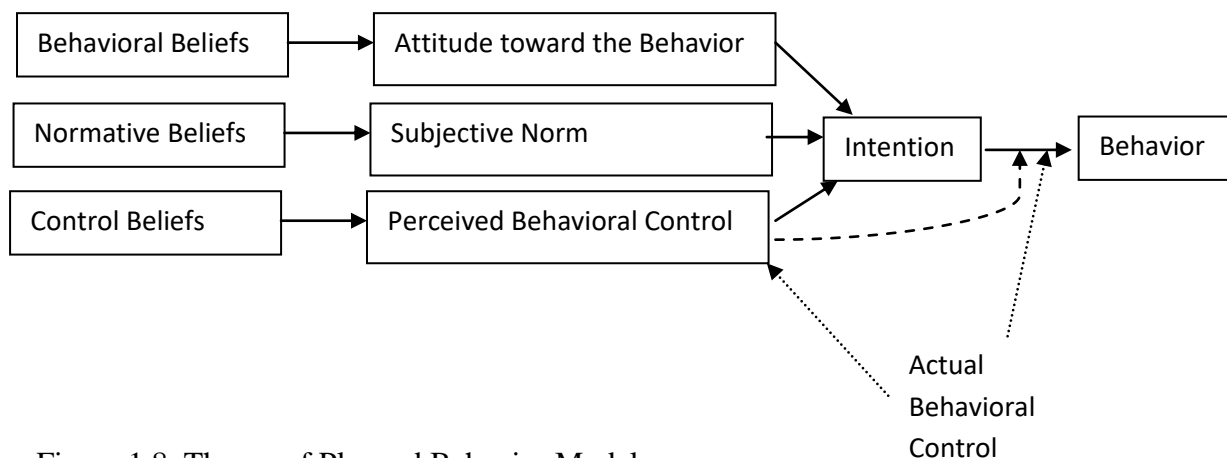
Figure 1.8. Theory of Planned Behavior Model

1.4.1. Behavioral attitude:

According to Icek Ajzen, (2015) attitude is dictated by behavioral beliefs and assessments while subjective norms are controlled by normative beliefs and inspirations to agree, it is said that behavioral attitude is the response either positive or negative to be performed. According to the researchers such as Rhodes, Courneya, & Jones, (2005) attitudes depict the evaluation of a certain behavior to be performed by the individual.

The intensity to perform a particular behavior which can be favorable or unfavorable is determined through the Attitude. The model of expectancy –value the set of certain behavioral beliefs acts as a force towards executing a certain behavior because of an attitude. The firm belief is a resultant of certain evaluations, a feature, and the sum of all this is depicted in the following statement.

$$A \propto \sum b_i e_i$$

Equation 1.2 Behavioral Attitude

(b) Is the strength of each belief is weighted by the evaluation (e) of the outcome or attribute, and the products are aggregated, as shown in the equation 2.2. (Aizen, 2016)

Attitude is said to be the primary predecessor of behavioral intentions. It is a person's belief about carrying out a certain behavior that belief can be positive or negative. These beliefs are marked as behavioral beliefs. Positive evaluation will help the intentions of an individual to perform certain behavior.

The beliefs of individuals regarding the outcome of a certain behavior, and the burden of the evaluation of the outcome are the main influences of determining the attitude. Behavioral Intention are associated with the subjective norm and perceived behavioral control and they have a direct impact on the attitudes of the individuals.

1.4.2 Normative beliefs

Normative beliefs are the expectations which are often proposed by a referent group or individuals. The TPB presumes that normative beliefs combined with individual motivation to comply with referent beliefs produce subjective norms.

Normative beliefs are people's convictions about the degree to which other individuals who are critical to them think they ought to or not to perform specific practices.

In general, social scientists who evaluate normative beliefs likewise also evaluate inspirations to go along. How much people wish to carry on along others. Each normative belief around a critical other is duplicated by the individual's inspiration to go along with that critical other and the items are summed over the greater part of the individual's imperative others to bring about a general measure that predicts subjective norm.

Subjective norm is an indicator of the intention that how an individual will act in a way, which finally is translated in to the actual behavior of the individual. Therefore normative beliefs can be categorized as having two different uses.

Firstly, it is said that it can act as an indicator to predict variables such as subjective norm, intention and the behavior. Secondly, for the interventions in the behavior that might affect the beliefs which are not widespread. It is an indicator of goal to carry on which, thus, is an indicator of real conduct. As with behavioral

beliefs, the TPB suggests a direct proportional relationship between the perception of referent beliefs and the motivation to comply in the creation of subjective norms (Icek & Fishbein, 1980).

1.4.3 Subjective norms:

According to Rhodes, (2005) subjective norms are the social pressures to conforming or nonconforming to a behavior. The notion of belief alludes to the perceived behavioral control of such critical referent people or gatherings as the individual's partner, family, peers, and relying upon the populace and conduct considered by educators, administrators, and subordinates.

It is expected that these normative beliefs in blend with the individual's inspiration to follow the diverse referees decide the predominant subjective norm. In particular, the motivation to agree to every referee adds to the subjective standard in direct extent to the individual's subjective likelihood that the referee thinks the individual ought to play out the conduct being referred to.

Control beliefs represent the perception of facilitators and/or barriers to the execution of the given behavior. Control beliefs and perceived power to enact those beliefs combine to form PCB, the subjective perception of the ability to perform the behavior (Ajzen I. , 1991).

Perceived behavioral control defined as to people's perceptions of their ability to perform a given behavior (Icek A. , Theory of Planned Behavior, 2015). Subjective norms are thought to be a component of beliefs that particular people favor or object to while carrying out a behavior.

Subjective norms which form a certain belief are named normative beliefs. A person would like to execute in a certain manner upon realizing that behavior is significant for other as they are watching the executing individual. Problems do show up when the TRA is associated with behavior's which are not under the total control of volitional control.

According to the above mentioned theory it is not always thought that carrying out all the behavior's are not under volitional control and that carrying out of

the behavior is the continuation of the overall control when the overall control is not present.

When there are no restrictions an individual may signify a control which may lead the individual to change the behavior. Controlling components incorporate both variables internal and external. Internal variables likely are aptitudes, skills, data, feelings etc. situation and environmental factors are considered as external variables. (Ajzen I. , 1991)

Ajzen changed the Theory of Reasoned Action by including a third element which he named as perceived behavioral control. After the addition of the third element, he changed the name of his theory and named as Theory of Planned Behavior. (Aizen, 2016)

1.4.4 Perceived behavioral control:

An individuals' view of their capacity to play out a given conduct is referred as Perceived Behavioral control.

Developing a relationship to the model of expectancy and value of attitude, it is expected that perceived behavioral control is controlled by the aggregate arrangement of available control beliefs, which are the beliefs about the factors which are helping to carry out a behavior or they are stopping from carrying out a behavior.

To the degree that they are shown in the actual behavioral control, perceived behavioral control together with intention can be utilized to foresee a certain behavior. (Ajzen I. , 1991)

$$PBC \propto \sum c_i p_i$$

Equation 1.3 Perceived Behavioral Control

C_i can be explained as the force behind the control belief, P_i is power associated with the perception that is the perceived power of the control factor   are bundled together to reach result, as shown in the equation 2.3.

Perceived behavioral control is controlled by two elements; control beliefs and perceived power. Perceived behavioral control shows that a man's inspiration is impacted by how troublesome the behaviors are seen to be, and in addition the view of how effectively the individual can, or cannot, execute the action.

If an individual has solid control belief about the presence of components that will encourage conduction of behavior, then the individual will have high perceived control over a conducting a behavior.

On the other hand, the individual will have a low perception of control in the event that she holds solid control beliefs that will hinder the conduction of behavior. This can reflect past encounters, suspicion of forthcoming conditions, and the attitude of the powerful standards that encompass the individual. Jurs (1993)

1.4.5 Consumer's intentions

According to Word Web Dictionary Intention is defined as "an anticipated result which projects and guides the planned actions". It has also been used differently in different circumstances like alternative and choice.

Ajzen (1991) broadly explains the definition of intention as ''indicators that make people motivated to carry out an action and have an urge to try of an effort they are willing to execute.'' According to the researchers conducted earlier it is noticed that questioning about purchase intentions from the buyer has a huge impact on the actual decision while making purchase.

An individual who is ready to carry out a behavior is the indication of the intentions of that individual and are considered as the prompt predecessor of behavior. In order to understand the intentions it is important to understand that intentions are comprises of the attitude, perceived behavioral control and the subjective norms, where every single indicator has its own importance attached with respect to the understanding of the link between the behavior and the population of interest. Icek (2015)

Consumers' purchase decision is a very difficult process. Mostly the intention of buying is attached with behavior, attitude and perception of the consumer. Buying behavior is a vital point when consumer thinks and evaluates products Keller (2001).

According to Ghosh (1990) purchase intention acts as an effective tool in order to predict the purchasing process. Purchase intention might be changed being influenced by price, perception of quality and value perception Zeithaml (1988) and Grewal (1998). Intention is a sign indicating a person's willingness to carry out certain behavior and wants to be a forerunner to perform particular behavior (Ajzen I. , 1991).

1.4.6 Behavior:

According to Ajzen I. (1991) behavior is defined as an execution of a perception reaction in a circumstance for a defined target. The only behavioral perception can be accumulated from different aspects and have time to develop a scale which is the true depiction of the behavior. The theory of planned behavior tells that favorable intentions and the perception of a control of behavior are the main elements of carrying out a Behavior.

Theoretically, it is expected that a moderate's impact on intention will be observed by having perceived behavioral control over on behavior. Such as having positive intentions towards the execution of behavior is expected when there is a solid influence of perceived behavioral control.

Intentions and perception of behavioral control are said to be the main influence on the conduction of behavior more frequently however there is no critical connection among them. Icek (2015)

Among the more recent changes in the TPB includes the addition of the construct of actual behavioral control. This construct allows for the influence of actual skills, knowledge, or resources (any given prerequisite of performance) regarding the behavior. It is truly the person's actual capacity for executing the behavior. Ajzen (1991)
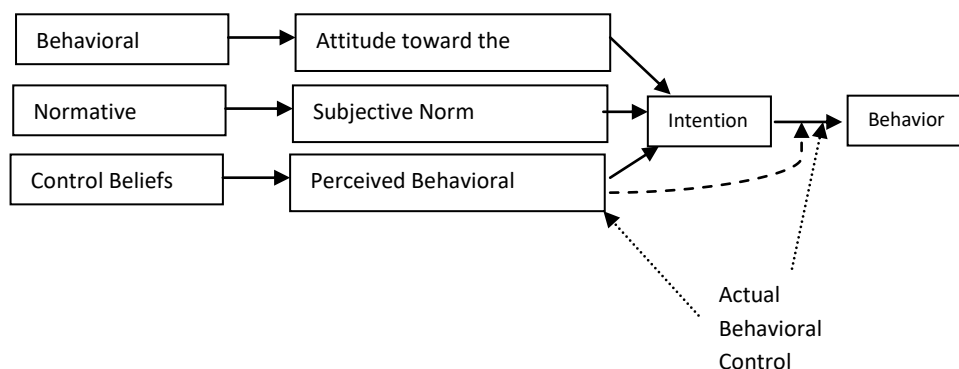
Figure 1.9 Theory of Planned Behavior

As per Lee, Murphy, & Swilley(2009) the theory of planned behavior can be used in an area, according to Armitage & Christian (2003), Eastlick & Lotz (1999), Fionda & Moore (2009) have used the same theory in different areas of research. In this research the consumer need for uniqueness (CNFU) will be used to gauge then attitude, consumer socialization will measure the socialization and perceived behavioral control (PBC) will be measured by self efficacy. Materialism will be measure by using Belk Materialism Scale. Belk (1984). The impact CNFU, Consumer Socialization, PBC and Materialism will be measured on Intentions and afterwards on consumption.

In the current literature the model has been used by researchers to explain the impact of theory of planned behavior and materialism on aggressive driving. (Shoham, 2013).

2. ADOPTION AND APPLICATION OF VARIABLES FROM REVIEW

2.1 Consumer Need for Uniqueness

We live in a world where customers give a lot of thought while making decision before ant purchase. According to Sherman, (2009) consumers now prefer to buy one item instead of buying various small items of some little value. Consumers prefer to buy expensive items. The world is becoming more status oriented; this psychological value leads a person to realize some value to its personality concept.

According to researchers Fionda & Moore, (2009) luxurious brands are defined as of having high quality, having good monetary value, unique, exclusive and of highly crafted. The purchase intention of shoppers of luxury brands are caused by need of uniqueness and self-monitoring.

According to researchers Snyder & Fromkin, (1977) intention of being different or feel differentiated from others is known as need of uniqueness which is all in accordance with theory of uniqueness. As this theory explains that consumers indulge in a set of activities which are different from others that helps them to feel differentiated from others.

A lot of researchers have worked on Fishbein & Ajzen, (1975) theory of reasoned actions which explains a direct relationship of attitude on the intention on then towards the actual behavior. Eastlick & Lotz, (1999), Korzaan, (2003), Penz & Stottinger, (2005), Szymanski & Hise, (2000)

As shown by Bian, (2010) the self-expressing attitude & self-presentation are expected to influence intention of purchase towards luxury brands. According to the research of Snyder & Fromkin, (1977) the need of uniqueness can impact an individual's approach, way of thinking, behavior, choices of products and in some cases impact of peers choice.

There is a widespread thinking that intention to be different from others is a consistent and constantly prevailing phenomenon which is described by many

researchers in their research Tian & McKenzie, (2001), Lynn & Harris, (1997), Grubb & Hupp, (1968), Burns & Brandy, (1992) and Walster, Walster, Piliavin, & Schmidt, (1973).

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

It might be a need to vary or feeling to be categorized separate from others and carrying out the behavior without considering how other will feel or view about not behaving in a conventional manner Fromkin, (1972). The concept of buyer's uniqueness may be because of the material belongings and it might also be connected with high value of the possession. Snyder & Fromkin, (1977)

For example, in industrialized countries people is in an urge to look unique by using a particular products to express their feelings, Snyder & Fromkin (1977). The distinctive image of the consumers' can be modified by the ownership or utilization of different rare brands or items in this manner they can show their distinctiveness and differentiation from others. Dolich, (1969), Grubb & Hupp (1968)

The brands which are luxurious in nature have the features of being limited in numbers because of the high price turns them into an instrument of being distinctive and differentiated form others and for those with a high desire of distinction.

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

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

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

The above mentioned theory of uniqueness the need of seeing oneself differentiated from others comes in when a person feels threatened by the self-perception of uniqueness or in other words a person feels hugely similar as of their social environment. The consumer need of uniqueness explained as an attitude or feeling different from others by means of acquiring, utilization and disposal of consumer goods the reason to feel differentiated and improving socially as well as personal image (Tian, Bearden, & Hunter, 2001).

According to (Lynn & Harris, 1997) many shoppers' acquisition and consumption occurrence is an attempt to feel unique and special by differentiating them from other shoppers. One key item is that individuals seeking need of the uniqueness to the point where avoiding social isolation or strong disapproval (Ruvio, Shoham, & Brencic, 2008).

While wanting to achieve uniqueness one important method is to do it without provoking social reactions for not adhering to the social values and beliefs. The NFU theory, (Tian, Bearden, & Hunter, 2001) conceptualized the consumer need for uniqueness (CNFU) construct to reflect individual differences in counter-conformity.

Consumer need for uniqueness (CNFU) is a comprehensive term of the psychological thinking of need of uniqueness (Snyder & Fromkin, 1977) which scale was constructed by (Tian, Bearden, & Hunter, 2001).

All in all CNFU concepts is more attached with the enrichment of oneself and improving the social image (Ruvio, Shoham, & Brencic, 2008). The fulfillment of this attitude is related more closely with the requirements of the need for uniqueness and provide better insights on the consumer attitude.
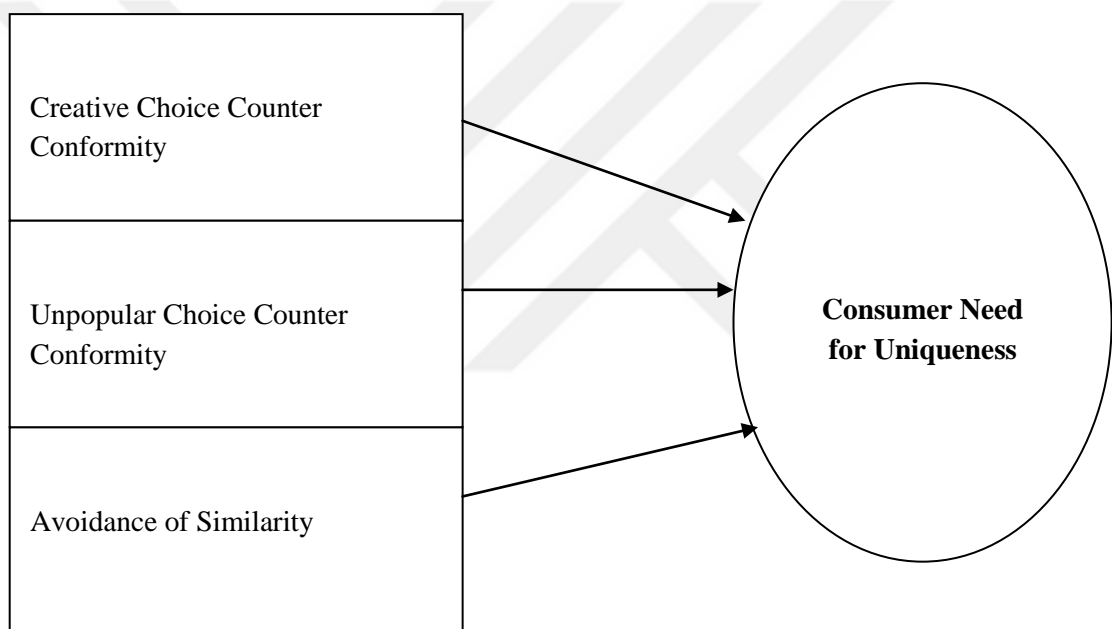
Figure 2.1 Consumer Need for Uniqueness

2.1.1 Components of CNFU

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

Goods utilized for fulfilling counter conformity relates to item classifications, brands, and forms or trends etc. In light of uniqueness theory, the literature on consumer behavior, consumer need of uniqueness is explained as a concept which is the aggregate of three sub dimensions.

2.1.1.1 Creative choice counter-conformity

Creative choice conformity is defined as the consumption decision of the consumers that makes them different from each other's but viewed as good choices and accepted both socially and generally.

In order to feel distinctive from the community most of the consumers look for making choice which will help them to feel distinctive from others. This is the main extract of the creative choice counter conformity The urge of being distinctive from other have to come from the decisions which are smartly taken in order to fl fill their urge. (Tian, Bearden, & Hunter, 2001). In order to maintain the individuality the consumers looks to purchase the products which will show off their individuality and at the same time will be acceptable by others, that individuality is being achieved by identifying attributes associated with the brands or prestige which are particular for the consumers of their type. Dee, (2007)

According to the researcher such as McAlister, (1982) he was of the opinion that interpersonal motives cause different behavior which can be in accordance with the group or the individual affiliation and identity respectively. The relevant examples that i can quote over here is buying unique items for the decoration of the house, shopping at high valued and renowned and niche clothing stores etc. Such

shoppers look for the affirmation of the other consumers too which helps them to satisfy their need.

Customers who are proposed to pass on their singularity through creative selection still should be acknowledged and can conform to the social standard Kinght & Kim, (2007); Tian, Bearden, & Hunter, (2001).

Creative customers show self-personality and distinctiveness through distinct brands or items; in any case, they will even now tailor their choices to suit inside the social standard. Tian, Bearden, & Hunter, (2001)

In synopsis, creative choice customers get social distinctiveness from most others, however develops the thought of smart selection from the others in the society. Therefore, while creative choice includes some dangers, these choices presumably evoke positive social assessments of the supporter together selectively Snyder & Fromkin, (1980).

2.1.1.2 Unpopular choice counter-conformity

The decision or utilization of goods which makes them to go astray from gathering standards developed in the society thus chances of social dislike that purchasers can confront up to determine their distinction from others is categorized as unpopular choice counter conformity.

As the creative choice counter conformity helps in increasing and improving the self-image and the social image same is the case with unpopular choice counter conformity, Tian, Bearden, & Hunter, (2001) these shoppers aren't involved regarding criticism from others; actually, they have a tendency to create purchase decisions that others may concede to be unconventional. (Simonson, 2000)

According to Tian, Bearden, & Hunter, (2001) this dimension of explains the unpopular choice counter conformity   by selecting or using products and brands which deviate from the values of gathering or groups and may put themselves in danger about not being likes by the society those consumers with stand to go against the societal values are successful in establishing their distinctiveness.

This dimension can come up when the consumer is breaking the norms, challenging the values which are viewed negatively and cause disapproval because of non-conformation. Consumers who follow such a behavior are more prone to experience a self-image or a social image.

Doing such a behavior is to seek distinctiveness explained by (McGinnis, 2009). The examples of such a dimension in CNFU are body tattooing, piercing or excessive modification of self by the means of adopting different hair styles etc.

The brands which are not generally acceptable in the society or adoption of such brands may risk the disapproval from the society as those brands are not in coherence with the n0rms and values of the society (Tian, Bearden, & Hunter, 2001),

Keeping in mind that the inability of individuals to differentiate themselves from the norms of the society. Adopting for a unique product is associated with the risks but it may also increase and strengthen the acceptability level in the society and may arise as a forerunner or a fashion icon. (Tian, Bearden, & Hunter, 2001). It is likely that selection of unpopular might lead up to enhance self-image and social image if looked upon from the eyes of another friend.

2.1.1.3 Avoidance of similarity

The last item of consumer's need for uniqueness is avoidance of similarity in which the product which are chosen are not commonly chosen by other customers however those brands or products helps in being clearly distinguished themselves from others (Dee, 2007).

Customers can come up with different ways in order to avoid themselves from being having similarity or similarities with others. As an example, consumers can purchase different styles goods by looking in to vintage stores, or mix attire in uncommon ways that the requirement for individuation will have a big impact on a consumer's purchase choices (Simonson, 2000).

Products or brands which are Disposed by other individuals using or purchasing those to avoid similarity to others happens as a result of consumers' success in making distinctive self-images and social pictures is usually short lived.

As a result of shopper decisions creative decisions could establish one's individuality significantly; however such decisions measure probably to draw in followers who conjointly ask for to develop their individuality or share a typical link with early adoptive parent teams (Tian, Bearden, & Hunter, 2001).

Similarity avoidance, the dimension of desire for individuality, drives shoppers to discontinue using brands they at first most popular so as to avoid similarity to brands that are thought of a part of the thought (Tian, Bearden, & Hunter, 2001). Similarity avoidance shoppers avoid the acquisition of brands thought of to be commonplace and so can quickly discontinue using fashionable brands so as to differentiate themselves from others (Tian, Bearden, & Hunter, 2001).

According to (Fisher, 1992) the choices of the products that establish distinctiveness for consumers is successful in attracting immediate followers. Avoidance of similarity is one of the factors that are observed by which helps such shopper to prefer the underdog brands. (McGinnis, 2009) More over these shoppers will take on risks willingly to avoid similarity with others (McGinnis, 2009).

They usually choose brands that aren't probably to become too fashionable in their effort to differentiate themselves from others. The necessity for individuality could have a big impact on purchase selections for luxury brands as shoppers usually use luxury brands to differentiate themselves within the society.

The high costs exclude most shoppers who earn a mean financial gain, thereby differentiating luxury brands holders from people (Park, 2008) (Tian & McKenzie, 2001). What is more, luxury brands provide many characteristic attributes like distinctive options, exclusivity and status attractiveness (Knight D. K., 2007) to satisfy shoppers with a want to precise distinctiveness.

According to (Ruvio, Shoham, & Brencic, 2008) the similarity avoiders may stop using or they may even lose the interest in the products or the brands which are used more commonly. In order to avoid this situation consumers prefer to purchase from antique shops. (Knight D. K., 2007)

2.2 Socialization

The term socialization means that the process where we start learning from each other. Developing of skills, attributes, behavior, attitude related to consumers is considered as consumer socialization.

According to (Moschis G. , 1978) (Ward S. , 1974) defines consumer socialization as "the attributes which are required by the consumer falls under the consumer socialization". This definition is quoted by many authors such as (Ruvio, Shoham, & Brencic, 2008) (Ward S. , 1974) (Hsu & Change, 2008), (Grønhøj, 2007)and Page and (Ridgway, 2001) considering that this definition is complete and most appropriate.

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

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

The development of reasoning is an indicator of how juvenile consumers develop knowledge and functionality at the market place while the consumer's attitude is described by societal learning (Moschis G. , 1978) the process of consumer socialization is also strongly influenced by family, peers and mass media such as TV or newspaper.

Consumer socialization is divided in to three stages: (i)perceptual,(ii) analytical and (iii)reflective. In a model of consumer socialization, Mowen (1990) describes three components above which the consumer socialization is based.

Background Factors	Socialization Agents	Learning Mechanism
Social Economic position Gender Age Social Class Religious Background	Media Family Members Friends	Modeling Reinforcement Development of Knowledge base

Figure 2.2 The socialized Consumer

Parents influence and socialize their children; children can also socialize their parents and influence their buying behavior. This mutual style of socialization can be observed with young generation which has already defined buying behavior.

2.2.1 Parents

Consumer learning contains a vital role being played by the communication with family members. The possible result for the communication can be observed as a direct effect and the other possible outcome can be an indirect effect. .

 Direct effect can be the behavior of consumption executed by a family individual after gathering information associated with consumption whereas the indirect effect is being from mass media or friends (Moschis G. P., 1985).

At the adolescent stage parental influence is seen as a socialization factor. Parents play a very important and strong role in shaping up the habits, attitudes and intentions of the young consumer.

More over the parents who have a strong need to do the consumption of a material good, their offspring also behave in the same way where they show value towards material goods (Chaplin & John, 2010).

According to researchers such as Caruana & Vassallo, (2003) the influence of parent's is a major indicator for offspring's, more over the parents level of influence changes as the child number increases.

Another research carried out by Cotte & Wood, (2004) suggested that influence of the parent is not in purchase decision making rather it is also molding the young children behavior. For instance the creativity of the parents also motivates the child to think in the same way. Moreover, this study also contributed that young adults maintain and continue to behave in the way as of their parents in accordance with their style and socialization process.

Prior researches showed that the pressure of parents is among the strongest influential factors in all agents of consumer socialization. The support of parents causes the change in the children behavior and their voluntarily activities.

Children's are more prone to be a part of social activities when they see their parents doing so. Some researchers have discovered a strongly affirmative relationship between the influence of parents and different co-curricular (Fletcher, Glen, Elder, & Mekos, 2000)

2.2.2 Friends

Peer relationship is a dominating factor when the decisions are made by young consumers. The relationships made in the young age are ought to be strong, influential and intimidating. (Berndt, 1982)

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

Another study done by (Childers & Rao, 1992) suggested that during the decision making process the influence of the friends is strong when the decisions regarding the purchase of personal or some other special purpose goods. Peer influence affects the purchase decision when it comes to teenage girls (Grant & Stephen, 2006) . Another study conducted by (Wouters, Larsen, Kremers, Dagnelie,

& Geenen, 2010) showed a positive relation with consumption and peer influence. Also (Ryan A. M., 2001) Suggested that young adolescents are affected by peers attitude, beliefs and behavior at the development stage.

According to researchers peer influence is regarded as a process of socialization. This process has a vital importance when it comes to collect information regarding goods from different socialization agents. To be a part of a social network and to have interaction with likeminded friends is important for the young consumers (Stock & Tupot, 2006)

According to (Moschis & Churchill, 1979) the influence of parents reduce as the age of the consumer increases. More influence upon them is from the peer groups. According to researcher (Benmoyal-Bouzaglo & Moschis, 2010) researched that the consumer having disturbed family life on them there is a firm influence from the friends and media.

It is observed that in such conditions friends are trusted. The young consumer have a high dependency on the choice of brand as per of their peers. Friends are treated as the second most dependable source after parents.

According to (Grønhøj, 2007) and (King, 2006) both came up with the result that more value is given to the opinion of the friends then those of parents. In this entire situation the opinion of friends becomes of prior importance and reliability.

In order to benefit from such a situation the businesses should focus on coming up with such promotional techniques where they can bank upon on such strong influential impact of friends and parents (Tank & Tyler, 2005).

Teenagers are powerfully influenced by the brand selections and consumption behavior of the peers when the teenagers pass from teen agers to become young consumers. Suggested brands and also the same consumption behavior are being influenced by the members of the group to be an active member (Sahay & Sharma, 2010).

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

According to O'Cass, (2004) that younger individuals focus a lot on their looks than older individuals do, since the young individuals are socially active and want to convey their looks to their friends.

After providing the literature about the peers now the literature review will be presented for the third socialization agent which is the mass media.

2.2.3 Mass media

According to (Moschis & Churchill, 1979) discovered that mass media's influence on the consumption behavior comes primarily from programming and advertising. They highlighted that TV viewing is completely connected with the consumption. It is also among the vital finding that consumption is also directly connected with the quantity of TV advertisements viewed by customers.

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

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

For the advertisers it is becoming very difficult day by day to advertise because of the availability of the most of the electronic devices at any point of time, which is keeping them updated every single second according to the changing demands and consumer tastes. The bombardment of the advertised content through different channels of communication may it be social networks, blogs, comparison

websites etc., making it easier for the consumers to form an opinion towards a specific brand or the product (Rolfe & Gilbert, 2006).

2.3 Perceived Behavioral Control (PBC)

Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior (Ajzen I. , 1991). Perceived Behavioral Control questions are adapted and included from The General Self efficacy Test developed by Ralf Schwarzer and Matthias Jerusalem in 1995.

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

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

The first reason given by (Ajzen I. , 1991), holding intentions constant, the effort expanded to conclude a course of behavior is likely to increase with Perceived Behavioral Control. Ajzen (1991) made an example that even if two individuals have equally strong intentions to learn to ski, and both try to do so, the person who is confident that he can master this activity is more likely to continue than the person who doubts his ability.

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

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

According to (Ajzen I. , 1991) when used together the PBC with Behavioral Intention can be a good predictor of the behavioral achievement thus inferring that PBC have significance on both the behavior and Intention.

The main components of PBC are two which are; Firstly the resource availability which are important to carry out a certain behavior, whereas the second component is the individuals self-confidence to carry out the behavior. (Ajzen I. , 1991)

As the Application of the TPB changes from one scenario to another according to the changes in the construct the relationship of PBC with Intention is also changing according to circumstances and activities (Armitage & Conner, 2001).

According to Ajzen 1991 there are two types which constituents control factors which are (i) Internal: is linked with the individuals skill level, level of Knowledge, Deficiency of abilities, will power, compulsion (ii) External: is associated with the Individuals time, opportunity, situation, and being dependent on others.

2.4. Materialism

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

Others have offered more formal definitions (Ward S. , 1974) explained that materialism is "an approach where possession of material goods and money is considered vital for social status and happiness ". Their perspective implies a connection in the middle of materialism and an entrepreneur society, where one's riches are regularly measured by the material belonging one showcases.

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

According to Richins, (1987) has discovered a positive connection in the middle of materialism and "life happiness". She noted however that the quest for "material satisfaction" can be all devouring. She compared materialistic ownership to "an addictive medication of which buyers need bigger and bigger measurements to look after bliss".

According to (Richins & Dawson, 1992) accepted that materialists use belonging as a benchmark for achievement. By definition subsequently, a materialist accepts that "the number and nature of belonging collected" would focus one's remaining in the public arena.

 This perspective was reverberated by (Fitzmaurice & Comegys, 2006) who expressed that "materialists are resolved to procuring products with a specific end goal to include further obvious proof that they are in fact fruitful or a piece of a world class rank in the public eye."

For customer related research, materialism and consumption are a must for each other they are very difficult to separate. As shown by (Richins & Dawson, 1992) as the "centrality for ownership What's more securing to consumers' factors" materialism speaks essentially of the association that we have with our possessions.

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

These definitions underline the connection in the middle of materialism and the desire to consume, additionally highlight the way that materialism is an exceptionally individual and relative term.

Consequently, while there are people who are very materialistic - who generally characterize who they are by what they have - there are likewise people who are low in materialism, who by and large decide to lead a basic life, uncluttered by material belonging.

These definitions alone, be that as it may, don't permit one to gauge which people are high in materialism and which are low in materialism. Luckily there is sufficient consistency in the definitions to propose that the idea can be separated into a couple of engaging variables or proclamations, which could at last be measured. This estimation methodology is in keeping with (Hair, Money, Page, & Samouel, 2007) proposal that the estimation of any "idea" - like materialism - can most properly be "attained to through utilization of scales".

In light of this recommendation and comprehension, the need to approve past exploration in materialism, (Belk R. W., 1984) and (Richins & Dawson, 1992) built up two free scales through which materialism levels could be measured and analyzed. These scales have subsequent to wind up priceless instruments in buyer research.

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

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

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

Since these scales were created, there have been various exact studies performed, in a wide range of nations. These experimental studies have intended to confirm the dependability and legitimacy of the scales furthermore to test the propriety of the scales in "societies other than the US" (Russell & Güliz, 1994) , where the scales were produced. The following segment of this part further investigates these studies.

2.4.1. Belk's materialism:

Initially, Belk viewed materialism as a group of 3 temperament traits: possessiveness, non generosity, and envy (Belk R. W., 1984) In his opinion, by analyzing these aspects of an individual, we will verify his or her level of materialism.

Later on, he side the fourth attribute of preservation within the subsequent study of society studies on the dimensions of materialism (Russell & Güliz, 1994) Through his analysis, he concludes that these traits area unit closely related to the sturdy satisfaction and discontent derived directly or indirectly from belongings.

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

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

The third factor, envy, is relating to the social angle which includes "disappointment and a sense of enmity at the commonness of (someone else) in satisfaction, achievement, notoriety, or the ownership of something attractive "Schoeck, (1966). In alternative words, success and happiness area unit alone derived from owning bound product.

Moreover, a way of superiority is related to the possession. From a materialistic person's perspective, a social hierarchy is established strictly supported the amount of wealth.

By presenting queries associated with the three measurements to subjects, Belk measures the responsibility, focused validity, discriminate validity, and criterion validity. With enough confidence in each responsibility and validity, he concludes that the three scales sway be a reliable depiction for materialism in scientific discipline analysis.

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

The idea is frequently portrayed in relative terms i.e. a single person for whom material belonging are vital may be depicted as profoundly materialistic while a person who connects almost no quality to material belonging would be portrayed as low in materialism.

The motivation behind why materialism is so applicable in consumer behavior research is on the grounds that the idea is nearly identified with utilization. Past exploration on materialism (Fitzmaurice & Comegys, 2006); Watson, 1998), for instance, plainly demonstrated that people who are very materialistic have a tendency to spend more cash, invest more energy shopping and are more prone to cause obligation.

One specific perspective identified by (Belk R. W., 1984) which describes that "Materialism", which is considered as the significance which is attached to the possessions of the consumer .Noticing the significance of materialism, (Twitchell, 1999) said that the 20th century's variety or the urge of distinctiveness has been the winner ultimately.

Nonetheless, researchers (Larsen et al., 1999) have noticed that the current concepts and arguments materialism estimation scales have a few downsides. Explaining the significance of the point, materialism writing is explored widely.

Initially, materialism is being studies and considered from its different points of view. Second, materialism conceptualizations in the field of consumption behavior are being researched.

Moreover, ten distinctive estimation scales identified with materialism are clarified alongside their disadvantages. Third, results identified with materialism at individual and societal levels are explored.

In the book of "The History of Materialism" Lange, (1875) 'the idea that the main the main clue regarding materialism is the improvement in the confidence level which is due to self-existent things is pinpointed. Nowadays, in the same manner, materialism is closely related with the inclination towards the material belongings and mental peace of mind (Oxford Dictionary, 2012).

According to (Larsen, Sirgy, & Wright, 1999) explains the point that Materialism is a complex, a multi steps phenomenon which is majorly used by researchers from the diverse fields. Such as, publicizing, human studies, consumer behavior etc. In the same manner, materialism can be observed from social and other related point of views.

Besides the above mentioned literature there are some authors according to them materialism is also associated with some negative attributes which are, Firstly, "Negative" this attribute was put forward by (Roberts and Micken 1999)

Secondly, according to Scott, (2009) positive, and lastly by Larsen, Sirgy, & Wright, (1999) which have attributes materialism as "unbiased". All the issues said will be examined in ensuing areas. The concept of materialism has many closely related points of view.

When possessiveness is being defined it is a fear regarding loss of possessions and a want to have more control over the ownership of the possession. This trait is more associated with the objects which are physical in nature and the experience can be more tangible in nature.

Material goods are sometime depicted as the entities which possess an identity. This identity can some time refer towards representing a particular class,

sex, prestige, or being an affiliate of a particular group or even they might be identifying personal identity such as, personal traits, morals, or history of life (Dittmar & Pepper, 1992).

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

The theory to be studied is theory of planned behavior by Icek Ajzen who proposed the theory in 1985. In depth research will be conducted to focus upon the variables that affect the consumption behavior.

After careful investigation and exploration of independent variables which are used in the study are consumer need for uniqueness, consumer socialization, perceived behavioral control and materialism and intentions have an indirect effect on the consumption behavior.

2.5. Definition of Adopted Variables

2.5.1. Consumer need of uniqueness

An individual's pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity. (Tian, Bearden, & Hunter, 2001). The variables are taken from the article of (Tian, Bearden, & Hunter, 2001) which is titled as "Consumers' need for uniqueness: Scale development and validation".

2.5.2. Socialization

Consumer socialization is the process by which young people develop consumer-related skills, knowledge, and attitudes. (Moschis G. , 1978). The variable will be taken from a research article of Sarah Benmyal-Bouzaglo and George P. Moschis which is "Effects of Parents Structure and Socialization on Materialism: A Life Course Study in France ".

2.5.3. Perceived behavioral control

Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior (Ajzen I. , 1991). According to (Schwarzer, 1995) they

developed a Self Efficacy scale which is translated in many languages, 33 to be precise.

2.5.4. Materialism

According to (Belk R. W., 1984) Materialism is defined as "the importance a consumer attaches to worldly possessions"

2.5.5. Intention

Intention is an indication of a person's readiness to perform a given behavior, and it is considered the immediate antecedent of behavior (Ajzen I. , 1991).

2.5.6. Consumption

According to (Paul & Olson, 1990) who defined consumer behavior as use of product Consumption Behavior is defined as use of product.

2.6. Modified Model of Theory of Planned Behavior
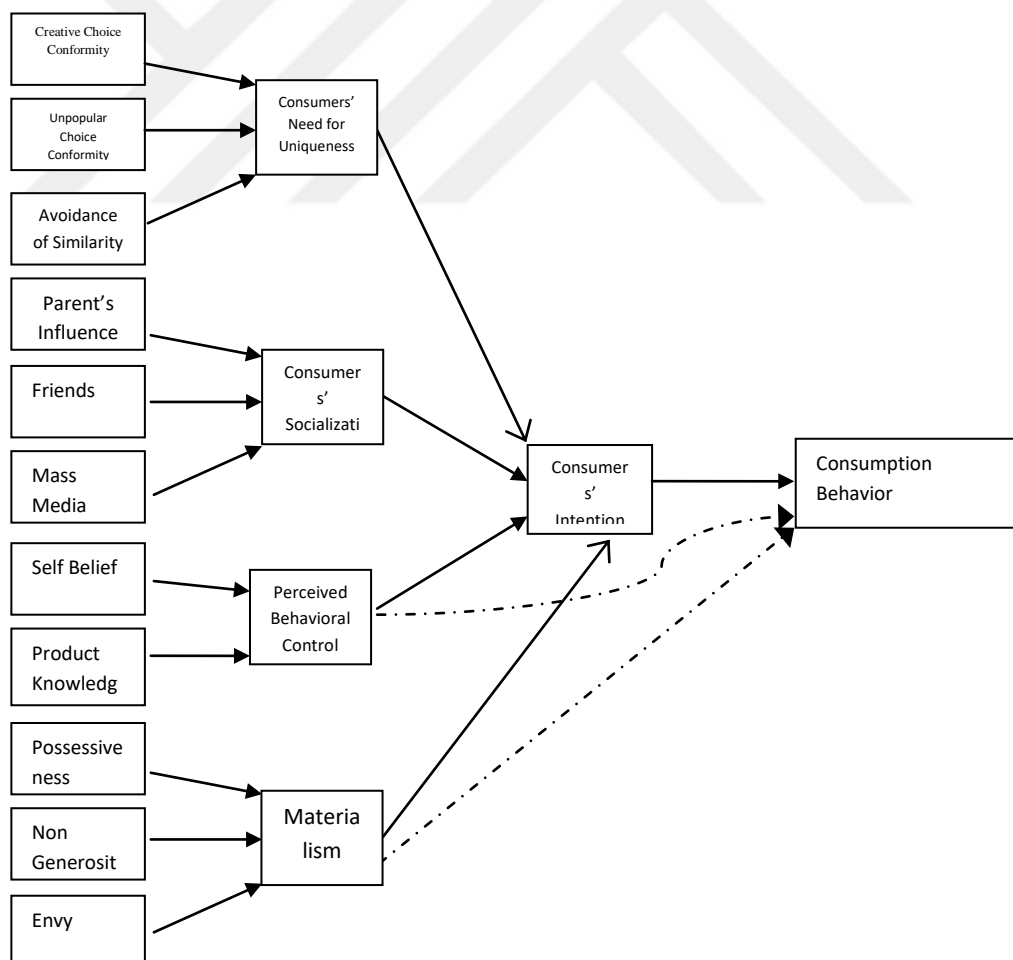
Figure 2.3 Modified Theory of Planned Behavior

3. EMPIRICAL STUDY

3.1. Scope of Study

The current study is a descriptive study which is applied to consumers in Ankara, Turkey. Turkey is a very dynamic and growing society with a tendency towards achieving social justice, equal rights for women and ever improving quality of living standard, which means meeting top needs established in hierarchy of needs such as self-esteem and self-actualization (Güliz, 2009).

This chapter of the thesis is used to cover the empirical research which is done for constructs. Data collection is done and analysis of the raw data is conducted to explain the impact of materialism on the consumption behavior regarding apparels consumption.

This chapter comprises of the strategy recommended by (Flynn, 1999) for research. The chapter is initiated with the design of research, research objectives, and research questions followed by the data collection techniques and its application on the consumption behavior.

After that there is further information regarding in the sample size, population selection, development of scale, developing of the questionnaire then, pilot study and research methodology of the quantitative research are explained. The proposed model will then be tested using statistical methods after the data collection.

After collecting all the data, data analysis which is another critical part in the research process is done through computer software such as SPSS and AMOS. Descriptive Analysis, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (EFA), and finally Structural Equation Modeling (SEM) will be run for this study to testify the fit between proposed model and data collected.

3.2. Research Objectives

The study will focus on the impact of materialism on the consumption behavior of consumers with respect to apparels. The reason for choosing apparels is for the convenience of carrying out the research as every consumer in daily life needs apparels. This research is also important because of different reasons. The foremost

one is that it put in to test the theory of planned behavior by adding different suitable variables which will help to determine the role of those variables to the study. More over this study will help in the literature of social sciences specific to the planned behavior theory. The objectives of this research is to research investigate that how materialism impacts the behavior of consumers. The objective of the study is to gauge the potential relationship of the different variables on the consumer intention and consumption behavior. This study will help in explaining the potential connections between the attitude to intention, subjective norm to the intention of consumers, the connection between perceived behavioral control to the intention, the connection between the materialism on the intention and an indirect effect on the consumption behavior. The marketing managers will benefit from this study as they will have an idea of brand value and customers affiliation towards the product. Using different predictors how the consumer's consumption behavior is being affected with the materialism. The specific objectives of the study are:

1. To determine the important predictors affecting consumption behavior of consumers related to apparels.

2. To apply theory of planned behavior (TPB) in consumption behavior of consumers with respect to apparels?

3. To identify the impact of Materialism on consumer intention and actual consumption behavior

3.3. Research Questions and Developed Hypotheses

This investigation is for the purpose to study the consumption behavior of consumer regarding impact of materialism on the consumption.

As per (Yin, 2003) using the foundations lay by doing literature review and the information this research has following research questions:

- What is the general Consumption behavior of Consumers with respect to apparels?

- What are the important predictors affecting consumption behavior of consumers with respect to the apparels?

- How to measure the influence of "materialism" on the Consumer Intention and the Actual Behavior?

In order to answer question of "how" "what" "why" survey method is used but it requires control over behavioral events. The questions which are proposed in this study implicate using the technique of survey is the most suitable approach.

3.3.1. Relationship between consumers need of uniqueness and consumer intention

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

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

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

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

3.3.2. Relationship of consumer socialization and consumer's intention

According to (Ward S. , 1974) characterized socialization as procedure helps youngsters to gain expertise, learning, and attitude applicable for the role of being a consumer in the market.

Consumer socialization demonstrate that people gain knowledge, awareness, and learn through speaking, watching socialization agents (Bush, Smith, & Martin, 1999)

Such abilities frequently alluded as purchase intentions, sensitiveness towards prices, and other financial motivations. The consumer socialization explains that the sets that utilization related to the interaction between consumer attitude and changes in behavior of the customer. (Bush, Smith, & Martin, 1999); (Moschis & Churchill, 1979)

The socialization system considers media use as a vital mean of studying the attitudes, knowledge and behavioral change of individual consumers. (Choi & La Ferle, 2004). Keeping the above literature the following hypothesis is being tested

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

3.3.3. Perceived behavioral control and consumers intention relationship

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

This may incorporate access to the time, finances and other specific resources required to take part in a behavior. The second part is self-efficacy (Ajzen I. , 1991), which is, an individual's self-assurance in his/her capacity to carry out a behavior (Bandura, 1977).Behavior is impacted specifically to the extent that Perceived Behavioral Control reflects real capacity to carry out the behavior.

Another impact which is indirect can be through the Intention which depends on the idea that PBC will have an impact keeping of an individual's judgment of being successful (Ajzen & Madden, 1986)

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

In conclusion (Ajzen I. , 1991) explains that the attitude towards carrying out a behavior, subjective norm regarding carrying out of the behavior, and perceived

control over the behavior more often than not has a high level of being accurate. In light of above discussion the below mentioned hypothesis is being tested.

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

3.3.4. Relationship of materialism with consumer intention

Materialism has a focal position in numerous aspects of consumer behavior. (Burroughs & Rindfleisch, 2011). Despite the fact that materialism is a well-known idea in the different fields, in the recent past the past researchers have taken the initiative to examine materialism.

Researchers have commonly conceptualized materialism as either a characteristic (Belk R. W., 1984) or value (Richins & Dawson, 1992)that aides our activities in order to achieve happiness. (Seligman & Csikszentmihalyi, 2000) And subsequently impacts the objectives we seek to achieve and the methods by which we seek to achieve them. (Kasser & Ryan, 1993). In order to further investigate the assumption following hypothesis is put forward.

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

3.3.5. Relationship of consumer's intention with consumption behavior

Further research was done by (Randall & Wolff, 1994) where after carrying out research regarding data for the relationship of intention and behavior, the mean correlation was .45 between the intention and behavior, which is enhancing and improving the foundations of support for (Ajzen I. , 1991) claim.

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

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

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

3.3.6. Perceived behavioral control has indirect effect on consumption behavior

According to (Ajzen I. , 1991) who hypothesized that PBC has the ability to determine a certain behavior either direct or indirect. Through influence of variations in behavior which is direct and, second which is indirect by overcoming possible issues to carry out a behavior positively.

Indirectly by its influence to intentions, as any person intending to perform behavior takes into account the possible obstacles and whether he/she is able to effectively deal with them. Keeping the above workings from (Aizen, 2016) the following hypothesis is put forward.

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

3.3.7. Materialism has indirect effect towards the consumption behavior

A concept which is closely related with values and consumption is known as Materialism. When it is characterized in the structure of consumption, materialism is identified with the customer's desires to have and also their reliance on materials worldly possessions (Russell & Güliz, 1994).

According to (Homer & Kahle, 1988) they came up a broad theory and brought another perspective into the studies, particularly on the relationship between the behavior of the customer and the values. They inspected the various connections between qualities, behaviors, attitudes and practices came up with a different model.

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

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

After the formulation of the hypothesis the following figure3.3 represents the hypothesis on the proposed model for study.
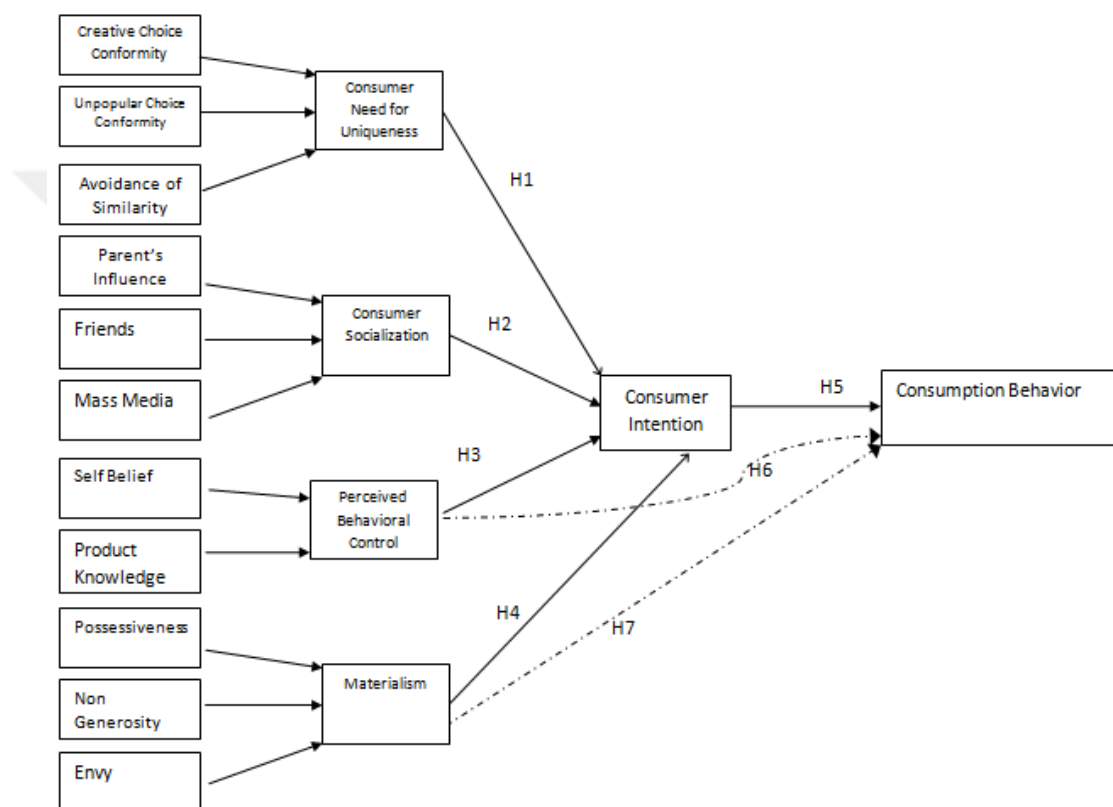
Figure 3.3 Proposed Model for the Study

3.4 Application of Theory of Planned Behavior

The reason why this theory is implemented is that this theory since the inception of the theory it has been successful in grabbing the focus of the researchers and educationists. It has been implemented on so many different walks of life.

According to researchers Theory of planned behavior can be implemented to IT, sociology, and health psychology. As far as the validation of this theory is concerns this has been done by many researchers. Some researchers has implemented and validated the theory n the relation between then personality and exercise intention.

Some researchers Courneya, (1999) Armitage & Christian, (2003) Armitage C. J.(2001), Xu, (2008), Yu, (2010) has done the same when TPB is applied to the factors affecting consumption of dairy products, some researchers have applied this theory on the online learning system.

According to Lee, Murphy, & Swilley, (2009) they have explained that although the theory of planned behavior has been adopted and implemented in so many different fields of study, the researchers have failed to find any application of the theory in any research whose focus is on consumption behavior.

In order to conduct survey on the basis of extensive literature review variables are identified of the consumption. After the identification of the variables the next step is to do pilot study. The purpose of doing pilot study is to reinstate the consumer understanding of consumption behavior in around 65 consumers. After the initial Pilot study the survey will be implemented among the consumers.

After the distribution of the survey the next stage will be to conduct the statistical analysis using statistical software's. The very first statistical analysis will be the descriptive analysis by using the statistical tools such as Mean, Standard deviation, frequency, and percentage of responses.

The very next step of this research will be to do the next stage of Statistical analysis which will be conducting Exploratory Factor analysis (EFA) to identify and

check the reliability of factors. After the conduction of EFA the next stage in conducting the statistical analysis will be to conduct the Confirmatory Factor Analysis, developing the Structural Equation Modeling and testing out the fitness test and the hypothesis testing.

In the last stage of the research the results will be interpreted and conclusion will be presented. The research undertaken will be to develop a conceptual framework mapping out a model for consumption behavior. This research will try to point out the effect of "Materialism" on the Consumption behavior

According to Netemeyer, Bearden, & Sharma, (2003) development of instrument incorporates two stages. Stage one comprises of characterizing constructs and deciding domain content. Stage two includes items creation for the study and judging the suitability of the items.

Stage one, characterizing the constructs, starts with a careful investigation of available relevant literature. Lauber, Toth, Leary, Martin, & Killian, (2003) in the event of utilizing a prior scale, researcher must set up the instrument's validity and reliability for their sample size.

For the situation where a there is lack of an appropriate scale does not exist, specialists need to utilize a board of specialists to help with creating items that measure every construct they plan to explore. It is likewise important to give definitions to each construct before the generation of items starts. Walker, Weidner, & Armstrong, (2008)

The second stage of the development of instrument process is generation of item and judgment of suitable items for the study. Item Development is a tedious stage for conducting survey research. Turocy, (2002) a solid comprehension of the current literature, existing scales (e.g., 5-versus 7-point Likert scale), and research motivation.

The sort of question researchers utilize (e.g., open finished, close finished, positive versus negative, twofold zoomed, scale thing) will be developed on the sort of data required, for example, Attitudes, beliefs, or behaviors. (Turocy, 2002)

3.5 Measure of Construct

For this study in order to develop the scale items the questions were adopted from the predefined scale for all the variable mentions from the articles. It is very difficult to observe variables in behavioral research as it is very difficult to evaluate other than development of scale as it is also the case when the theoretical constructs are being measured. (DeVellis, 1991)

This study researches the consumers in Ankara and the impact of materialism while purchasing branded apparels by using the TPB Model. The measures chosen for the research comprises of individual attitude, consumer socialization, perceived behavioral control, materialism, intention and consumption behavior.

Measures with five-or seven-point scales have been appeared to make change that is vital for inspecting the connections among items and scales and make sufficient coefficient alpha for the internal consistency which is the estimate of reliability (Lissitz & Green, 1975) . Using the 7-point likert scale ranging from strongly disagree to strongly agree items were rated. Questionnaire consisted of seven parts. In the first part of the questionnaire there are 6 sections were developed.

Participants were asked to express their responses from scale "1-strongly disagree" to "7-strongly agree" are asked to specify within the range. In other part of the data collection tool the demographic information of the participant was asked.

3.6 Research Methodology

3.6.1. Data collection

Data collection can be done with observation or surveys in descriptive research models. In this study, survey method is applied since the motivations and attitudes are questioned. Three basic methods used in quantitative research are observation, survey and experimentation. There are three areas where the researchers has to focus upon when developing the research strategy these areas are, Firstly, the question type presented, secondly, the control the researcher have on the actual behavior that is executed and lastly, the intensity of focus of the respondents .

Survey method can be applied in different modes. These modes are on telephone, one on one, postal and lastly over the internet (Malhotra, 2008). This research effort is to study, confirm and put forward a theoretical model which has numerical link among the Consumer Need for Uniqueness, Socialization of Consumer and Perceived Behavioral Control (PBC) on consumption behavior of consumers in Ankara and how materialism is impacting the intentions and the actual consumer behavior towards purchasing apparels.

Online survey has various qualities, for example, cost and speed; they are visual, intelligent, and adaptable; they don't oblige questioners to be available. People who are busy tend to   disregard participating in a phone survey rather they will answer questions posted on computers (Kellner, 2004); (Duffy, Smith, Terhanian, & Bremer, 2005).

The basis of business research originates from having a theoretical foundation. Mostly it is based on developing a theory, modifying or verifying an already existing theory (Flynn, 1999).

One can classify the gathering of survey information through Personal Computers into three principle classes based upon the sort of technology dependency upon to convey the survey and gather the information of the survey. First one is the Point of contact; second class is email-based; and the third class in dependency of technology while conducting survey is Web-based.

Point of-contact includes having the respondent filling out e survey on a PC gave by the analyst, either on location or in a research center setting (Synodinos, Papacostas, & Okimoto, 1994). Point of-contact surveys have additionally been well known among researchers who wants to exercise tight control over the study they are conducting i.e., lab based).

The second electronic information gathering system is the email-based. Email-based studies are for the most part characterized as study instruments that are conveyed through electronic mail applications   over the Internet or corporate (Kiesler, 1986); (Sproull, 1986). Email-based questionnaire are by and large observed as being conveyed more efficiently and speedier than customary paper

and- pencil studies; but regardless they require the specialist to physically code the information into a database subsequent to accepting finished studies.

The last class for conducting a survey online, and the method at present accepting the most importance from researcher e.g., (Stanton, 1998); (Zhang, 2000), is the Web-based Survey.

They are by and large characterized as those survey instruments that physically present on a system server (associated with either an association's intranet or the Internet), and, can be reached through using a web surfing application known as Web browser (Green, 1995); (Stanton, 1998).

Since a Web-based survey is really made through the utilization of a coding program, the potential connections for the survey to change based upon beforehand addressed queries (e.g., giving an alternate set of inquiries in view of reported residency in the association).

Furthermore, these surveys are capable of using different features which can improve the feeling of an individual. For instance, use of side bars while filling certain information might improve the experience of the individual while filling the questionnaire. (Witte, Amoroso, & Howard, 2000).

At last, Web-based surveys are always connected to a database where all the records of finished survey information is recorded, ordered and saved for carrying out the statistical analysis in the later stage. (Lazar & Preece, 1999); (Schmidt, 1997).

Considering the above mentioned literature and easiness of carrying out the survey web based survey was used. For this purpose Google forms were used to create the forms and generate online data. Around 507 responses were obtained from the survey that was uploaded to the web link and that emails which were sent with the web link, the rate was not up to the mark because of certain reasons firstly the potential respondents might be choosy about reading a specific email; secondly it might be possible that the email addresses to which links were sent are no more in use. Lastly, because there is lack of an incentive/reward respondents may be unwilling to fill the questionnaire. The issue of not having an adequate response is

also researched by the researchers such as (Dommeyer, 1999); (Mehta R. &., 1995) has also explained.

After descriptive analysis, exploratory factor analysis will be carried out for the identification of structure of different factors and how reliable they are. Next stage is comprised of Structural Equation Modeling (SEM) which is best statistical method to endorse a model which is theoretically established. (Abideen, Latif, Khan, & Farooq, 2011).

When a study is dealing with verification of a theory hypothesis are generated prior by the researcher where after the development of hypothesis these developed hypothesis are considered as valid or null by using statistical tools and running different statistical tests on the data collected. This investigation is for the purpose to study the consumption behavior of consumer regarding impact of materialism on the consumption.

According to Ranchhod, (2001) the use of this method history is very long and it is considered as a very handy and beneficial for marketing research. Using this method has a lot of advantages not only it helps to investigate different dimension. It is useful in defining the relationships of different variables. (Haslam & McGarty, 2003)

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

3.6.2. Sampling method

Population is defined by (Sekaran & Bougie, 2010) as the entire group of people, event or the thing that the researcher wishes to instigate. According to the data available on the website Indexmundi (Factbook, 2016), the population of Ankara is 4.75 million people approximated to be around 15 to 17% of the whole population of Turkey. As per the statistics mentioned the sample size is calculated

through the website http://www.tools4dev.org/resources/how-to-choose-a-sample-size/ with the following specifications.

The margin of error is 5percent. The confidence level is 95 percent. The total population size of Ankara as per 2016 was 4.76million approximate.

Margin of error	Size of population					
	>5000	5000	2500	1000	500	200
±10%	96	94	93	88	81	65
±7.5%	171	165	160	146	127	92
±5%	384	357	333	278	217	132
±3%	1067	880	748	516	341	169

Table 3.1 Sample size

As per the table 3.1 provided above the sample size for this study should be 384. This number is the minimum sample size that is required for this study. In order to make this study more reliable a sample of more than 500 respondents collected.

Different methods are used for selecting respondents for questionnaire. It is very difficult to include the whole population in the research. It is very difficult to include all the potential respondents in the sample as population is restricted, which is also the logic that forces to use sampling method like convenience sampling as by most of researchers. (Explorable.com, 2017).

It is a type of no probability sampling, where the individuals fulfilling certain conditions are the part of the target population, these conditions can be ease of accessibility, easy to approach, willingness to be the part of research etc. Dörnyei, (2007). According to Dörnyei, (2007) the reason of using this sampling method is the convenience of the researcher.

The most common used method for sampling is "purposive or Convenience" sampling. It will not need a random selection. Primary data will be collected & will be sent to consumers. The sample size calculated from the age groups of 15 till 65. The reason for selection of this age group is that while looking for the answers of the

questions it is not always that people who hold positions and authority, have updated knowledge are the most suitable people to talk.

As this topic is more about understanding the consumption behavior of consumers there are different members of the sample community what could have some knowledge and may provide updated information. The next stage of the research is quantitative where propositions from survey stages are tested and the ranges of methodologies are utilized.

The research objectives are important while making a strategy to choose sample. As the current research is focuses on the consumption behavior of consumers the targeted population are the individuals having high income.

A sample of consumers was adopted from Ankara. The sample consists of the consumer living in urban area within the age limits of fifteen to sixty years and above. The reason for selection of this age group is that while looking for the answers of the questions it is not always that people who hold positions and authority, have updated knowledge are the most suitable people to talk.

As this topic is more about understanding the consumption behavior of consumers there are different members of the sample community what could have some knowledge and may provide updated and best information. The respondents were reached through the internet using the web links.

To achieve the results that are reliable and accurate one of the most important factor to consider is choosing of an appropriate sample size (Henry, 1990) Sample error is lowered as the sampling size is increased, but with this another issue that is when the sample size increase so does the cost of doing research therefore it is of prime importance that a researcher should consider both factors when making the decision of choosing the sample size for the study.

According to (Hinkin, 1995) in order to check the statistical significance of the sample multivariate analysis has minimum requirements. According to the above mentioned researcher for the multivariate analysis i.e. exploratory factor analysis and

confirmatory analysis the sample size about 150 and 200 is recommended respectively.

For this research from the sampling frame around 507 responses were selected using convenience sampling method, the number of selected responses are ample to carry out EFA and CFA.

According to (Malhotra, 2008) the main method of collecting the information using primary research method is questionnaires. As the study comprises of measuring different psychological variables such as materialism, attitude and beliefs with likert scale in a survey questionnaire. The collected data helped to check the relationships among the different constructs.

The methods which are used mainly for collection of data are face to face, mail survey, electronic survey and telephone interviews according to (McDonald & Adam, 2003). In the recent past the use of electronic survey has and its one type of online survey has increased blinds and folds with the consistent increase of the using the technology. According to (Miller, 2006) there is a consensus that the research conducted online provides valid results.

The benefit associated with conducting online survey is that it is self-regulated. The utilization of online surveys can enormously lessen research costs and accommodate fast information gathering. The expense of an online overview is quarter of that of phone then again up close and personal talking (Comley, 2007).

There're indistinguishable qualities between the survey which is paper based and the survey which is conducted on line. Still the responders fill the survey more quickly when equated with the other forms of survey such as a telephonic surveyor a face to face survey. (Brace, 2004) (Fowler, 2002).

Besides that the plausibility to abstain from such a large number of inclinations as social appeal and peacefulness has also fuelled the choice of online surveys. The researches tend to raise the point that the respondents when discussing about the data being original which reduces the social pressure and improves response rates to addresses as for pay (Brace, 2004) (McDonald, 2003).

Open ended comments are likely to increase when the surveys are conducted online, which helps in more elaborative explanation of the quantitative nature results. (Comley, 2007). Use of online survey method is likely to improve and expand the geographical coverage and improvement in getting the right results. (Comley, 2007).

Different factors which have a pivotal role in the making online studies more useful and compact are because of use of certain attributes which improve the process of filling the response. These attributes can the use of diagrams, using different tunes, and the extended flexibility to adapt according the different types of respondents.

Even though there are different advantages of online survey many of the researchers such as (Ranchhod & Zhou, 2001); Taylor, 2000; (Tse, 1998) are of the voice that there may be sampling bias of online samples, possibility of missing samples and problems in identification of the identity of online respondents.

The rate of responses online changes significantly depending upon the nature of survey. There are four main areas where there are deficiencies there are very low response rates as of the survey which are sent through emails because those survey may be an intrusion in to the personal space of an individual and mostly people don't think email as a formal communication and have the tendency to ignore such emails.

Email surveys are less flexible and there is lack of reward associated with that, keeping all this factors in mind the respondents may feel discouraged to provide a response. (Ranchhod & Zhou, 2001) Another reason that also decreased the credibility of online research was the non-ability of the true depiction of the samples (Comley, 2007).

According to (Ranchhod & Zhou, 2001) certain segments of the population like business individuals are more easily approached by using the internet rather than following the conventional media. Most appropriate method to communicate with such a segment is email (Fowler, 2002).

Many researchers have come up with the studies that are heavily focused on the effective and potential use fullness of email survey (Curasi, 2001; (Mehta &

Sivadas, 1995); (Ranchhod & Zhou, 2001); (Taylor, Bagozzi, & Gaither, 2005); (Tse, 1998). All the facts mentioned above lead to adoption of online survey method for the current study.

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

According to (Bradley, 1999) a researcher has zero control over the respondents when the respondent approaches using open web questionnaire. Whereas using the other two methods such as closed web which mean invitation based questionnaire etc where a researcher might have some control over the respondents.

More over researchers who uses email as a method can attach the web link; attach the URL etc to email for having more responses. Different aspects of using the method of doing online survey made it easy to carry out this study.

In the current study, there were two ways were used; emails were sent with the web link of questionnaire in them. Questionnaire was also available at open web on the forum of Google forms. Within the questionnaire there was a cover letter attached to every questionnaire giving a brief introduction of the researcher and purpose of doing that research. University email was provided to consult for a questions regarding survey.

3.6.3. Construction of questionnaire

3.6.3.1. Consumer need for uniqueness

This scale which was formulated by (Tian, Bearden, & Hunter, 2001) is used to measure the uniqueness from three different perspectives which are – creative choice counter conformity, -unpopular choice counter conformity, - similarity avoidance counter conformity.

Firstly, the variable of Consumer Need for uniqueness (CNFU) scale is designed as 12 items and 3 sub dimensions. The sub dimension of creative choice conformity which is comprised of four items from question 1-4, another sub dimension is unpopular choice conformity, which consists of 4 items from questions

number 5-8, last sub dimension consists of 4 items which, measures avoidance of similarity is used through question number 9-12.

The scale which is used in this study has shown reliability and validity. The reason to use this scale is because it has shown a close relation with product and brand. The different items were used to which are related to brands. This scale had total of 31 original items. 12 items for this study because of high factor loading.

The dimension is **Creative choice counter conformity**. (Tian, Bearden, & Hunter, 2001)

Statement	Factor Loadings
1. I actively seek to develop my personal uniqueness by buying special products or brands.	.875
2. I often combine possessions in such a way that I create a personal image that cannot be duplicated.	.841
3. I often look for one-of-a-kind products or brands so that I create a style that is all my own.	.660
4. I'm often on the lookout for new products or brands that will add to my personal uniqueness.	.682

The Second sub variable under the consumer need for uniqueness is **Unpopular Choice Counter conformity** (Tian, Bearden, & Hunter, 2001)

1. I have often gone against the understood rules of my social group regarding when and how certain products are properly used.	.628
2. When it comes to the products I buy and the situations in which I use them, I have broken customs and rules.	.777
3. I have often violated the understood rules of my social group regarding what to buy or own.	.796

4. I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept.	.662

The third sub variable of consumer need for Uniqueness is **Avoidance of Similarity**

1. I often try to avoid products or brands that I know are bought by the general population.	.773
2. The more commonplace a product or brand is among the general population, the less interested I am in buying it	.810
3. Products don't seem to hold much value for me when they are purchased regularly by everyone.	.688
4. As a rule, I dislike products or brands that are customarily purchased by everyone	.749

3.6.3.2. Consumer socialization

In order to measure the consumer socialization the scale was adopted from the Sarah Benmyal-Bouzaglo and George P. Moschis article titling "Effects of Parents Structure and Socialization on Materialism: A Life Course Study in France " in 2010.

Section 2 Questions (1-12) are the items which measure the consumer socialization which have 3 sub dimensions. 4 of the items measures the parent influence, 4 item Friends sub dimension, 4 items Mass Media makes the dimension.

5. Parents know the best and cannot challenge their decision.	.733
6. I am influenced by parents in consumption.	.674
7. If I can do consumption by myself then parents should encourage me.	.627
8. I am better informed regarding consumption than my parents.	.817

9. I ask friends for advice about buying things.	.769
10. My friends and I talk about consumption.	.729
11. Me and my friends talk about things we see or hear.	.835
12. I am asked by my friends about my advice on consumption.	.831
13. Mass Media lead by example in consumption.	.645
14. Mass Media set positive examples for others to follow regarding consumption.	.556
15. I do research over internet about features of the products.	.648

Some questions were rewritten accordingly to adapt to the consumption context. This was a result of comprehensive literature review for the current study. For example instead of "Say that their ideas were correct and you shouldn't question them." the question is rewritten as "Parents know the best and cannot challenge their decision." Another example of such a question is "Your friends ask you for advice about buying things." which is rewritten as "I am asked by my friends about my advice on consumption" and the last example regarding mass media such as Mass Media set positive examples for others to follow regarding consumption.

3.6.3.3. Perceived behavioral control

The "**General Efficacy Test**" helps a lot in formulation of Perceived behavioral Control Questions. This scale was developed by Ralf Scgwarzer and Matthias Jerusalem in the year 1981.

Section 3 items measure the Perceived Behavioral Control having 6 items (1-6) and 2 sub dimensions.

16. It is difficult for me to make decision when I have to choose from different brands.	.697

17. I know how to persuade others when making consumption choice.	.763
18. I can distinguish among brands and prioritize them when consuming.	.894
19. I can make good decisions when I am doing impulsive buying.	.843
20. If I put enough effort, I can tell which kinds of brands satisfy my needs and identity.	.689
21. I can compare the product features of different brands.	.839

The bright side of using this scale is that it is widely used and it has been translated into more than thirty three different languages. The questions were rewritten keeping the context of research in mind. Like "I know how to persuade others when making consumption choice." Another example of how the questions were rewritten "I can compare the product features of different brands."

3.6.3.4. Materialism

The questions regarding the materialism are taken from Belk Materialism scale and are modified according to the study. The main questions were taken from the article Russell W. Belk," (Belk R. W., 1984).

Questions in section 4 are on the items to measure the materialism and are designed as 14 items. Questions Items 1-3 of the section measure the Possessiveness sub dimension, 2 items 4-5 measure the Non Generosity sub dimension, whereas the 2 items 6-7 measures the Envy sub dimension, the other 7 items from 8-14 measure the impact of materialism on consumer intention and consumption behavior.

22. I get very upset if something is stolen from me, even if it has little monetary value	.727
23. I would rather buy something I need than borrow it from someone else.	.602
24. I worry about people taking my possessions.	.566

25. I enjoy sharing what I have	.772
26. I don't like to lend things, even to good friends	.612
27. There are certain people I would like to trade places with.	.478
28. When friends do better than me in competition it usually makes me happy for them	.734
29. When purchasing the same products and brands that others purchase, I can feel that I am belonged to that group.	.418
30. I believe that buying the same brands that other people buy will help me to become like them.	.742
31. I usually survey what others are buying and using the products or brands to ensure that I make a right decision before I buy.	.734
32. I like to buy unusual products to show other people that I'm different.	.795
33. I look to expand my personal uniqueness by buying special products or collections.	.595
34. When purchasing a fashion product, I like to present it to people who are close to me.	.799
35. I purchase fashion brands just to show off that I can afford them	.564

The items were modified such as "I would rather buy something I need than borrow it from" Someone else" and "When purchasing a fashion product, I like to present it to people who are close to me?"

The consumption behavior questions are phrased according to the literature which are "I like to buy the products which are on sale."

3.6.3.5. Intention

The questions which are related to intentions are taken from the article and are modified according to the context of the study. The article was published in 2008 in the Journal of Marketing Asia Pacific, the title of the article is Cause's attributes influencing consumer's purchasing Intentions: empirical evidence from China‖ by Hou, Du and Li. Questions in section5 (1-6) are the items to measure consumer intention.

36. I mostly buy items from shops that I am already aware of them.	.778
37. I always intend to purchase expensive items as they are of good quality	.862
38. I intend to purchase items on promotion/sale	.641
39. I always intend to compare prices of shopping products from different brands.	.802
40. To plan prior to the purchase of product is important.	.595
41. If I get to know and come across a new I want to buy that product.	.930

3.6.3.6. Consumption behavior

The questions related to Consumption of apparels will be written according to the available literature. Questions in section 6 (1-5) are the items to measure consumption behavior.

42. I buy those shopping products that are on sale.	.778
43. I always buy branded products.	.862
44. When buying products, I generally purchase those brands that I think others will approve of.	.641

45. I prefer to buy shopping products online.	.802
46. I prefer to buy shopping products from selected shops.	.595
47. I wait for sale/promotion to buy shopping products.	.930

4. EMPIRICAL ANALYSIS

This chapter comprises of the research design that are adopted, steps which are used to design and administered questionnaires, and the sampling strategies which will be used to for the survey. Description of model is given with the constructs of the model. Reliability, validity of the instrument, structural equation modeling and lastly modified model and framework is also included in this chapter.

Pilot study is a method that identifies possible issues which may harm on the validity of the results (Blessing & Chakrabarti, 2009). In order to make research more comprehensive and effective, feedback from the respondents is required during pilot study. Pilot study also ensures the implementation and proper planning of data processing, analysis and drawing conclusions.

A Pilot study also facilitates a researcher in making his/her research more comprehensive, accurate and precise. Cases of changes are: planning less uncertain inquiries in a poll, changing to better quality recording instruments that has the correct specifications, finding a convenient method for recording that have less interruption with the procedure which is watched over, or by adding different strategies to catch different perspectives which hasn't caught in adequate detail.

The objectives of this pilot study is to identify factors and variables for the conceptual model established with the help of the literature review, then elimination of the factors which fail to load as per the exploratory factor analysis, then development of scale, to analysis the reliability and validity of the scale that would support Confirmatory factor Analysis for the main study.

Pilot studies are usually executed as planned for the intended study, but on a smaller scale. (Tracy Payne, 2016) More-over the researcher (McMurray, 2004) defined Pilot study as "A pilot study is a dress rehearsal of the main study where you replicate the conditions as closely as possible to the main study". It is important to have a reasonable pilot study sample which should resemble the target population.

For this particular research, initially questionnaire from 65 respondents completed to find the reliability of the questionnaire. Pilot study helps in establishing

a clearer understanding regarding the items mentioned in the questionnaire. For the present research 65 respondents were selected for the pilot study and asked to fill questionnaire to check the reliability of the scale. The usefulness of pilot study cannot be ignored as it plays a crucial role in establishing the understanding of items placed in the instrument.

This chapter explains the results of the data analyses for pilot study. The chapter starts with the analysis of the variables and other factors relating to the model that is proposed. The Exploratory factor analysis is used to generate the related factors. The purpose of pilot study is to purify the measurement instruments which later can be used in the main study. In order to conduct the statistical tests the Statistical Software Package for Social Sciences (SPSS) version 21 was used.

The analysis of the collected data was done using the exploratory factor analysis which is done to make sure that the variables are right and will adhere to the hypothesis put forward. (Tabachnick B. G., 1989). The main reason of doing an Exploratory Factor Analysis (EFA) is to confirm the factors that produce close correlations and covariance's. In order to do this number of EFA's were done on the pilot data. It is one of the most commonly and widely used statistical analysis in Social Sciences.

4.1. Application of Exploratory Factor Analysis

The EFA is statistical tool frequently adopted to eliminate the variables which have the loading less than 0.3. (Hair & Anderson, 2010). To be considered suitable for the analysis the Bartlett's Test of Sphericity should be significant and should be less than $p <0.056$ and the Kaiser-Meyer-Olkin which is commonly known as KMO should be greater than 0.6 and above (Pallant J. , 2010). The result of 0.5 and above for the test of Sphericity means that the data is not appropriate for factor analysis. KMO is used to explain the adequacy of sampling data. (Allen, 2010).

The Scree Plot and Eigen values explain the factors that should be selected. The scree plot explains all the factors that are above the plot mostly contribute to the elaboration of variance of the dataset. Eigen values signify variance which means that any variable showing a value of less than one is not important from the perspective of Variance. (Tabachnick B. G., 1989).

The loading of factors in this study were satisfactory ranging from 0.837 to 0.412. The measure for internal consistency of the scale was at 0.908. This is the indication that the construct has good internal consistency. To find the internal consistency of the items it is suggested to find out Coefficient alpha. (Churchill G. A., 1979) According to Nunnally, (1967) the Cronbach Alpha may range from 0.50 to 0.60 for the initial stages of the research.

If the value of Cronbach Alpha is low it means that the scale that is used is having consistency problem with the construct. The inconsistent element then can be removed from the construct.

Cronbach Alpha	N of Items
.908	55

Table 4.1 Reliability Test

The internal consistency was measured by using Cronbach's alpha. The internal reliability deals with the homogeneity of the statements with respect to the scale. The reliability to f the scale was checked on the inter statement consistency reliability (Sekaran U. , 2003). According to (Cronbach, 1951) the values above 0.6 are known to be acceptable where as the values which are above 0.8 are preferable. (Cronbach, 1951), The calculated Cronbach alpha is .908 based on 55 items.

In this study the 55 statements were used to determine the materialism and consumption behavior of the consumers relating to branded apparels. These statements went through the analysis to eliminate the items unnecessary. EFA was used because mostly the constructs items are used form previously validated scales.

In order to validate the scale the exploratory factor analysis is used in Pilot study. The principal component analysis is used with the varimax rotation to the variables about Consumer Need for uniqueness, Consumer Socialization, Perceived Behavioral Control, purchase intention of brands and impact of materialism on the consumption behavior of apparels.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.759
Bartlett's Test of Sphericity	Approx. Chi-Square	407.407
	df	66
	Sig.	.000

Table 4.2

The values of KMO are .759 for the pilot study. More over the Barlett's Test of Sphercity was statistically significant at the value .000. According to Allen & Bennett (2010), KMO is used to measure the variance of the data that is adequate enough for measuring sampling adequateness. Varimax rotation is used to help in interpretation of the factors. Most value of most variables was over .40 on the factors.

4.1.1 EFA & Consumer Need for Uniqueness

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.833
Bartlett's Test of Sphericity	Approx. Chi-Square		2567.407
	Df		66
	Sig.		.000
Factor	**Survey Statement**	**Factor Loading**	**Cronbach Alpha**
Consumer Need For Uniqueness	12		
Consumer Counter Conformity	4	.875, .841, .660, .682	.869
Un similar Counter Conformity	4	.628, .777, .796, .662	
Avoidance of Certainty	4	.773, .810, .688, .749	

Table 4.3

The value of KMO was 0.833, and Bartlett's Test of Sphericity value was significant, hence EFA was employed to analyze the data. Only the first three components recorded Eigen values above 1 (4.978, 1.598, 1.214), which explains a total of 64.96% of the Variance. All item loaded in to three factors on Rotated Component Matrix. The Cronbach Alpha was measured at 0.869.

1.1.2. EFA & consumer socialization

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.708
Bartlett's Test of Sphericity	Approx. Chi-Square		228.514
	df		55
	Sig.		.000
Factor	**Survey Statement**	**Factor Loading**	**Cronbach Alpha**
Consumer Socialization	12		
Parental Influence	4	.733, .674, .627, .817	.749
Friend's Influence	4	.769, .729, .835, .831	
Mass Media	4	.645, .556, .648, .766	

Table 4.4

The KMO value was .708, and Bartlett's Test of Sphericity value was significant, hence EFA was employed to analyze the data. The calculated Cronbach alpha was 0.749. All item loaded in to three factors on Rotated Component Matrix.

1.1.3. EFA & perceived behavioral control

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.738
Bartlett's Test of Sphericity	Approx. Chi-Square		124.488
	df		15
	Sig.		.000
Factor	**Survey Statement**	**Factor Loading**	**Cronbach Alpha**
Perceived Behavioral Control	6		
Self Belief	3	.697,.763, .894	.767
Product Knowledge	3	.843,.689, .839	

Table 4.5

The KMO value was 0.738, and Bartlett's Test of Sphericity value was significant, hence EFA was employed to analyze the data. All item loaded in to two factors on Rotated Component Matrix. The Cronbach Alpha was measured at 0.767.

4.1.4. EFA & materialism

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.725
Bartlett's Test of Sphericity	Approx. Chi-Square		336.357
	Df		91
	Sig.		.000

Factor	Survey Statements	Factor Lading	Cronbach Alpha
Materialism	14		
Possessiveness	5	.727, .602, .566, .772, .612	
Non Generosity	5	.478, .734, .418, .742, .734	.780
Envy	4	.795, .595, .799, .564	

Table 4.6

The KMO value was .725, and Bartlett's Test of Sphericity value was significant, hence EFA was employed to analyze the data. All item loaded in to three factors on Rotated Component Matrix. The Cronbach Alpha was measured at 0.780.

4.1.5. EFA & consumer intention

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.633
Bartlett's Test of Sphericity	Approx. Chi-Square		59.043
	Df		15
	Sig.		.000
Factor	**Survey Statement**	**Factor Loading**	**Cronbach Alpha**
Consumer Intention	6	.778,.862,.641, .802,.595, .930	.631

Table 4.7

The KMO value was 0.633, and Bartlett's Test of Sphericity value was significant, hence EFA was employed to analyze the data and the value of Cronbach's alpha was .631. The Cronbach Alpha was measured at 0.631.

4.1.6. EFA & consumption behavior

KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678		
Bartlett's Test of Sphericity	Approx. Chi-Square	54.315		
	Df	10		
	Sig.	.000		
Factor	**Survey Statement**		**Factor Loading**	**Cronbach Alpha**
Consumption Behavior	5		.907,.879, .938, 694, .549	.638

Table 4.8

The KMO value was 0.678, and Bartlett's Test of Sphericity value was significant, hence EFA was employed to analyze the data. The Cronbach Alpha was measured at 0.638.

In this study the 55 statements were used to determine the materialism and consumption behavior of the consumers relating to branded apparels. These statements went through the analysis to eliminate the items unnecessary. EFA was used because mostly the constructs items are used form previously validated scales.

In this chapter number of times EFA was performed on the initial data collected for the purpose of doing pilot study. For each scale KMO was employed to check the sampling adequacy and the Barlett's Test of Sphericity were used to assess the suitability of the sample for factor analysis. The EFA was performed by determining the Cronbach alpha for each factor which was identified..

The analysis was done on a sample size of 65. According to results there are 16 factors reinforced the 6 constructs mentioned in Modified Conceptual Model: Creative Choice Counter-conformity, Unpopular Choice Counter-conformity, Avoidance of Similarity, Parents, Friends, Mass Media, Perceived Behavioral Control, Materialism (possessiveness, non generosity, and envy) and Consumer behavioral/purchase intention and lastly Consumption behavior.

Pilot study put forward strong recommendations with evidence to further support the study of proposed model. The upcoming chapter discusses the analysis of the main study's where the data is obtained using electronic based survey.

4.2 Reliability & Validity

After doing the data analysis with EFA, the next step will be to conduct Reliability analysis. According to different scholars such as Hair & Anderson, (2010) Byrne B, (1998) there are many methods to measure reliability and validity. For example, the most common method implemented to attest the reliability of the instrument is through factor analysis (Pallant J. , 2010).

There are different types of validity according to (Sekaran U. , 2003) (Sekaran U. &., 2010) . Which are as under:

Face validity is the degree to measure clearly how the concept which is asked in the question. According to Bryman & Bell, (2003) face validity must be done if the instrument is created for the first time and the legitimacy can be checked by having the judgments of the seniors and experts of the concerned department.

Content Validity shows the adequate coverage of the subject matter and is considered good when it represents the sample of the universe of the concept being measured. Sekaran U,(2003), Cooper & Schindler,(2003)

Criterion related Validity It is the degree of correlation with in measure with respect to other standard measures of the similar construct. It is combination of concurrent validity and predictive validity. Zikmund, (2000)

Construct Validity is defined as how much of the hypotheses developed in the light of literature affirm with the other related hypotheses. It has two dimensions which are convergent validity and discriminant validity. Zikmund, (2000).

Usually, Principal Component Analysis (PCA) is used to assess the reliability of the instrument, which is also an indicator of the internal consistency (Pallant J. , 2010).

Cronbach's Alpha with the value above 0.7 is recommended to achieve an acceptable level of reliability of the scale (Hair & Anderson, 2010); (Pallant J. , 2010)). Other methods to confirm the reliability is through Confirmatory Factor Analysis (CFA), where composite reliability (CR) should be calculated for each construct of the model in order to attest the reliability of the constructs.

According to Hair & Anderson, (2010) CR value of 0.7 and above attests acceptable composite reliability. In the present study, both indicators of reliability will be used to get to any conclusion. Kimberlin & Winterstein, (2008) defined validity is degree of ability of measuring the true measure which construct wants to measure. It is the ability of instrument of research to gauge the concept which is ought to be measured. The face validity of questionnaire was done by showing it to the faculty members and the jury members. This pilot study was conducted 65 respondents by using convenience sampling method.

5. DATA ANALYSIS AND RESULTS

This section of the thesis provides the details regarding the main study, with the objective to validate the model presented, to test the hypothesis and to put forwards the results of the main study. Prior to the running of analysis the collected data went through preliminary preparations.

Data cleaning and screening was done to check for missing values. Initially, the profile of respondents' were assessed using demographic variables, then the next step was to assess the model which were assessed by using Confirmatory factor Analysis (CFA) with this the model was evaluated and hypotheses were tested using the structural equation modeling (SEM). SPSS 21 and AMOS 22 were the computer software's which were used to conduct analysis.

The data of survey was cleaned using the descriptive analysis. The data cleaning is done to filter out missing responses and treatment of those responses, which may be caused due to any mishap during the filling of questionnaire. There are different methods present to take care of missing responses like pair wise deletion, imputed responses, list wise deletion etc. Byrne B. M., (2001).

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

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

According to Bradley (1999) a researcher has zero control over the respondents when the respondent approaches using open web questionnaire. Whereas using the other two methods such as closed web which mean invitation based questionnaire etc where a researcher might have some control over the respondents. More over researchers who uses email as a method can attach the link; attach the URL etc to email for having more responses.

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

5.1. Profile of Respondents

This section comprises of demographic profile analysis of the 507 respondents. The frequency of data was conducted on age, gender, profession, education level, earning source and earning level. The profile of respondents is presented in the table 5.1

Demographic Variable

Age	Frequency	Percentage
15-20	105	20.7
21-30	206	40.6
31-40	77	15.2
41-50	73	14.4
51-60	34	6.7
61 & Above	12	2.4
Gender		
Male	241	47.5
Female	266	52.5
Education		
High School	155	30.6
Bachelors	193	37.9
Masters	129	25.4
Doctorate	30	5.9
Others	0	0
Profession		
Government Sector	63	12.4
Semi Government	75	14.8
Private Sector	117	23.1

Student	184	36.3
Self Employed	52	10.3
Others	16	3.2
Level of Earning		
Below 1000TL	115	22.7
1001-3000TL	167	32.9
3001-4000TL	102	20.1
4001-5000TL	63	12.4
5001 & Above	60	11.8
Source of Earning		
Parents	122	24.1
Brother/Sister	17	3.4
Job	240	47.3
Self Employed	70	13.8
Scholarship	38	7.5
Others	20	3.9
Total Respondents	**507**	

Table 5.1 Demographic Variables

As evident from the table there are 507 total respondents, from which 241 were males which makes percentage of 47.5% and 266 were females which makes percentage of 52.5% of the total number of respondents. Respondents' ages were grouped at 15 to 20 years old and other group of 21 to 30 years old, and the other age group 31 to 40 years old were aggregated to the total percentage of 76.5% of the whole sample, followed by the other age groups made the rest of the 23.5% of the remaining sample. The above mentioned age groups contributed the most in the overall sample in the terms of the age, because according to Ernst and Young the age structure of population of Turkey comprises 67.9% from the age group of 15 to 64 years.

The respondent of the survey are seems to be well educated as a percentage of 37.9% has a bachelor degree and 31.3 % have Masters and PhD level of Education. The respondents who have a job in either of government sector, semi government sector or private sector made a total of 50.3% of the total respondents

whereas 36.3% were students from different level of education. Self employed made 10.3% of the total sample size. This sample provides a good representation of the consumers who are influenced by the materialism in the consumption behavior. The level of earning and the source or earning is shown in the table.

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

5.2. Hypothesis Testing

5.2.1. Structural equation modeling

Structural Equation Modeling is a method which allows independent relationships for every dependent variable. Alternatively, it also helps in getting the most suitable result when the techniques such as multiple regressions are estimated simultaneously. Structural Equation Modeling is comprised of two components: (1) the structural model and (2) the measurement model. (Hair & Anderson, 2010)

The structural model is also known as the path model, which is related to the latent to be observed variables. SEM is theory, prior experience, or other guidelines enable to distinguish which independent variables predict each dependent variable (Hair & Anderson, 2010). The measurement model helps to use several variables (indicators) for a single independent or dependent variable (Hair & Anderson, 2010)

According to (Hair & Anderson, 2010) there are six different steps of the process of decisions in structural equation modeling which are:

i.   Individual constructs are defined according to them it is important for a measurement theory to get positive results from the use of SEM, that is why

after studying in depth theory of planned behavior is considered and constructs are made operational.

ii. Overall measurement model development Secondly, each latent variable incorporated in the construct is added with measureable indicator and then assigned to the latent variable. (Hair & Anderson, 2010).

iii. Execution of data to produce empirical results   in this step the main issues are to deal with the research design and specific constructs of model. Research design is to data to be analyzed and the influence of the missing data.

iv. Assessing the measurement model validity it is indicated by (Hair & Anderson, 2010) that validity of model is assessed in this step which depend upon two items which are establishment of acceptable levels for goodness-of-fit & evidence finding for validity of construct.

v. Structural model in this stages of SEM the authors (Hair & Anderson, 2010) explained that the development of model is vital in developing the model on structural equation modeling. This is managed by accomplishing in Step 2. Whereas this step involves showing the connections from one another construct on the basis of the model. Where every hypothesis shows a specific relationship which is specified.

vi. Assessing structural model validity the last stage of the SEM decision making according to (Hair & Anderson, 2010) is considered as the last step is the testing of validity of the structural model and the hypothesis mentioned in the relationship made theoretically. If the model cannot survive the test of reliability and validity which are mentioned before cannot be performed.

5.2.2. Confirmatory factor analysis

The purpose of doing confirmatory factor analysis is the validation of data that and the results of exploratory factor analysis that is performed earlier. The objective of performing a CFA is to develop a structure and confirm the structure.

Comparing to both of the analysis the later one is more complex and difficult to understand this tool is used in advance research to check the theoretical model and testing the hypothesis specifically which are done through structural equation modeling. (Pallant J. , 2007), (Tabachnick & Fidell, 2007) evaluation of the measurement model was done by using AMOS 22 individually.

5.2.3. Maximum likelihood

The most common technique in practice is Maximum likelihood which are used in SEM (Bollen, 1989). Mostly this method is performed over sample size of 500. The current study had 507 responses in all, keeping this aspect in mind this method was chosen. According to (Bollen, 1989) maximum likelihood method provides estimates and standard errors which are not biased, accurate and efficient.

5.2.4. Indices of cfa

The basic model fit measurement is Chi-square (($\chi 2$) test which is useful in understanding about the suitability of data towards the model. There are a few indices used to check the overall model which are discussed in detail below.

5.2.4.1. Chi square

In chi-square method the value of which is greater than 0.05 is not significant (p>0.05) which tells that there is lack of significance variance and the covariance matrix. Some researchers tell that the chi-square is related to sample size. As the size of the sample is greater it will impact a significant difference between the model and data. (Kline, 2005)

5.2.4.2. Goodness of fit index and adjusted goodness of fit index. (GFI)

It defined as the ratio of the sum of the squared discrepancies to the observed variables. GFI=1 indicates an absolute model fit, the values below GFI>0.90 shows a good model fit (Kline, 2005).

5.2.4.3. Comparative fit index (CFI)

The value of CFI is inferred from $\chi 2$, and helps in measuring the improvement in the fit index. It is one of the most common types of indicator that is used having a range from 0 to 1. (Hair & Anderson, 2010) (Kline, 2005). The values of CFI must be bigger than 0.90 is acceptable but 0.95 is more preferable.

5.2.4.4. Root-mean-square error of approximation (RMSEA)

It is one of the most highly recommended tools by the researchers which measures the confidence interval availability and provide accurate and precise information about the estimate of fit. (Browne, 1992) (Hu, 1999). It is used to measure the divergence per degree of freedom, if the values are about 0.05 or less indicative of the close model to the data and values greater than the mentioned are indicative of reasonable fit. (Hair & Anderson, 2010) claim that RMSEA values for 90% confidence interval (90% CI) which range between 0.03 and 0.08 are preferable.

5.2.4.5. Standardized root-mean-square residual (SRMR)

It measures the difference of the sample elements and correlation matrices formed by model. The values larger than 0.05 shows outliers in the data, where the values less than 0.05 suggest good fit. (Cunningham, 2008)

5.2.4.6. Normed fit index and non normed fit index

The main objective of these indices is to do the analysis of the divergence in the chi squared value of the model hypothesized and the chi squared value of the null model (Bentler, 1980) . The non normed fit index is also known as Tucker Lewis Index. It is named after the both Tucker and Lewis. It helps to sought out some of the issues in the negative bias. The range of NNFI may sometime go beyond 1 but both NFI and NNFI must be with the 0 and 1 and the values above 0.95 shows the best fit.

The range of the value for NFI is from 0 to 1. But the higher values towards one are declared as better. (Schermelleh-Engel, 2003)

Table 5.2 Acceptable Values

Indicator	Explanation	Acceptable Value
X^2/df	Value of normed $\chi 2$	$0 < X^2/df < 5$
RMSEA	Root-mean-square error of Approximation	$0.00 \leq RMSEA \leq 0.10$
SRMR	Standardized root-mean square residual	$0.00 \leq SRMR \leq 0.08$
GFI	Goodness-of-fit index	$0.90 \leq GFI \leq 1.0$
NFI	Chi square of hypothesized	$0.90 \leq NFI \leq 1.0$
NNFI (TLI)	Chi-square of null model	$0.90 \leq NNFI \leq 1.0$
CFI	Comparative fit index	$0.90 \leq CFI \leq 1.0$

5.3. Confirmatory Factor Analysis Results

5.3.1. Data analysis

Confirmatory factor analysis of the questionnaire was done in this study; correlations and Cronbach alpha test were applied. In the analysis of SPSS 21.0 and AMOS 22 software were used. The average scale scores, standard deviations and distortions presented in the form of descriptive statistics table.

Confirmatory factor analysis and the structural equation modeling, In the evaluation of model fit chi-square (X2) the ratio of the degrees of freedom of Statistics (X2 / SD), statistical significance of the estimated individual parameter estimates (t value), "based on residual" (SRM GFI), " independent model based on the "(NFU, NNF, CFA) and" root mean square of about errors (RMSEA) "harmony classified as index are used. (Çokluk, Şekercioğlu, & Büyüköztürk, (2010) (Buyukozturk,2011)

Reliability analysis method applied to the items within the study are item-total correlation, the scores of the test items describes the relationship between the total score of the test. The total item correlation is positive and high which means that the total items are valid for research and indicates that high internal consistency of the data. Generally, item-total correlation should be 0.30 but in some cases it cases the remaining items could be tested between 0.20-0.30. Item total correlation, shows the extent to distinguish substances measured in terms of the behavior of individuals (Buyukozturk,2011).

In order to check the normality of the Scale and subscale items Skewness test is used. The scores obtained from a normal distribution with continuously variable. To be able to use them in the coefficients of Skewness the scores remain within the boundaries of $\pm$ 1 can be interpreted as showing a significant deviation from the normal distribution (Buyukozturk, 2011).

5.3.1.1. CFA Results for consumer need for uniqueness

Consumer Need for uniqueness (CNU) in the confirmatory factor analysis has 12 items and has three dimensions originally. The relationship in accordance with Items factor to the original structure of the scale has appropriate factor loadings and error variance, but it was in an acceptable level of the three-factor structure fit indices were detected (Table 5.3)

Table 5.3 Goodness of fit indicators for CNU scale

Indicators	First CFA 12 items	Acceptable values	Very good
X^2/df	3.30	$0 < X^2/df < 5$	$0 < X^2/df < 3$
RMSEA	0.06	$0.00 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$
SRMR	0.04	$0.00 \leq SRMR \leq 0.08$	$0.00 \leq SRMR \leq 0.05$
GFI	0.95	$0.90 \leq GFI \leq 1.0$	$0.95 \leq GFI \leq 1.0$

NFI	0.92	0.90≤NFI≤1.0	0.95≤NFI≤1.0
NNFI	0.93	0.90≤NNFI≤1.0	0.95≤NNFI≤1.0
CFI	0.94	0.90≤CFI≤1.0	0.95≤CFI≤1.0
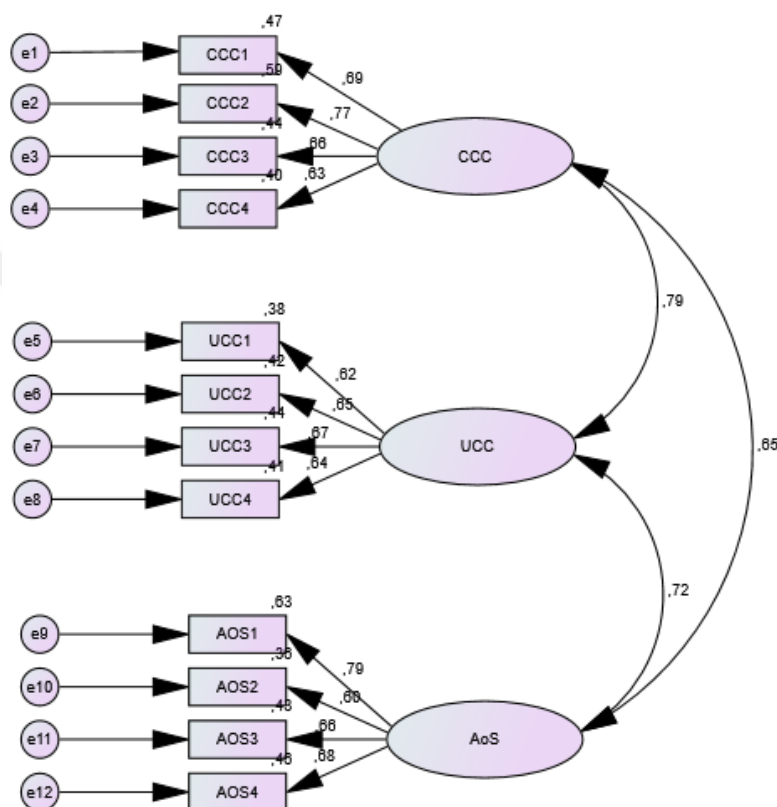
Figure 5.1. Path diagram of CNU scale

According to the results of confirmatory factor analysis model it was found to comply with the factor loadings and error variances. Factor loadings range from 0.60 to 0.79 (Table 5.3, Figure 5.1)

Table 5.4. CFA and reliability results for CNU scale

Factors 1and items	Std. β	T	R^2	r	A
Creative Choice Conformity (CCC)					
ccc1	0.69		0.47	0.55	
ccc2	0.77	14.16**	0.59	0.64	
ccc3	0.66	12.66**	0.44	0.59	
ccc4	0.63	12.19**	0.40	0.51	
Unpopular Choice Conformity (UCC)					0.87
ucc1	0.62		0.38	0.54	
ucc2	0.65	11.19**	0.42	0.55	
ucc3	0.67	11.44**	0.45	0.58	
ucc4	0.64	11.10**	0.41	0.54	
Avoidance of Similarity (AoS)					
aos1	0.79		0.63	0.62	
aos2	0.60	12.59**	0.37	0.51	
aos3	0.66	13.66**	0.43	0.52	
aos4	0.68	14.14**	0.46	0.52	

r: Item Total Correlation   **$p<0.01$

When the results of reliability analysis are analyzed Cronbach alpha coefficient of the scale of the CNU was found to be 0.87. All the items for item-total correlations scale were greater than 0.30 (range 0.51 to 0.64) were found (Table 5.4).

5.3.1.2. CFA results for consumer socialization

Consumer socialization (CS) 12 item scale and the three factors in order to validate the relationship with the appropriate item in the original structure confirmatory factor analysis are done.

In accordance with the confirmatory factor analysis of Consumer socialization (CS) of the original structure, the relationship factor loadings of the scale were below 0.40 and error variance were above 0.90 for these items (par3, par4, mm3, mm4) and that reach to the acceptable level . (Table 5.5).

The goodness of fitness test was carried out twice after deleting certain items from the data. The reason of doing such deletions was to bring the results within the limits of being very good. As seen in Table3. In the first CFA with 12 items the X^2/df was not in the limits of being very good but it was with the range of acceptable results. In order to improve the results the item with high correlations were omitted from the data and after rerunning the CFA with 8 items it was observed that the data was within the range of being very good.

Table 5.5 Goodness of fit indicators for CS scale

Indicators	First CFA 12 items	Last CFA 8 items	Acceptable values	Very good
X^2/df	3.89	2.39	$0 < X^2/df < 5$	$0 < X^2/df < 3$
RMSEA	0.08	0.05	$0.00 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$
SRMR	0.06	0.02	$0.00 \leq SRMR \leq 0.08$	$0.00 \leq SRMR \leq 0.05$
GFI	0.94	0.98	$0.90 \leq GFI \leq 1.0$	$0.95 \leq GFI \leq 1.0$
NFI	0.84	0.96	$0.90 \leq NFI \leq 1.0$	$0.95 \leq NFI \leq 1.0$
NNFI	0.84	0.96	$0.90 \leq NNFI \leq 1.0$	$0.95 \leq NNFI \leq 1.0$
CFI	0.88	0.98	$0.90 \leq CFI \leq 1.0$	$0.95 \leq CFI \leq 1.0$

In order to improve the Model fit indices and to bring them to acceptable level of compliance index certain items were removed from the model. According to factor loadings of the CS scale were confirmed by 8 items. (Table 5.6, Figure 5.2).
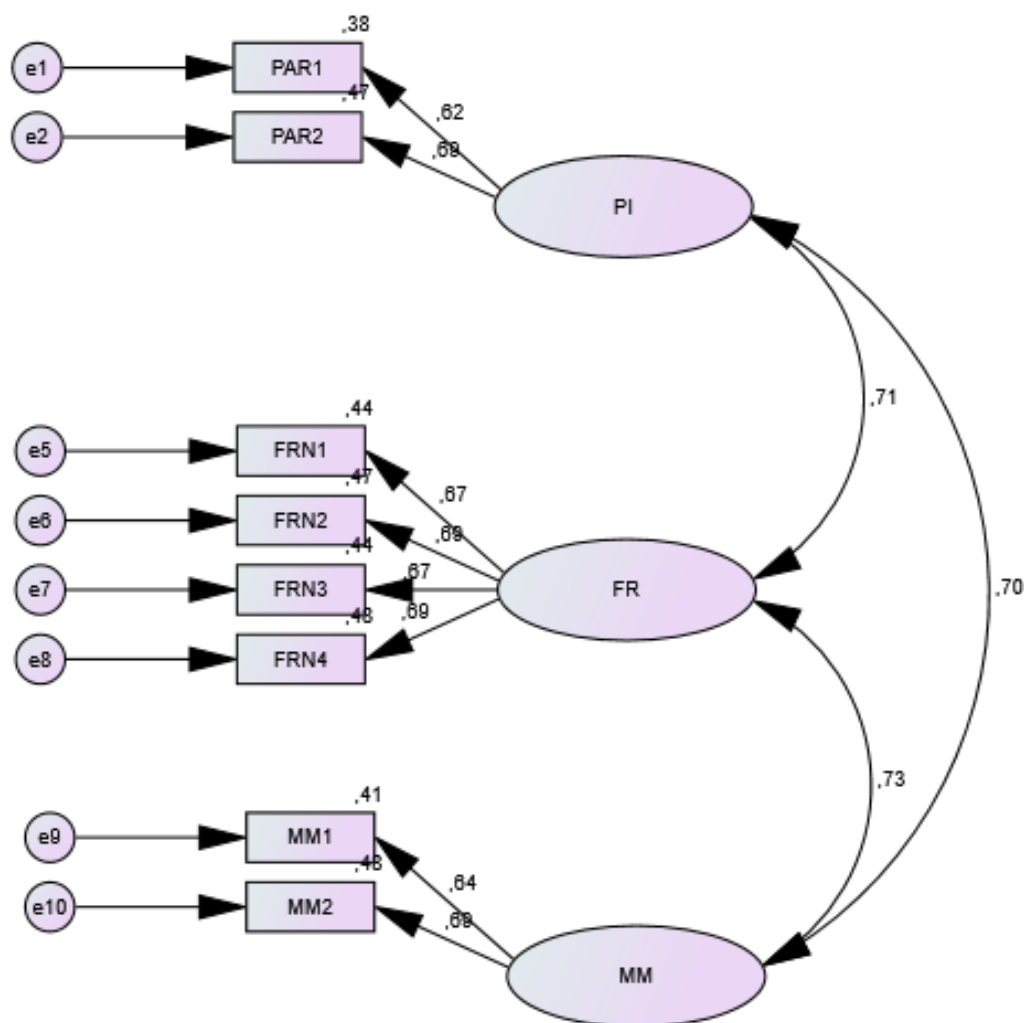
Figure5. 2 Path diagram of CS scale

According to the obtained results the CS scale reaches the optimal structure with 8 material and 3 sub-dimensional structure and item factors relating to the new structure detected to be suitable. According to the results of confirmatory factor analysis model ranges between 0.64 to 0.69. (Table 5.6, Figure5.2).

Table 5.6. CFA and reliability results for CS scale

Factors and items	Std. β	T	R^2	R	A
Parent's Influence (PI)					
par1	0.62		0.38	0.46	
par2	0.69	9.26**	0.48	0.51	
Friends					
frn1	0.67		0.45	0.57	
frn2	0.69	12.38**	0.48	0.57	0.82
frn3	0.67	12.08**	0.45	0.58	
frn4	0.69	12.47**	0.48	0.58	
Mass Media (MM)					
mm1	0.64		0.41	0.49	
mm2	0.69	9.81**	0.48	0.52	

r: item total correlation   **p<0.01

The Cronbach's alpha coefficient in the reliability analysis when analyzed was found to be 0.82. Item-total correlations for all items on the scale higher than 0.30 (0.46 to 0.58 range) is seen. (Table 5.6)

5.3.1.3. CFA results for perceived behavioral control

In accordance with the original structure and with the relationship of factors items   confirmatory factor analysis is done for Perceived Behavioral Control (PBC), the factor loadings of the items (sb1, pk2) were below 0.40 and error variance is over

0.90 it is not at an acceptable level of compliance index. It was found to be positive definite covariance matrices between the factors (Table 5.7).

Table 5.7. Goodness of fit indicators for PBC scale

Indicators	First CFA 6 items*	Last CFA 4 items	Acceptable values	Very good
X^2/df	7.10	1.08	$0 < X^2/df < 5$	$0 < X^2/df < 3$
RMSEA	0.11	0.01	$0.00 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$
SRMR	0.05	0.01	$0.00 \leq SRMR \leq 0.08$	$0.00 \leq SRMR \leq 0.05$
GFI	0.96	0.99	$0.90 \leq GFI \leq 1.0$	$0.95 \leq GFI \leq 1.0$
NFI	0.93	0.99	$0.90 \leq NFI \leq 1.0$	$0.95 \leq NFI \leq 1.0$
NNFI	0.88	0.99	$0.90 \leq NNFI \leq 1.0$	$0.95 \leq NNFI \leq 1.0$
CFI	0.93	1.00	$0.90 \leq CFI \leq 1.0$	$0.95 \leq CFI \leq 1.0$
Estimated correlation between …	F1-F2= 0.86	F1-F2= 0.77**		

In order to improve the model fit indexes some items were removed from the model which are not appropriate. As a result of these removals it reached an acceptable level of compliance index, the items factor loadings and was identified as confirmed by 4 items and 2 dimensions of the PBC scale (Table 5.7, Figure 5.3).
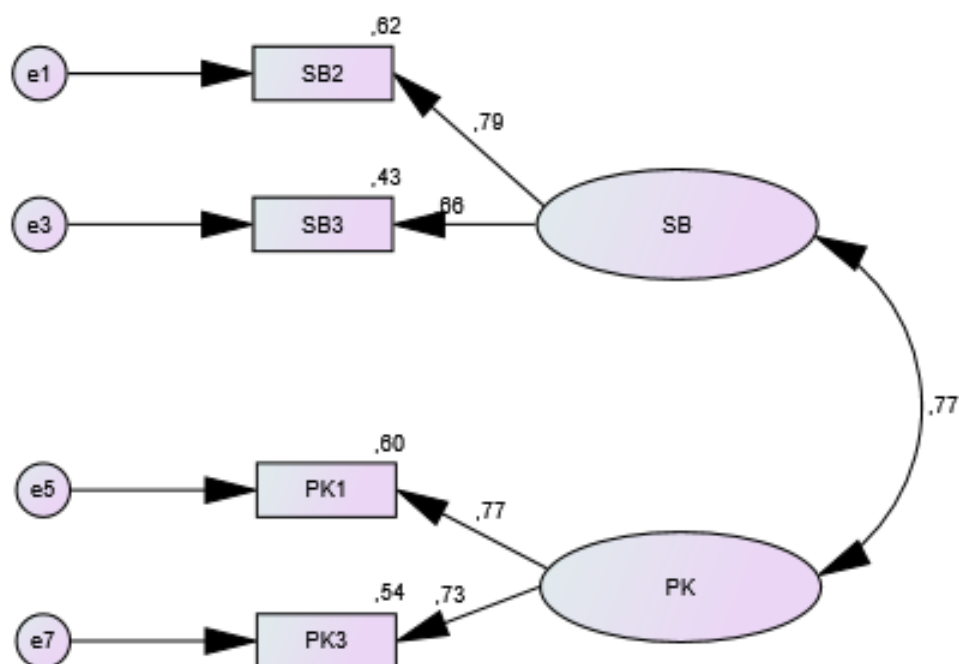
Figure 5.3 Path diagram of PBC scale

According to the results obtained PBC scales reaches the most appropriate scales with 4 items and 2 dimensional structure. Item factor relationship is now found to be appropriate for new model. According to the results of confirmatory factor analysis of model the factor loads ranges between 0.66 to 0.79. (Table 5.8, Figure 5.3)

Table 5.8 CFA and reliability results for PBC scale

Factors and items	Std. β	T	R^2	R	A
Self-Belief (SB)					0.77
sb2	0.79		0.60		
sb3	0.66	10.70**	0.53		

Product Knowledge					
pk1	0.77		0.60		
pk3	0.73	11.81**	0.58		

r: Item Total Correlation**p<0.01

When the results of the exploratory factor are analyzed the Cronbach's alpha coefficient was found to be 0.77. The item-total correlations for all items on the scale are greater than 0.30 (0.53 to 0.60 range). (Table 5.8)

5.3.1.4. CFA Results for materialism

Materialism in accordance with item 3 sub dimensional structure factor scale of a relationship is established in the analysis of confirmatory factor indexes is not in acceptable limits. The covariance matrix between the dimensions of the Envy-Poss. positive is not positively defined, Poss-Nongen correlation was not up to the mark (Table 5.9) and Poss-Nong statements carry similar meanings. So it was a better option to merger Poss-Nongen factor.

There were three sub variables in the original construct but as the CFA was conducted there were a lot of correlations found. It was may be because of the understanding of the statements presented in the questionnaire. The statements were taken as similar meaning by the respondents. It was observed during the CFA analysis. It was seen beneficial to merge the two sub dimensions. The results of this dimension are as under before merging the three sub dimensions and after merging the two sub dimensions.

Table 5.9. Goodness of fit indicators for Materialism scale

Indicators	First CFA 7 items 3 factors	Last CFA 7 items 2 factors	Acceptable values	Very good
X^2/df	15.55	2.06	$0 < X^2/df < 5$	$0 < X^2/df < 3$
RMSEA	0.17	0.04	$0.00 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$

SRMR	0.07	0.02	$0.00 \leq SRMR \leq 0.08$	$0.00 \leq SRMR \leq 0.05$
GFI	0.89	0.98	$0.90 \leq GFI \leq 1.0$	$0.95 \leq GFI \leq 1.0$
NFI	0.87	0.98	$0.90 \leq NFI \leq 1.0$	$0.95 \leq NFI \leq 1.0$
NNFI	0.77	0.98	$0.90 \leq NNFI \leq 1.0$	$0.95 \leq NNFI \leq 1.0$
CFI	0.88	0.99	$0.90 \leq CFI \leq 1.0$	$0.95 \leq CFI \leq 1.0$
Estimated correlation between …	F1-F2=1.09 F1-F3=1.08 F2-F3=1.05	F1-F2=0.72**		

*: p<0.05   **p<0.01

It has been hence determined by the combining of Poss-Nongen factors that the number of factors in this model is now became 2. All the fit indexes reaches the desired scales and the item factor loads are appropriate. In other words the scale of materialism is observed to be suitable with 2 sub dimensions and 7 items structure. (Table 5.9, Figure 5.4). In the new structure it is seen that the coefficient correlation between two factors is more meaningful.(r=0.72; p<0.01)
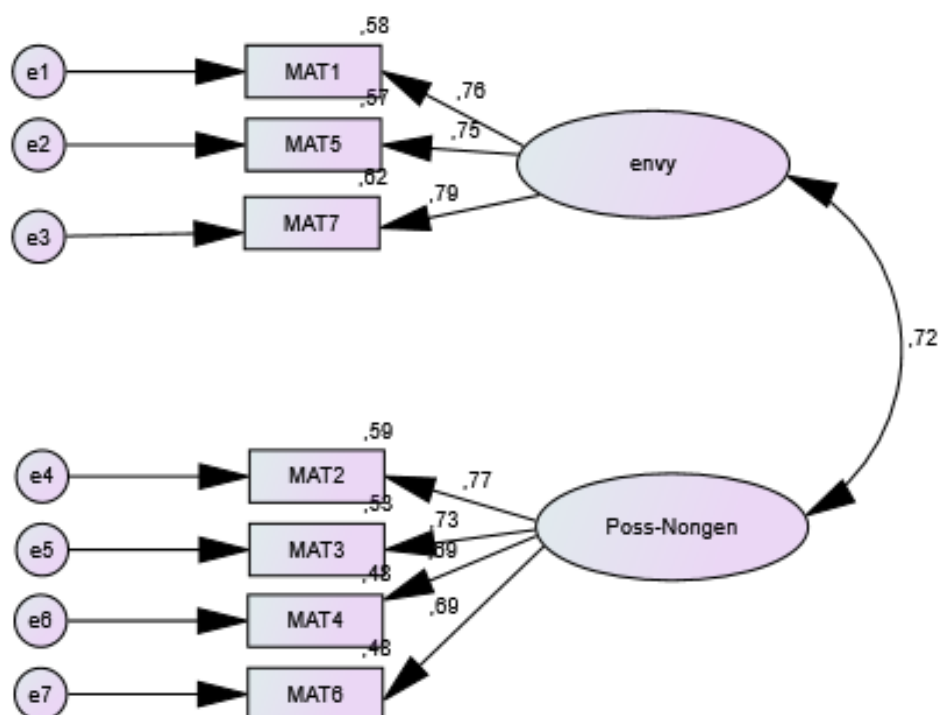
Figure 5.4. Path diagram of Materialism scale

The results obtained from modified structure shows that materialism scale reaches its most appropriate structure with 7 items and 2 sub dimensions, and item factor relation is found to be appropriate. According to the results of the confirmatory factor analysis of the model the factor loadings changes between (0.69 to 0.79) (Table 5.10, Figure5. 4).

Table 5.10. CFA and reliability results for Materialism scale

Factors and items	Std. β	T	R^2	R	α
Envy					
mat1	0.76		0.58	0.62	
mat5	0.75	15.44**	0.57	0.63	
mat7	0.79	15.92**	0.62	0.63	
Poss/Non-Generosity					0.86
mat2	0.77		0.59	0.63	
mat3	0.73	15.22**	0.53	0.64	
mat4	0.69	14.44**	0.48	0.60	
mat6	0.69	14.47**	0.48	0.61	

r: Item Total Correlation   **p<0.01

When the results of the reliability factor are analyzed the Cronbach's alpha coefficient of materialism was found to be 0.85. The item-total correlations for all items on the scale are greater than 0.30   and the ranges between (0.56 to 0.64) (Table5.10).

5.3.1.5. CFA results for consumer intention

 A confirmatory factor analysis of Consumer Intention (CI) scale is done with 10 items and 1 dimension, there are items with factor loadings below 0.40 and error variance over 0.90 (int1, int7, int8, int9, int10) and is seen that the fit indexes are not at the acceptable scale. (Table 5.11)

Table5.11. Goodness of fit indicators for CI scale

Indicators	First CFA 10 items	Last CFA 5 items	Acceptable values	Very good
X^2/df	4.79	3.29	$0 < X^2/df < 5$	$0 < X^2/df < 3$
RMSEA	0.08	0.07	$0.00 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$
SRMR	0.06	0.03	$0.00 \leq SRMR \leq 0.08$	$0.00 \leq SRMR \leq 0.05$
GFI	0.95	0.98	$0.90 \leq GFI \leq 1.0$	$0.95 \leq GFI \leq 1.0$
NFI	0.84	0.97	$0.90 \leq NFI \leq 1.0$	$0.95 \leq NFI \leq 1.0$
NNFI	0.83	0.96	$0.90 \leq NNFI \leq 1.0$	$0.95 \leq NNFI \leq 1.0$
CFI	0.87	0.98	$0.90 \leq CFI \leq 1.0$	$0.95 \leq CFI \leq 1.0$

In order to improve the fit indexes of model inappropriate items are removed gradually and covariance connections established in accordance with the modification proposal. The result shows that the fit index reaches a suitable scale of acceptability. The factor loadings of items are appropriate and CI scale is verified with 5 items.
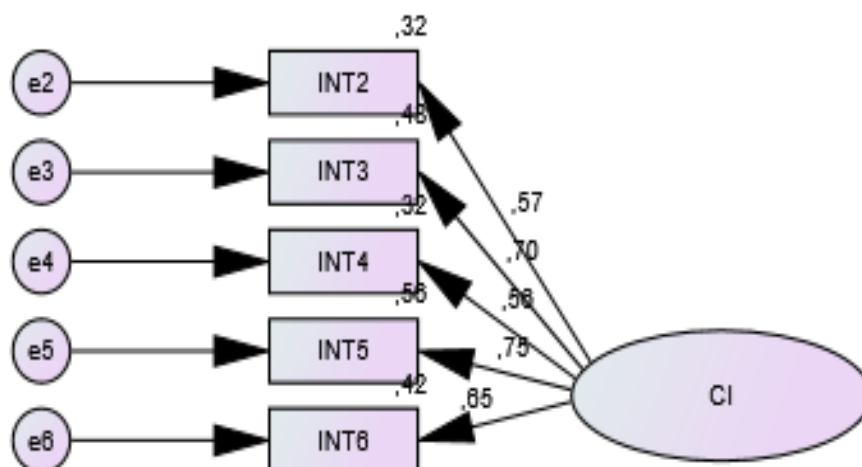
Figure 5.5. Path diagram of CI scale

According to the results obtained CI scale is appropriate with 5 items and 1 dimension structure and item factor relation is also appropriate. According to the confirmatory factor analyses results the factor loads changes between 0.57 to 0.75. (Table 5.12, Figure 5.5).

Table 5.12. CFA and reliability results for CI scale

Factors and items	Std. β	t	R^2	r	A
int2	0.57		0.32	0.50	
int3	0.70	10.67**	0.48	0.60	
int4	0.56	9.38**	0.32	0.49	0.78
int5	0.75	11.00**	0.56	0.62	
int6	0.65	10.28**	0.42	0.56	

r: Item Total Correlation   **$p<0.01$

According to the results of reliability analysis the coefficient of Cronbach alpha is found to be 0.78. It is seen that for all the items of the scale the item-total correlation is higher than 0.30 (0.49 to 0.62) (Table 5.12).

5.3.1.6. CFA results for consumption behavior

Consumption Behavior (CB) scales has 8 item and with single dimension. Confirmatory factor analysis of the dimension tells that the factor loadings is below 0.40 and the error variance of the items on the 0.90 (conb3, conb5, conb6, conb7, conb8) and that the alignment It was found not to be within acceptable levels of the index (Table 5.13).

Table 5.13. Goodness of fit indicators for CB scale

Indicators	First CFA 8 items	Last CFA 4 items	Acceptable values	Very good
X^2/df	7.32	0.56	$0 < X^2/df < 5$	$0 < X^2/df < 3$
RMSEA	0.11	0.00	$0.00 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$

SRMR	0.08	0.01	0.00≤SRMR≤0.08	0.00≤SRMR≤0.05
GFI	0.93	1.00	0.90≤GFI≤1.0	0.95≤GFI≤1.0
NFI	0.85	1.00	0.90≤NFI≤1.0	0.95≤NFI≤1.0
NNFI	0.81	1.00	0.90≤NNFI≤1.0	0.95≤NNFI≤1.0
CFI	0.86	1.00	0.90≤CFI≤1.0	0.95≤CFI≤1.0

In order to improve the compliance index the items which are not suitable were taken out form the structure, where CB reached to a acceptable level with four items and single dimension. (Table 5.13, Figure 5.6).
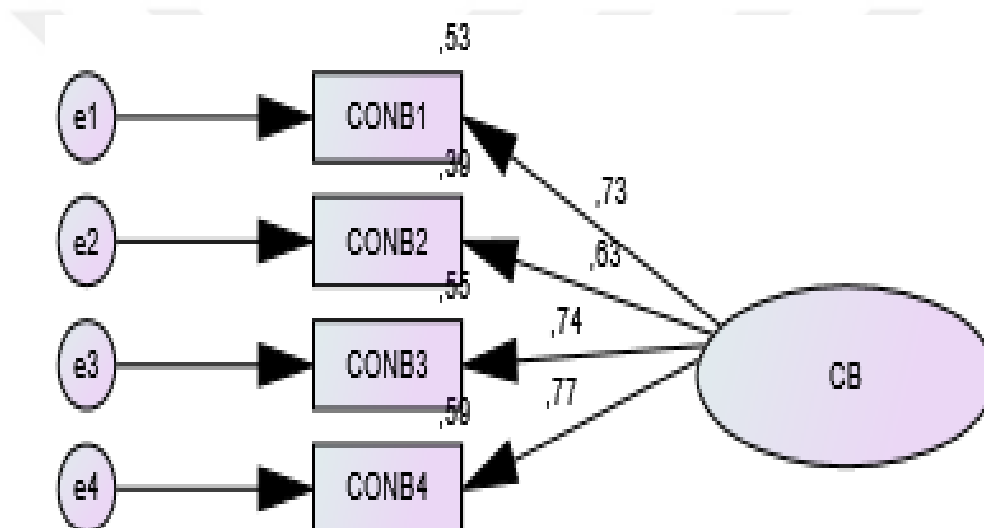
Figure 5.6. Path diagram of CB scale

According to the results of confirmatory factor analysis model factor loadings ranges from 0.63 to 0.77 (Table 5.14, Figure 5.6)

Table 5.14. CFA and reliability results for CB scale

Factors and items	Std. β	T	R^2	r	A
conb1	0.73		0.53	0.63	
conb2	0.63	12.33**	0.39	0.56	0.81
conb3	0.74	14.17**	0.55	0.65	
conb4	0.77	14.46**	0.59	0.66	

According to the Reliability Analysis results Cronbach's alpha coefficient was 0.81.
Item-total correlations for all items on the scale was greater than 0.30 (0.56 to 0.66
range), it is seen that (Table 5.14).

5.4 Descriptives Statistic of Measurements

Scales and Factors	N of Items	X	SS	Skewness
CONSUMER NEED for UNIQUENESS	**12**	**4.06**	**1.16**	**-0.30**
Creative Choice Conformity	4	3.94	1.12	-0.27
Unpopular Choice Conformity	4	4.09	1.14	-0.59
Avoidance of Similarity	4	4.13	1.26	-0.27
CONSUMER SOCIALIZATION	**8**	**4.13**	**1.23**	**-0.52**
Parent's Influence	2	4.01	1.26	-0.27
Friends	4	4.25	1.18	-0.67
Mass Media	2	4.12	1.25	-0.69
PERCEIVED BEHAVIORAL CONTROL	**4**	**4.60**	**1.29**	**-0.53**
Self-Belief	2	4.54	1.28	-0.56

Product Knowledge	2	4.66	1.32	-0.52
MATERIALISM	**4**	**4.20**	**1.30**	**-0.82**
Envy	2	4.08	1.32	-0.74
Possessiveness/Non-Generosity	2	4.31	1.25	-0.90
CONSUMER INTENTION	**4**	**3.77**	**1.61**	**-0.21**
CONSUMPTION BEHAVIOR	**4**	**3.87**	**1.58**	**-0.22**

Table 5.15 Descriptives of Scales

When the descriptive statistics scale of were examined it was found that normal distribution for all scale and subscale scores (Table 5.15).

5.5. Research Model Results

The variables consumer need for uniqueness, consumer socialization, perceived behavioral control and materialism has a direct impact on the consumer intention and perceived behavioral control, materialism has indirect effect on the consumption behavior. (Figure 5.7).
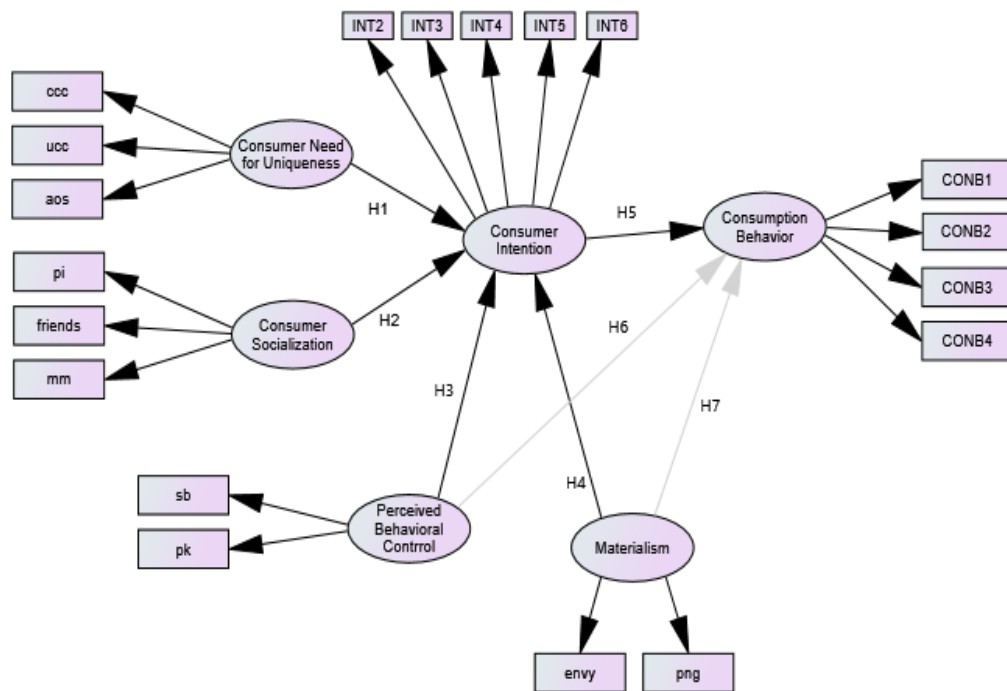
Figure 5.7 Draft Model

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

Table 5.16. Path Analysis Results of Dependent and Independent Variables

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

	Path			Direct Effects	Total Effects		
				B	B		
H6	Perceived Behavioral Control	→	Consumption Behavior	0.22	0.20	0.22	0.20
H7	Materialism	→	Consumption Behavior	0.34	0.32	0.34	0.32

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

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

H1 **Accepted**: Consumer Need for uniqueness variable has a significant effect on the Consumer Intention (β = 0.24. t = 4.40. p <0.01).

H2 **Accepted**: Consumer Socialization variable has a significant effect on the Consumer Intention (β=0.24; t=4.17; p<0.01).

H3 **Accepted**: Perceived Behavioral Control variable has a significant effect on the Consumer Intention (β=0.26; t=4.03; p<0.01).

H4 **Accepted**: Materialism variable has a significant effect on the Consumer Intention (β=0.42; t=6.09; p<0.01).

H5 **Accepted**: Consumer Intention variable has a significant effect on the Consumption Behavior (β=0.42; t=6.09; p<0.01).

H6 **Accepted**: Perceived Behavioral Control variable has indirect impact on Consumption Behavior is significant (β = 0.20 p <0.01).

H7 **Accepted**: Materialism variable has indirect impact on Consumption Behavior is significant (β=0.32 p<0.01).

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

6. DISCUSSION AND CONCLUSIONS

This chapter consists of the discussions, conclusion and limitations of the pilot study and the main study of the research. In the pilot study exploratory factor analysis was conducted to check the consistency then the items were used for the main study. For the main study the data was collected and organized in the form to conduct the statistical tests. The data was obtained through online questionnaires.

Each demographic value was discussed. After that the reliability and validity of the model were tested. Structural equation modeling was used to test the hypotheses of the proposed model. The results showed that the materialism has a direct impact on consumer intention where as it has indirect effect on consumption behavior. The result explained that the consumer independence, consumer socialization and perceived behavioral control these are all the functions on the belief. These also have a significant positive effect on the consumer intention.

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

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

This research studied the influence of materialism on the consumption behavior of the consumers and the determinants of consumer on intention to buy branded apparels. The first chapter explained the back ground of research, the need of doing this research. The issues related to research were discussed.

The second chapter discussed the elaborated literature on the theory used its origination and why the need of examining the impact of materialism in the study, whether the materialism impact the intention of the customers or not in their

consumption behavior. The research hypotheses were postulated keeping in mind the literature review and research gap identification.

The third chapter explains the methodology adopted for the research to investigate the area identified, and then results of the pilot study were presented in the next chapter.

In chapter four results of reliability analysis were presented and reliability and validity tests were done then the profile of respondents is presented.

In the chapter five final results of the main study were presented using Structural equation modeling to validate the hypotheses.

The last chapter of this study is to provide an elaboration on the findings and implication for theory and practice and lastly a review of conclusion. The possible limitations of the research are also presented.

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

While doing the analysis of the data it was observed that there were a lot of correlations, which might be due to a reason that the respondents might have misunderstood the possessiveness and non-generosity which they might have perceived has the same meaning. That is the reason is seen fruitful to merge the two sub dimensions.

6.1. Study Findings

The main aim of this research was to investigate the determinants that influence the consumer's intentions and consumption behavior towards apparels. The emphasis of research was to draw the influence of the behavior. The results of this study show that consumer attitude towards the intention has significant relations.

Consumer socialization results also showed that it had a positive impact on the Intention the reason for making such a construct was to gauge the socialization gap between the parents and children's (Serdar Karabati, 2010). The perceived behavioral control had a positive effect on the intention and has indirect effect on the consumption behavior.

The materialism aspect of the construct when studied showed that it is influencing the consumer intention and has indirect effect on the consumption behavior. The reason is that in the sample size the respondents wanted to know the public meaning of possession and they would like to be a part of the population that sends signals of standing out in the society.

According to the results envy has the highest impact on the consumer intention. Then, the indirect role of materialism has shown a weak relationship but still a visible one, as far as the indirect role is concerned the role of the materialism might improve as the time passes on and the consumers' gets better understanding of the concept.   According to the researchers (Serdar Karabati, 2010) mentioned apparels such as clothing, jewelry and cosmetics are such commodities.

The results show that there is an impact of materialism on the consumers and because of the above mentioned reason the consumption behavior is being affected. Results also show that the materialism also indirect the consumer consumption behavior.

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

If needed to explain all this in a nut shell it is that having beliefs which are positive regarding the purchase of apparels make a favorable attitude towards the

purchase of the apparels, and the individuals which have a positive attitude towards the purchase of the goods have a positive and a greater chance of executing that intention to consumption behavior. These hypotheses are supported by the findings.

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

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

According to (Icek & Fishbein, 1980) defined that the condition under which behavior is the performed, the features of the individual who will perform, the influence of attitude and subjective norm are known as nature of behavior. Another other studies show that subjective norm is not important when eating alone but it has influence the decision when the consumer is with the friends. (Bagozzi R. P., 2000) . As the results shows that subjective norm is a predictor of consumer intention means that the consumers are well aware of their intentions.

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

On the basis of the results in the section 5.3 and 5.4 following conclusions can be drawn:

Materialism has a significant impact on the consumer intention and also has indirect role on consumption behavior of the consumers. Materialism should be understood as an individualistic trait.

Modifications are required in the basic model on Theory of Planned behavior to predict the consumption intentions of the consumers towards the consumption behavior. The modified Theory of planned behavior model has a significance exploratory outlay, when talking from the materialism perspective.

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

Finally, the research model does not only emphasizes on the components of Theory of Planned behavior but it also explains the role played by Materialism on then understanding of consumer Intentions and Consumption Behavior.

6.2. Implications

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

The consumption behavior is well investigated according to the attitude, subjective norm, perceived behavioral control and intentions with materialism. This study has a strong theoretical base, and having implication form the field of consumer behavior, psychology, sociology, marketing etc for providing foundations for understanding the impact of materialism on consumer intention and consumption behavior towards the purchase of apparels.

More over this study is beneficial in understanding the exploratory abilities of the theory of planned behavior in predicting the consumer purchase intention and consumption. This study also clarifies the role played by the external variables in the

theory of planned behavior and theory of reasoned actions. This study is successful in understanding the characteristics of the consumers.

The results of this study will help to gain insight on the development of marketing strategies while keeping the perspective of materialism in mind. The results help the different organizations with the apparel industry to manage the impact and mold their strategies according to the findings. Being impacted by materialism the Intention and the consumption behavior will help the managers in context of competition in the market. The marketing department can formulate strategies by keeping the value consumers attach with the product. They can target the consumers by convincing them that the "ownership & affiliation" with the product is the reason of satisfaction. The marketing experts can develop marketing campaigns accordingly as well.

In the consumption of apparels the subjective norms or the reference groups such as friends, family, and mass media not only influence the intention but are a determinant of the behavior. This study helped in context of the relations of the models when talking from the perspective of consumer consumption behavior. The statistical analysis confirmed then understanding associated with the intention and consumption behavior.

The prescient capacity of the TRA and TPB depends on the ability of researcher to precisely distinguish and measure every single feature that is considered by the customer if they are shaping their attitude. (Solomon M. , 1983) (Solomon, Bamossy, Askegaard, & Hogg, 2006).

Obviously numerous consumption circumstances are very difficult, and are impacted by factors which are both conscious factor and non conscious factors leading to a optimistic decision.

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

The dependence on cognition seems to disregard any impact that could come about because of feelings, attitude or because of having cravings. Hale, Householder, & Greene, (2002).

According to Solomon, Bamossy, Askegaard, & Hogg, (2006) remarked that behavior in specific conditions may not come from attitude assessment, but rather general feeling of reaction in a procedure called 'affect referral'. These are thought to be imperative confinements with regards to apparel shopping where general feeling of assessment and decadent motivations are thought to impact a few buys.

The TRA and TPB have been broadly connected in Western societies; in any case it is not clear that the presumptions supporting it are appropriate to different societies. Solomon, Bamossy, Askegaard, & Hogg (2006). Not very many multifaceted reviews have been embraced; however the restricted discoveries recommend that the hypotheses are not similarly viable in various societies. Bagozzi, Gurhan-Canli, & Priester, (2002)

Lastly, it is believed that intention is probably going to be a dynamic idea, always under re-assessment by the customer as circumstances change, or as more data gets to be distinctly accessible.

This will make it troublesome for the model to precisely anticipate behaviors before the purchase decisions as intentions are out to temporary (Sutton, 1998). The model does not take care well enough for any repressing variables to purchase, for instance the retail location not having enough stocks of the items to purchase.

In summarizing this research the study signifies that beliefs affect the intention and also influence to exert pressure on the intention. The dimension of materialism in the construct has given more significance to the theory of planned behavior. Hence, all in all the considered frame work has reflected the importance of materialism on the consumption behavior.

6.3. Limitations and Recommendations

The previous section was about the implication of the study, while doing this research the understated recommendations are being forward. The current study will pave a way for future studies on the materialism dimension.

Less studies on this dimension and its impact on the consumption behavior was as area which was relatively less explored. The findings of this study on the materialistic dimension will pave the way for other relevant research to be done in future. The studies shows that materialism has a direct impact on the consumer intention and it also explain that materialism has a more of a indirect role in the consumption behavior.

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

Moreover, in future the researchers can work where there are cultural influences on the purchase intention of consumers. This type of research may help to improve the knowledge about the purchase and consumption decision from the cultural perspective. The findings of this study are only limited to the Apparels which may not be generalized to the other products used and available in the region.

This research has laid some recommendations for the future research but validation generalization might have as a wide range of products are available. The statistical analysis is done for a group of products in future for better understanding of the consumption behavior and consumer intentions the researchers can imply the model on different products individually, which will help to develop better marketing activities.

The result of this research can help in understanding that material values can affect the intention of consumers to buy so this can be used to gain competitive advantage over the competitors. The improvements can be made in marketing strategies to create value of the money to the consumers. A good relationship with

the consumers having those materialistic values may increase their positive attitudes to provide the product to the targeted market. As the study explains that intentions are affected brand awareness can be created to retain the image of the product in the mind of the consumers.

It is also important to tell that the results of this study might not be same when applied to the consumers in different regions. However, the main area of focus of this study is the impact of materialism on the consumer's consumption behavior regarding apparels. So, this research can be helpful to the future researchers who want to take the applicability of this model under different dimensions.

This study has materialism dimension as an external variable, so helping the future researchers to work on the roles of different variables when wanting to carry out research and studying the behavior. This research does not measure the actual behavior so; the relationships made in the current study can be used in future.

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

The implications were presented earlier, with the new possibilities for future researches. This current study is about the impact of materialism on the consumer's consumption behavior regarding apparels. Online survey was filled by the consumers of the apparels from the target population. The construct consisted of different variables the findings make it obvious that there are different factors that influence the consumer intention and the consumption behavior. The marketing department can formulate strategies by keeping the value consumers attach with the product.

They can target the consumers by convincing them that the "ownership & affiliation" with the product is the reason of satisfaction. The marketing experts can develop marketing campaigns accordingly as well. The model presented in the current study reflects the view of consumption behavior of apparels influenced by materialism. These results will help the business to target and segment their market more effectively and develop the marketing strategies accordingly.

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ANNEXES

Questionnaire Form

Dear Participant

I am Imran Ali. A PhD student at the Department of Business Administration, Atilim University, Ankara and I am in the process of writing my Thesis Impact of Materialism on Consumers.

The enclosed questionnaire is designed to investigate the impact of materialism that affects consumption behaviour.

All information and responses to this questionnaire will be kept UNDER LOCK and will remain as Confidential and Anonymous. If you agree to participate please fill the following questionnaire.

If you have any questions about this project, feel free to contact me via my email address ali.imran@students.atilim.edu.tr

Thank you for participating in this survey. Your co-operation is highly appreciated.

Yours sincerely,

Imran Ali

PhD Candidate

Genel Isletme, Atilim University.

<u>NOTE:</u>

Please answer **<u>ALL</u>** questions. Please provide best of your judgement. The answers have vital importance for the accurate research.

Consumer Need for Uniqueness

Consumer Need for Uniqueness: individual's pursuit of differentness

Please choose appropriate number to give your response.

1. Strongly Disagree (SD) 2. Disagree (D) 3. Slightly Disagree (SLD)

4. Neutral (N) 5. Slightly Agree (SLA) 6. Agree (A)

7. Strongly Agree (SA)

Consumer Need for Uniqueness								
1	I actively seek to develop my personal uniqueness by buying special products or brands.	1	2	3	4	5	6	7
2	I often combine possessions in such a way that I create a personal image that cannot be duplicated.	1	2	3	4	5	6	7
3	I often look for one-of-a-kind products or brands so that I create a style that is all my own.	1	2	3	4	5	6	7
4	I'm often on the lookout for new products or brands that will add to my personal uniqueness.	1	2	3	4	5	6	7
5	I have often gone against the understood rules of my social group regarding when and how certain products are properly used.	1	2	3	4	5	6	7
6	When it comes to the products I buy and the situations in which I use them, I have broken customs and rules.	1	2	3	4	5	6	7

7	I have often violated the understood rules of my social group regarding what to buy or own.	1	2	3	4	5	6	7
8	I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept.	1	2	3	4	5	6	7
9	I often try to avoid products or brands that I know are bought by the general population.	1	2	3	4	5	6	7
10	The more commonplace a product or brand is among the general population, the less interested I am in buying it	1	2	3	4	5	6	7
11	Products don't seem to hold much value for me when they are purchased regularly by everyone.	1	2	3	4	5	6	7
12	As a rule, I dislike products or brands that are customarily purchased by everyone.	1	2	3	4	5	6	7

Part 2: Consumer Socialization

<u>Socialization:</u> **To develop set of skills for market place.**

Please choose appropriate number to give your response.

1. Strongly Disagree (SD)   2. Disagree (D)   3. Slightly Disagree (SLD)

4. Neutral (N)   5. Slightly Agree (SLA) 6. Agree (A)

7. Strongly Agree (SA)

Sr. No.	Statement							
Parent's influence								
1	Parents know the best and cannot challenge their decision.	1	2	3	4	5	6	7
2	I am influenced by parents in consumption.	1	2	3	4	5	6	7
3	If I can do consumption by myself then parents should encourage me.	1	2	3	4	5	6	7
4	I am better informed regarding consumption than my parents.	1	2	3	4	5	6	7
Friend's influence								
5	I ask friends for advice about buying things.	1	2	3	4	5	6	7
6	My friends and I talk about consumption.	1	2	3	4	5	6	7
7	Me and my friends talk about things we see or hear.	1	2	3	4	5	6	7
8	I am asked by my friends about my advice on consumption.	1	2	3	4	5	6	7
Mass Media's influence								
9	Mass Media lead by example in consumption.	1	2	3	4	5	6	7
10	Mass Media set positive examples for others to follow regarding consumption.	1	2	3	4	5	6	7

11	I do research over internet about features of the products.	1	2	3	4	5	6	7

Part 3: Perceived Behavioural Control

Please choose appropriate number to give your response.

1. Strongly Disagree (SD)   2. Disagree (D)   3. Slightly Disagree (SLD)

4. Neutral (N)   5. Slightly Agree (SLA)   6. Agree (A)

7. Strongly Agree (SA)

Consumption: Consumption is the evaluating, buying, using and disposing of products and services.

Sr. No.	Statement							
Self-Belief								
1	It is difficult for me to make decision when I have to choose from different brands.	1	2	3	4	5	6	7
2	I know how to persuade others when making consumption choice.	1	2	3	4	5	6	7
3	I can distinguish among brands and prioritize them when consuming.	1	2	3	4	5	6	7
Product Knowledge								
4	I can make good decisions when I am doing impulsive buying.	1	2	3	4	5	6	7
5	If I put enough effort, I can tell which kinds of brands satisfy my needs and identity.	1	2	3	4	5	6	7
6	I can compare the product features of different brands.	1	2	3	4	5	6	7

Part 4: Intentions

Please choose appropriate number to give your response.

1. Strongly Disagree (SD)   2. Disagree (D)   3. Slightly Disagree (SLD)

4. Neutral (N)   5. Slightly Agree (SLA)   6. Agree (A)

7. Strongly Agree (SA)

Sr. No.	Statement							
Intention to consumption behaviour								
1	I mostly buy items from shops that I am already aware of them.	1	2	3	4	5	6	7
2	I always intend to purchase expensive items as they are of good quality	1	2	3	4	5	6	7
3	I intend to purchase items on promotion/sale	1	2	3	4	5	6	7
4	I always intend to compare prices of shopping products from different brands.	1	2	3	4	5	6	7
5	To plan prior to the purchase of product is important.	1	2	3	4	5	6	7
6	If I get to know and come across a new I want to buy that product.	1	2	3	4	5	6	7

Part 5: Consumption Behaviour

<u>Consumption:</u> is the usage of the goods and services.

Please choose appropriate number to give your response.

1. Strongly Disagree (SD)   2. Disagree (D)   3. Slightly Disagree (SLD)

4. Neutral (N)   5. Slightly Agree (SLA)   6. Agree (A)

7. Strongly Agree (SA)

Sr. No.	Statement							
Actual Consumer Behaviour								
1	I buy those shopping products that are on sale.	1	2	3	4	5	6	7
2	I always buy branded products.	1	2	3	4	5	6	7
3	When buying products, I generally purchase those brands that I think others will approve of.	1	2	3	4	5	6	7
4	I prefer to buy shopping products online.	1	2	3	4	5	6	7
5	I prefer to buy shopping products from selected shops.	1	2	3	4	5	6	7
6	I wait for sale/promotion to buy shopping products.	1	2	3	4	5	6	7

Part 6: Materialism

Please choose appropriate number to give your response.

1. Strongly Disagree (SD)　　　　2. Disagree (D)　　　　3. Slightly Disagree (SLD)

4. Neutral (N)　　　　5. Slightly Agree (SLA)　　6. Agree (A)

7. Strongly Agree (SA)

Sr. No.	Statement							
Materialism impact on Intention								
1	I get very upset if something is stolen from me, even if it has little monetary value	1	2	3	4	5	6	7
2	I would rather buy something I need than borrow it from someone else.	1	2	3	4	5	6	7
3	I worry about people taking my possessions.	1	2	3	4	5	6	7
4	I enjoy sharing what I have	1	2	3	4	5	6	7
5	I don't like to lend things, even to good friends	1	2	3	4	5	6	7
6	There are certain people I would like to trade places with.	1	2	3	4	5	6	7
7	When friends do better than me in competition it usually makes me happy for them	1	2	3	4	5	6	7
Behavior								
1	When purchasing the same products and brands that others purchase, I can feel that I am belonged to that group.	1	2	3	4	5	6	7
2	I believe that buying the same brands that other people buy will help me to become like them.	1	2	3	4	5	6	7

3	I usually survey what others are buying and using the products or brands to ensure that I make a right decision before I buy.	1	2	3	4	5	6	7
4	I like to buy unusual products to show other people that I'm different.	1	2	3	4	5	6	7
5	I look to expand my personal uniqueness by buying special products or collections.	1	2	3	4	5	6	7
6	When purchasing a fashion product, I like to present it to people who are close to me.	1	2	3	4	5	6	7
7	I purchase fashion brands just to show off that I can afford them	1	2	3	4	5	6	7

Demographic Information

Instruction: Show the appropriate answer.

1. **Gender:**

    a) Male   ☐

    b) Female   ☐

2. **Age:**

    a) 15-20   ☐

    b) 21-30   ☐

    c) 31-40   ☐

    d) 41-50   ☐

    e) 51-60   ☐

    f) 61 Above   ☐

3. **What is your profession :**

    a) Govt. Sector   ☐

    b) Private Sector   ☐

    c) Student   ☐

    d) Self Employed ☐

4. **What is the level of Education**

    a) High School

    b) Bachelors

    c) Master's

    d) Doctorate

Info on Earnings and Expenses

Instruction: Tick the appropriate answer in the box provided.

    a) Source of Earning:

        a. Parents   ☐

        b. Brother/Sister   ☐

        c. Scholarship   ☐

        d. Job   ☐

        e. Other _____   ☐

b) Level of Earning (Monthly):

    a.   Below TL 1000   ☐

    b.   TL 1001-TL 3000   ☐

    c.   TL 3001- TL 4000   ☐

    d.   TL 4001-TL 5000   ☐

    e.   Above TL 5000   ☐

c) How frequently you buy following products

	Monthly	**Quarterly**	**Half Yearly**	**Yearly**	**On Sale/Promotion**
Clothes					
Shoes					
Electronic Item					
Accessories					

Thank You

Turnitin Orijinallik Raporu

Tez   İmran Ali tarafından

ÖDEV 2 (SBE TEZ 1) den

- 10-Tem-2017 15:36 EEST' de işleme kondu
- NUMARA: 829997739
- Kelime Sayısı: 37712

Benzerlik Endeksi
%19
Kaynağa göre Benzerlik

Internet Sources:
    %16
Yayınlar:
    %8
Öğrenci Ödevleri:
    %8