

SUSTAINABILITY AND LUXURY PURCHASE ATTITUDE



BY

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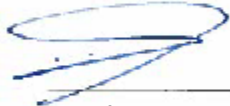
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ABSTRACT

SUSTAINABILITY AND LUXURY PURCHASE ATTITUDE

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The consumption of luxury brands in the world has quickly increased over the last few decades. There are plenty of factors encourage consumers to buy a luxury brand. Day by day consumption of luxury goods is rising up swiftly; it can be highly excessive piton leather bags or owning luxury cars. Although the majority of consumers consider themselves as sensitive to the environment, high demand for luxury goods shows the opposite.

This inconsistency is called cognitive dissonance theory. There is inconsistency on what people think and what people do. This study was conducted to understand the reasons behind this cognitive dissonance.

It is evident that materialistic, hedonic and anthropocentric types of people are likely to purchase luxury goods, however there have been no previous studies focused on the effects of social, environmental consciousness and eco-centric value on luxury purchasing attitude.

The data for this study were collected through a face to face survey method in Turkey. These interviews were conducted with 300 participants in Izmir, all of which were luxury brand consumers. The survey contains questions regarding measuring consumer's social consciousness, environmental awareness, and values of eco-centric,

hedonic, materialistic, and anthropocentric and luxury purchase attitudes. The data was tested by a confirmatory factor analysis using Smart PLS software program. The results of the study will be obtained by means of the moderating effect. To make recommendations based on the findings, we are aiming to understand thoroughly the luxury purchase attitude by examining how consumer's social, environmental consciousness and eco-centric value matter and how these factors impact on the luxury purchase attitude of consumers with hedonic, materialistic and anthropocentric values. This study provided theoretical and managerial implications based on the results.

Keywords: Luxury, Sustainability, Cognitive Dissonance Theory.

ÖZET

SÜRDÜRÜLEBİLİRLİK VE LÜKS SATIN ALMA TERCİHİ

Novruzova, Vüsale

Lojistic Yönetimi Yüksek Lisans, Lojistic Yönetimi Bölümü

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Son on yılda, lüks markaların dünyadaki tüketimi hızlı bir artış göstermektedir. Tüketicileri lüks markaları satın almaya teşvik eden birçok faktör vardır. Her geçen gün lüks eşyaların tüketimi hızla artmaktadır. Bunlara örnek olarak, pahalı piton deri çantaların veya lüks otomobillerin kullanımının artmasını gösterebiliriz. Tüketicilerin büyük bir kısmı, kendilerini çevreye duyarlı bireyler olarak görsele de lüks eşyalara olan yüksek talep bunun tam tersini göstermektedir.

Bu durumda, insanların düşünceleri ve davranışları arasında bir uyumsuzluk vardır. Bu çalışma, bu bilişsel uyumsuzluk teorisinin altında yatan nedenleri anlamak için yürütülmüştür.

Materyalist, hedonik ve antroposentrik insanların lüks eşyalar satın almaya yatkın olduğu çok açıktır, ancak daha önceki araştırmalarda, sosyal, çevresel bilincin ve eko-merkezli değerin lüks satın alma tutumu üzerindeki etkileri incelenmemiştir.

Bu alıřmadaki veriler, Trkiye’de yrtlen yz yze anket uygulamasıyla toplandı. Bu ankette, hepsi lks eřya tketicisi olan 300 katılımcıyla grřld. Anket, tketicinin sosyal bilincini, vresel farkındalıęını, eko-merkezci, hedonik, materyalistik, antroposentrik deęerlerini ve lks satın alma tutumlarını len sorular iermektedir. Veriler, Smart PLS yazılım programını kullanarak bir doęrulatory faktr analizi ile test edilmiřtir. alıřmanın sonuları, dzenleyici etki analiziyle elde edilecektir. Bulgulara dayanarak tavsiyelerde bulunmak iin tketicinin sosyal, vresel bilincinin ve eko-merkezli deęerin ne kadar nemli olduęunu ve bu faktrlerin, hedonik, materyalistik ve antroposentrik tketicilerin lks satın alma tavrını nasıl etkiledięini inceleyerek lks satın alma tutumunu iyice anlamayı amalıyoruz. Bu alıřmada, elde edilen sonulara dayalı teorik ve ynetsel ıkarımlar sunulmuřtur.

Anahtar Kelimeler: Lks, Srdrlebilirlik, Biliřsel Uyumsuzluk Teorisi.

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LIST OF ABBREVIATIONS

LPA – Luxury Purchase Attitude

CFA – Confirmatory Factor Analysis



CHAPTER 1

INTRODUCTION

1.1. Introduction to the Main Concept and General Aims of the Study

Luxury goods are in the hands of more consumers than ever before. Nevertheless, luxury brands fascinate increased attention and have become highly from giant billboards on the streets to business pages of valid economic newspapers (International Herald Tribune, Financial Times, 2013).

Today luxury brands are ubiquitous in all capital cities of the world, all airports (Bain and Co, 2014). It is blazing to monitor that despite the long-lasting economic haste, the luxury sector is doing well with a growth rate beyond 10% per year since 2009. Traditionally, unique clothing and textiles have been produced only for wealthy and powerful individuals. The creation of these exclusive pieces began thousands of years, ago. (Nudelman, 2009). Notwithstanding, the growing levels of luxury consumption in many countries, the underlying reasons behind consumption behaviour may change from one culture to another. Today, luxury products are accessible to a great deal of people, and these products are permanently purchased all over the world.

The negative aspect of this visibility and success is a simultaneous higher exposure to criticism. In the current scope, sustainable development has become a critical issue for all businesses:

it now also involves luxury, but not so much because of its size – it is small indeed, but because luxury emblemizes the growth of a consumption based on other motives than functionality (Mason, 2000).

Despite this, we have limited knowledge of how the introduction of luxury items into our lives influence our thoughts, feelings, and behaviours. Some even say that sustainability and luxury are incompatible terms when consumers perceived luxury as ‘superficial’ and ‘creating social unrest’ (Kapferer and Michaut, 2014). Sustainable consumption implies consuming differently and efficiently, thereby minimizing the use of natural resources and waste and extending product usage to secure the needs of future generations (Jackson, 2014).

In fact, luxury consumers’ values are evolving from “having” to “being,” from “extrinsic” to “intrinsic,” and from “conspicuous” to “meaningful” (Carr,2013). Furthermore, many behaviours indicative of intrinsic aspiration, such as relational emotions (e.g., love and care; Vining “et al.” 2008), relational mind-sets (e.g., perspective taking and altruism), and less selfish decision making (e.g., consumerism, Mayer and Frantz, 2004; environmental decision making, Vining, 1987) have been linked to connectedness to nature.

Human behaviour plays a key role in terms of creating environmental problems, while human endeavours in an attempt to prevent these problems are also undeniable. A rhetorical question can

be raised- Do consumers of alligator bags think about cruel reality behind this exotic handbags? They embrace an idea of spending 2500 dollars on handbag, without knowing that the function is the same as a purse worth for 250 dollars which is paid through 2250 dollars difference. Alternatively, the case of conflict diamonds that are mined and sold from war zones to fund military campaigns, or the displacement of communities, contaminated drinking water and environmental damages caused by the gold mining industry (DeBeers 2009; Tibbets 2007).

There are several types of consumers with the social and environmental consciousness, but they do not care about social and environmental consciousness in their luxury purchase. Ehrich and Irwin (2005) investigated the fact that consumers tend to purposefully ignore sustainability issues when they buy, even though they say they are concerned. Luxury buyers did not value positively the idea of the purchase of a Hermès product made of recycled cotton (Achabou and Dekhili, 2013). Other investigations, state that people do support corporate social responsibility (CSR) and ethical concerns but are not ready to pay more for them (Bhattacharya and Sen, 2004).

We apprehend that this kind of individuals has adapted to the cognitive dissonance theory. Cognitive dissonance can be formed in various phases of life, but it is particularly noticeable when an individual's behaviour conflicts with beliefs that are integral to his or her self-identity. As an example, a person who places a value on being environmentally responsible just purchased a new car that does not get high gas mileage. It is critical for the man to take care of the

environment while he is driving a car that is not environmentally-friendly. To decrease this dissonance between belief and behaviour, he has several choices such as selling the vehicle and purchasing another one that gets better gas mileage, changing his view on environmental responsibility. In the case of the second choice, his dissonance could be further minimized by engaging in actions that reduce the influence of driving a gas-guzzling vehicle, such as utilizing public transportation more frequently or riding a bike to work on occasion.

Although most research studies have explored that materialistic and hedonic individuals, were buying luxury products and owning expensive cars (Wiedman "et al." 2009, Wiedman "et al." 2007). Hedonic shopping motives are similar to the task orientation of utilitarian shopping motives, only the "task" is concerned with hedonic fulfilment, such as experiencing fun, amusement, fantasy, and sensory stimulation. Thompson and Barton (1994) argued that a person with an anthropocentric view has a sense of ethical factor regarding nature, because harming or preserving it will come back as a harm or benefit to him/her. (Babin "et al." 1994).

Therefore, the purpose of the study is to understand the moderating implications of social consciousness, environmental consciousness and eco-centric value on anthropocentric, hedonic and materialistic consumers' luxury purchase attitude. Moreover, the study investigates the direct effects of social consciousness, environmental consciousness, eco-centric, anthropocentric and materialistic values on luxury purchase attitude. Samples for this research were collected from

Turkey. Target group of this study is luxurious brand users. The questionnaire was conducted in shopping malls.

1.2. Research Questions

In this context, the study aims to answer the following questions:

RQ1: Is the luxury purchase attitude of consumers with materialistic value moderated by their intrinsic values?

RQ2: Is the luxury purchase attitude of consumers with hedonic value moderated by their intrinsic values?

RQ3: Is the luxury purchase attitude of consumers with anthropocentric value moderated by their intrinsic values?

Answers to these questions lead the study to achieve the results.

1.3. Significance of the Study

This research is expected to make contributions to the existing literature from three domains; conceptual, empirical, and managerial contributions.

The importance of this study is to investigate the effect of environmental, social awareness and eco-centric value on consumers' purchasing luxurious products, and find out whether there is any effect of this awareness.

Even though several studies have analysed consumers' awareness on social and environmental consciousness, there is no previous studies giving information about customers' luxury purchase attitude that moderated by these issues. The main part of this research is to investigate the consumers and their bond with luxury purchase attitude moderated by social, environmental consciousness and eco-centric value. This study is expected to provide more precise managerial implications in luxury marketing industry. The proposed research model contains several coherences that have not been previously tested and taken place in the existing literature: 1) The direct effect of hedonism, materialism, anthropocentrism, eco-centrism, environmental consciousness and social awareness on luxury purchase attitude; 2) The moderating effect between relationships.

The purpose of this study is to address this gap in the literature, to find and analyse problems for generating more detailed insight. In order to achieve this aim, survey will be conducted. The data used in this research was made to query consumers' luxury purchase attitude. The results of the moderate effects of the social, environmental consciousness and eco-centric value are explained upon the analysis.

1.4. Structure of the Thesis

The research indicates concern of the consumers regarding environmental and social aspects, while purchasing luxury products. The key parts to analyse the study, are classified into five sections with their distinct subdivisions.

In the first part, the aim of the study, research questions of the study, significance of the study and structure of the thesis are submitted.

In the second part, a literature review was applied to describe sustainability, luxury, and theoretical background of Cognitive Dissonance Theory was explained, and the hypothesis was presented.

The third part includes methodology, data collection, validity and reliability of the study, framework and statistical analyses.

Finally, the fourth section consists of discussion of the results obtained, their contribution to the existing literature, and practice.

Furthermore, in the fifth section, limitations of the study are explained, and recommendations for further research are provided.

CHAPTER 2

LITERATURE REVIEW

As stated in the previous chapter, the main research question of this dissertation is: Was consumers with hedonic, materialistic, and anthropocentric values affected by environmental, social consciousness, and eco-centric values while buying luxury goods? Based on the research question, this chapter will discuss the studies related to six core concepts: social consciousness, environmental consciousness, eco-centric, hedonic, materialistic values, and luxury purchase attitude.

The study will summarize the overall literature related to luxury and discuss the scope of the particular luxury definition. Concerning this, the research relevant to materialism, hedonism, and anthropocentrism is explored. Then, sustainability is reviewed in depth in accordance with environmental, social consciousness, and eco-centrism. Finally, Consumers' luxury purchase attitude will be discussed. By examining these core concepts, this chapter highlights the gaps between the available literature and the specific areas that need to be investigated.

2.1 Cognitive Dissonance Theory

Behaviours may differ because of factors within the person. An essential element here is the principle of cognitive consistency, the focus of Festinger's (1957) theory of cognitive dissonance. This approach starts from the idea that we seek consistency in our beliefs and attitudes in any

situation where two cognitions are inconsistent. Leon Festinger (1957) proposed cognitive dissonance theory, in which it is stated that a powerful motive to maintain cognitive consistency may give rise to irrational and occasional and inadequate behaviour. If the person engages two types of knowledge that are contradictory to each other, he will observe the discourse of education. This situation is the center of the cognitive dissonance theory by Festinger (1957), whose method has been adopted over the last ten years. It loses sight of a cognitive dissonance, which is the psychological phenomenon that arises when there is a discrepancy between the facts that the person trusts, and information causes it under doubt (Festinger, 1957). The cognitive dissonance is some thoughtful way of simplification or anatomy of an abbreviation of a dissonance or attempt of an abbreviation of satin dissonance or attempt of an abbreviation of sat dissonance. All are the result of the cognitive dissonance degree caused by the conflicts between thoughts/beliefs and action. The first halter emphasizing a cognitive dissonance is what it is psychologically we will not turn to hold contradictory knowledge. This psychological indisposition accelerates the process of mental search at the affected person, who can bring us (Festinger, 1957): information search, supporting the belief in combination with invariable factors, attempts to minimize knowledge modified in the opinion reflecting a new position. As it was already told, the observed heritage of Levin is, first of all, a situational part of the interaction of the person with a situation, and in this quality. Leon Festinger most potently transmitted Lewin's influence to subsequent generations of social psychologists, being a dominant figure in the field for two decades (1950–1970; Jones, 1985). Festinger (1954) argued that people have a drive to evaluate their perceptions against social reality, particularly when they perceive a

discrepancy. In the social comparison, the theory puts forward a motivation to compare oneself to others, to estimate one's relative standing. The most theoretically interesting and empirically compliant discrepancies are between corresponding knowledge (which can be rethought) and behaviour (which is hard to cancel). In this sense, it is a drive reduction theory concerning that people should manage unforeseen circumstances between acts and its consequences.

In the light of these cognitive dissonance theories, it may be stated that people may claim that they care about the environment, while it displays an inconsistency in their beliefs. When there is an inconsistency between attitudes or behaviours (which is called dissonance), some measures should be taken to eliminate it. In the case of a discrepancy between attitudes and behaviour, it is most likely that the attitude will change to accommodate behaviour.

Dissonance occurs most often when an individual should make a decision between two incompatible beliefs or actions. In this respect, conflict theory is contradictory to the most behavioural theories that would predict greater attitude change with increased incentive (i.e., reinforcement). To preserve cognitive consistency, or in other words, for providing equilibrium again for states of cognitive dissonance, consumers prefer vindicating their beliefs. In this study, it is assumed that consumers with social and environmental consciousness, result in cognitive dissonance, and thus, consumers holding high expectations will show a tendency to justify their choice.

Well established social psychological model involved with the determinants of consciously intended behaviours is the Theory of Reasoned Action (Fishbein and Ajzen, 1975). The TRA model is able to interpret behaviour from a theoretical aspect because it is intuitive, parsimonious, and insightful (Bagozzi, 1982). The TRA supposes that individuals are usually rational and will consider the implications of their actions before deciding whether or not to perform a given behaviour (Ajzen and Fishbein, 1980).

This research revealed that the consumers care about social and environmental consciousness while shopping luxury goods. As mentioned above, hedonic, materialist and anthropocentric consumers prefer more luxury stuff in their lives. The researcher's expectation is that the social and environmental awareness affects consumers' attitude toward luxury products. This theory coincides with the cognitive dissonance theory fact because previous anticipations are not presented. Attitude is a mixed term because it includes one's beliefs, feelings, perceptions, and actions. It can be used to determine one's behaviour because attitude directly affects intention which is directly influenced by behaviour (Ajzen and Fishbein, 1980). Attitudes are considered as a lasting general evaluation of people, objects, and issues (Solomon, 2011). It is also defined as a salient belief toward an individual behaviour and the assessment of those beliefs. This evaluation continues over time (Shim, Morris, and Morgan, 1989). According to Fishbein (1980), the TRA posits that “most behaviours of social relevance are under volitional control and are thus predictable from intention” (p. 41). The

theory also proposes that because many extraneous factors impact the stability of purpose, the relationship between intention and behaviour rely on two factors, first of which is that measure of intention must correspond to the behavioural criterion in action, target, context, and time.

Second of the two factors is that the intention does not change before the behaviour is observed (Ajzen and Fishbein, 1980). The TRA indicates that behavioural intention is a function of two determinants, a personal factor denominates attitude toward the behaviour, and a person's perception of social pressures termed subjective norm (Fishbein and Ajzen, 1975). Attitude refers to the person's performance of the behaviour, rather than his or her performance in general (Fishbein and Ajzen, 1975). Subjective norm is a function of beliefs named normative beliefs. According to Ajzen and Madden (1986), normative beliefs "are concerned with the likelihood that important referent individuals or groups would confirm or do not confirm of performing the behaviour" (p. 455). According to the TRA, to obtain an estimate of a subjective norm, each normative belief of an individual is first multiplied by the motivation to comply with the referent, and then the cross product is summed for all salient referents. TRA is a model however it does not define beliefs that is effective for a particular behaviour (Davis "et al." 1989). Thus, the explorer using the TRA must first recognize the ideas that are salient for participants regarding the behaviour under investigation.

Furthermore, the TRA concerns with the prediction, rather than outcome of behaviours (Foxall, 1997). In the TRA, behaviour is defined by behavioural intentions, thus limiting the predictability of the model to the position in which intention and behaviour are highly correlated. The highest correlates between intention and behaviour are found where the temporal gap between their expressions is minimal. To take the extreme case of accomplishing this, nevertheless, measuring intention and action meanwhile fails to provide a real test of the model's power to predict the future. At best, it confirms the attitudinal basis of current behaviour. Davies, Foxall, and Pallister (2002) stated that to test TRA, actual behaviour should be measured objectively, and unobtrusively, without signalling in any way its connection to the prior intention measurement phase. A further requirement of the TRA is that behaviour must be under volitional control. Hence, the TRA is ill equipped to predict situations in which individuals have low levels of voluntary control (Ajzen, 1991).

2.2 Luxury

The word luxury comes from the Latin term 'luxus' signifying, "soft or extravagant living, indulgence, splendor or opulence" (Glare, 1992). Nueno and Quelch (1998) provided that, luxury brands give consumers a sense of leniency and they are expensive for the individual. In France there was no high fashion clothing called Haute Couture until the eighteenth century when Queen Marie Antoinette introduced it to the French culture (Nudelman, 2009). In 2004, the luxury products market was valued at \$840 billion, and by 2010 it had reached to \$1 trillion (Yann, 2010). It was experienced a rapid growth between 1995

and 2007. It was recorded a growth rate of 8% from 2004 to 2007, which was a period of expansion of the luxury industry into new markets and countries (Cesare and Gianluigi, 2011).

People stopped buying products from local artisans, and started buying products from factories which produce large quantities of products (Quickenden and Kover, 2007). Between the fourteenth and seventeenth centuries, upon the era of the European Renaissance, the manufacturing and the items used for luxury products began to change. Before the Renaissance, people from the high social class were the only ones who could afford these sort of products, and some laws bounded individual products to the high social class (Han, Nunes, and Drèze, 2010). In the late twentieth century, luxury products became readily available for consumers of all classes across the world (Som and Blanckaert, 2015). Some definitions emphasize beauty, whereas others emphasize expansiveness (Berry, 1994). Therefore, competition of luxury brands is about the ability to evoke exclusivity, brand identity, brand awareness and perceived quality in the consumer's perspective (Phau and Prendergast, 2000).

Thomas Burberry established Burberry in 1856 as a family store which he owned and managed (Collins, 2009). Another family-owned and operated store is Gucci, which was founded in Florence in 1921 (<http://www.gucci.com>). In the 1980s, three luxury designers, Bernard Arnault, Francois Pinault, and Johann Rupert, acquired many family-owned stores in France. Thus, the three major luxury brands were

established: LVMH, Kering, and Richemont. By creating those luxury brands, multinational corporations within the luxury market became prevalent (Som and Blanckaert, 2015).

In the past few decades luxury consumption has been studied in a variety of disciplines including, historical analysis (Mason, 1999; Wong and Ahuvia, 1998), econometric modelling (Ait-Sahalia "et al." 2004), economic psychology (O'Cass and Frost, 2002; Hennigs "et al." 2012); and marketing. (e.g. Dubois and Laurent, 1994; Kapferer, 1997; Vigneron and Johnson, 2004; Shukla and Purani, 2012; Wiedmann "et al." 2007).

Several researchers have defined luxury from the 'price – quality' and 'price – functionality' ratio perspectives, wherein highly rated products are perceived to be of high quality and functionality (Nueno and Quelch, 1998). Phau and Prendergast (1999) focus on the exclusivity dimension of luxury, arguing that luxury brands compete on the ability to evoke selectiveness which in turn, has a strong association with perceived quality. Therefore, to explain consumer behaviour about luxury brands, apart from social orientation through snobbery and conspicuousness (Mason, 1999, personal orientation such as hedonic or materialistic motives (Dubois and Laurent, 1994; Tsai, 2005) as well as, functional value associations such as quality and uniqueness (Wiedmann "et al." 2007, 2009; Tsai, 2005) should be considered.

Some luxury brands offer expensive products but they do not always stick to the following golden rules of luxury: they manufacture in

low-wage countries with little control on raw materials and sub-contracts or licensees. Such behaviours – now disclosed by the financial press and the social media – may lead the public to have a negative view of for these brands which do not respect the essence of the luxury strategy (Thomas, 2007) and always seek to increase profit and volume targets. Given the luxury sectors' growth and influence on the purchasing behaviour of mainstream consumers, most empirical research has examined underpinning motivations for purchasing luxury fashion goods (Phau and Prendergast, 2000; Vigneron and Johnson, 1999). Despite the substantial body of knowledge accumulated over the past decades, empirical research on the topic of consumer attitudes toward luxury is still rather scarce (Dubois “et al.” 2005; Shukla, 2012). To date, the marketing literature has predominantly focused on the positive value created by luxury fashion brands for those firms who sell, and the customers who buy them (Fionda and Moore, 2009; Tynan, McKechnie and Chhuon, 2010; Wiedmann “et al.” 2009). Using the lens of institutional theory and Polonsky “et al.” (2003) and Previte and Fry's (2006) 'harm chain' frameworks, it is possible to systematically consider those negative externalities associated with the marketing of luxury fashion brands. This is potentially damaging breaches of faith for the overall reputation of the industry and the firms within.

These damages include animal cruelty derived from inhumane factory farming of animals for fur coats; environmental degradation and workers' health damage resulting from the use of unregulated pesticides for cotton production; employee exploitation as a consequence of low wages, excess working hours (Blanchard, 2007; Bray, 2009; Hughes,

2001), and health and safety neglect in working conditions for apparel employees (Dickson, 2005; Klein, 2000). The role of clothing in a consumer's life is not confined to functionality; individuals seek luxury fashion clothing as a means of gaining peer acceptance and demonstrating social standing (Murray, 2002), evidenced by the sign value shown by successful brands such as Gucci and Chanel. Recent international catwalk collections from many designer fashion businesses (e.g. Gucci's use of fox and badger fur, Yves Saint Laurent's use of mink, Balenciaga and Alexander McQueen's use of python skin) have helped fuel the re-emergence of the global fur and exotics market (Irving, 2008; Skov, 2005).

Moreover, despite recent 'regulating' activities such as CITES - an international agreement between 175 nations that aims to protect endangered and threatened species, China continues to flout such international agreements by permitting tiger farms (Skov, 2005). 'Validating' institutional forces such as The British Fur Trade Association (<http://www.britishfur.co.uk>) also cause harm here by appealing to fashion designers and supply chains to use real fur in their designs, arguing that it is more sustainable as most fake fur uses non-renewable, petroleum-based products in its manufacturing process. Given that a market for luxury fashion made from rare animal hair and skin continues to exist, we should also recognize the co-creation of harm played by consumers, whom themselves cause damage by encouraging irresponsible production through their consumption decisions (Previte and Fry, 2006).

Although Smith et al. (2010) reason that consumers need to better understand the social and environmental impact of their purchase behaviour and choose responsible consumerism, they point out that marketers must also accept the responsible production delivers a paradox that can be challenging.

It is widely noted in studies of fashion purchase behaviour that the consumer's personal fashion-garment wants and demands to take precedence over ethical concerns. However, because of a lack of knowledge surrounding the production conditions and the lack of readily available information on brand sourcing policies the majority of fashion garments are now manufactured (Shaw "et al." 2006), many consumers often feel helpless to make ethical choices when it comes to clothing (Iwanow "et al." 2005; Joergens, 2006; Radin and Calkins, 2006).

One major ethical issue that many consumers across the fashion market spectrum are more aware of is sweatshop labour (de Brito "et al." 2008; Dickson, 2005; Shaw "et. al." 2006; Tomolillo and Shaw, 2003). As discussed above, harm is derived from the consumption habits of consumers who buy goods manufactured under abusive conditions, and irresponsible producers who do not respect the moral code of professional ethics, environment, animals, its employees during manufacturing process (Smith "et al." 2010; Yu, 2008). The fashion sector's response to the negative brand publicity that surrounds fashion businesses damaged by sweatshop scandals has been to isolate and

condemn a single stakeholder (e.g. the factory owner) and revoke the contract (Dhanarajan, 2005; Iwanow "et al." 2005; Yu, 2008).

Another major issues arising in the production and consumption stages of fashion are model size and its societal impact which has the power to establish beauty and aesthetic ideals both within the industry, and among consumers (Elliott, 1986). The trend for digital manipulation by those working in the mass market and luxury fashion industries (e.g. designers; magazine editors) of photographic images of women modelling fashion brands (e.g. British style magazine GQ's digital slimming down of actress Kate Winslett's photograph) has also come under criticism for the media deception, and the social harm impacts upon public health (Reaves, Bush-Hitchon, Park, and Yun, 2004). One of the side-effects of increasingly fast fashion cycles aimed at affordable emulating the elusive aesthetic ideals of Haute Couture is the increasing obsolescence it creates, and the problematic waste it generates (Claudio, 2010) through the promoted over-consumption and the consequent disability of otherwise functional garments. In the UK context, this represents £11.1bn of discarded clothing and accessories (approximately US\$18bn) with only 16% ever recovered or recycled - the rest ends in the landfill (Papworth 2009; Siegle, 2009).

As early as 2007, luxury brands were criticized for their lack of transparency in Deeper Luxury Report (Bendell and Kleanthous, 2007), and still today the lack of transparency is reported by Greenpeace for

brands such as Hermès, Chanel Dior and Vuitton (<http://www.thefashionduel.com>).

2.3 Luxury and Sustainability

Sustainable development has become a pervasive problem for luxury brands (Gardetti and Torres, 2014). The concept of sustainable development is defined and explained in detail by the World Commission on Environment and Development [Brundtland Commission, (1987), p.47]: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Since then, many research papers have gone beyond this definition, in particular by developing many facets of sustainable development.

However, unlike fast fashion - also called waste couture (Claudio, 2007) or fast moving consumer goods, the word luxury is also associated with high quality, know-how, slow time, the preservation of handmade traditions, transmission from generation to generation of timeless products. These associations will be in agreement with sustainability.

According to another investigations of Cervellon and Shammas (2013), consumers emphasized durability and quality as the key attributes that made their luxury purchases sustainable. When consumers consciously make a choice of buying luxury for its long-

lasting style and quality, they are engaging in sustainable consumption as it minimizes resource depletion with lighter ecological footprint and this eventually leads to sustainable development (Bendell and Kleanthous, 2007; Cervellon and Shammas, 2013; Cho, Gupta, and Kim, 2015). These characteristics of a product, such as high quality, style, reputation and limited access, are also related to practical, empirical and symbolic values.

Also, there are two types of luxury consumers, the ones who fit in the first type are considered to be apprehensive about the environment, and the other ones who fit in the second type have social and environmental consciousness, but in owning luxury products, they are not sensitive to the nature. There are very few empirical studies focusing on luxury and sustainable development per se. People do support (CSR) and have ethical concerns but they are not ready to pay more for them (Bhattacharya and Sen, 2004). Ehrich and Irwin (2005) unveiled a troubling fact that consumers tend to purposefully ignore sustainability issues in terms of purchasing products, even though they say they are concerned. Achabou and Dekhili (2013) showed that luxury buyers did not want to buy a Hermès product made of recycled cotton. For example, driving a Rolls Royce, a Maybach or a Mercedes S Class would be a message that the owner could not care less about gas overconsumption and the warming of the atmosphere. There are also, some luxury brands that lie at the heart of an interest to the media in recent years, e.g. well-known cosmetic brand Garnier was found guilty of racial discrimination. LVMW, owners of Louis Vuitton and TAG Heuer are excluded from the list of what forces people to buy very

expensive products. In spite of this, luxury brands still draw attention, and it is believed that they are the highest symbols of consumer society that dominates all over the world.

In addition, investigations of Hung "et al." (2011) and Rindell "et al." (2014), present that ethical consumers avoid purchasing of luxury brands. It has been suggested that we endure "an ethics era" (Crane and Matten 2007; McGoldrick and Freestone 2008; Smith 1995) where the increasing number of consumers who ignore the damages that they cause by buying luxury goods become informed about ethical consequences of products and appropriate adaptation to the behaviour upon purchase (Harrison "et al." 2005; Hendarwan 2002; Mason 2000; McGoldrick and Freestone 2008). The studies of Kapferer and Michaud (2014), had found out that the luxury was most contradictory with sustainable development when consumers perceived luxury as "superficial" and "creating social disorders." Hung "et al." (2011) and Rindell "et al." (2014) define that such consumer characteristics as ethics and tendency to conspicuous consumption are predictors of consumers' avoidance of luxury brand consumption (O'cass and Frost, 2002)." Indeed, consumers were particularly interested in sustainability when they perceive that their Reports have criticized this industry for lagging behind" (Bendell, Penthouse, 2007). The majority of people feel guilty as a result of purchasing frivolous or expensive items (Dahl "et al." 2005) because frivolous items are more difficult to justify than are necessities (Okada, 2005). Guilty feelings discourage consumers from purchasing products and services that they associate primarily with pleasure (Okada, 2005). They experienced these feelings especially

when consuming these luxury goods is considered unhealthy or improper (Lee-Wingate and Corfman, 2010; Wertenbroch, 1998), models or packages that are higher priced because of containing unnecessary features (Nowlis and Simonson, 1996), and other items whose purchase is perceived as violating social or cultural norms (Lascu, 1991).

2.4 Intrinsic values, Sustainability and Luxury Purchase Attitude.

2.4.1 Environmental Consciousness

Over the last 25 years, there have been various efforts to conceptualize and operationalize the structure of "environmental awareness". Environmental knowledge and willingness to work toward its protection is environmental consciousness.

The most prominent one of the researches on environmentalism (or environmental concern) was presented by Dunlap and Van Liere (Dunlap "et al." 2000; Van Liere and Dunlap 1981; Dunlap and Van Liere 1978). When environmentalism is thoroughly understood, it creates a confidence between people and the environment. In this respect, ecological consciousness is considered as the level of approval for a so-called new ecological paradigm (NEP). This consciousness associated ecology with the general eco-centric scope, which emphasizes the need of humankind for the creation of balance with nature, the existence of limits to growth for human societies and the question of the right of humanity to dominate over other nature. It was not until the late 1980s that a wider conception of environmental

protection began to appear into western consciousness. At that time in Western consciousness, a profound understanding began to develop about environment protection.

A new term “sustainability” became widely used, overcoming what was preliminary in nature. It seemed an irreconcilable contradiction between environment protection and human evolution. People started to concern about environmental issues, and they took action starting from controlling the end of the pipe to specific polluting objects to the problems of obstruction and lifestyle changes. Some researchers have focused on concern about acid rain (Arcury “et al.” 1987). Further, for example, recycling challenges (Vining and Ebreo, 1990) or contamination (Ramsay and Rickson, 1976) have been examined and researchers have tried to find solutions for them, while more standard practices have been to either aggregate items dealing with these various substantive problems into only environmental measures (e.g. Hackett, 1993; Jackson, 1985; Maloney “et al.” 1975), or to develop a number of measures, each covering specific issues (Tognacci “et al.” 1972; Witherspoon and Martin, 1992). Today, many luxury consumers are aware of the importance of sustainable consumption and believe that it is their liability to consume in a way to protect the environment and society (Kendall, 2010). In fact, consumers with a higher level of environmental awareness are more likely to engage in pro-environmental behaviour (Kim and Choi, 2005) and they are willing to pay a premium for products that have environmentally friendly attributes (Laroche, Bergeron, and Barbaro-Forleo, 2001).

2.4.2 Social Consciousness

It is clear that people are social beings from the very beginning of life and also that social relations have strong influence over every aspect of their being. There is certain variation in development, in which people are clearly aware of the influence of culture and society on them, and that they, in turn, can have an impact on the environment.

The consumers with high social consciousness display socially responsible behaviour while purchasing. In other words, they estimate the ethical behaviour or corporate social behaviour of companies as well as product attributes when making a purchase decision; they support environmentally friendly products, and boycott businesses which are perceived as being unethical (Biehal and Sheinin, 2007). Hennigs "et al." (2013) contended that consumers who express their civic duty toward society expect luxury brands to reflect their social concerns via their products.

2.4.3 Eco-centrism

"Eco-centric" ethics origins from the term 'bio-centric,' and first it was coined in 1913, by the American biochemist Lawrence Henderson, to symbolize the idea that the universe is the creator of life. (Campbell, 1983) Then, the so-called "deep ecologists" in the 70's adopted this term to refer to the idea that all life has intrinsic value (Nash, 1989). In an eco-centric ethic nature, there is moral consideration because it has an intrinsic value, value aside from its utility to people. For instance, using this ethic, one could judge that it would be wrong to cut down the

rainforests, as it may lead to the extinction of many species of plants and animals.

According to Thompson and Barton (1994), two value orientations underlie concern for the environment: eco-centric and anthropocentric. Eco-centric concern for the environment, or eco-centric, predisposes individuals to appreciate nature for its sake, judging that it deserves protection because of its intrinsic value, irrespective of its usefulness to humans. Eco-centrism parallels the biospheric value orientation, while anthropocentrism appears to be a combination of social – altruistic and egoistic value orientations.

In particular, Thompson and Barton claimed eco-centric individuals are more likely to act to support the environment even if such action involves discomfort, inconvenience, and expense. People with ethical concepts regarding nature are called people with eco-centric and anthropocentric values (Kortenkamp and Moore, 2001). The main point of the environment psychology research consists of efforts to seek and find out the mentality or the motives underlying causes of environment protection and individual's consciousness about environment.

There are differences between eco-centric and anthropocentric approaches. Thompson and Barton (1994) developed an attitude scale to measure these concepts. Dunlap and Van Liere (1978) presented the

differences between the value judgments of the eco-centric and anthropocentric standards of judgment.

2.5 Hedonism, Materialism, Anthropocentrism and Luxury Purchase Attitude

2.5.1 Hedonism

From a larger perspective in investigating customer motivation for buying luxury product or services, socially oriented motivation is not enough for thorough understanding the whole reason for purchasing luxury (Strizhakova "et al." 2008). The individual value dimensions focus on an individual's self-motivation on the consumption of luxury (Shukla "et al." 2009).

Another sub-dimension of individual value, a hedonic-extravagance value is defined as arouse pleasure in one's mind while buying things and the main shopping motivation of a person, who tends to hedonic-extravagance value, spends money even for non-functional things (Wiedman "et al." 2009). The other primary driver of individual value is called hedonic-life enrichment value which occurs during luxury consumption and gives the perception of one's mind self-actualization and provides deeper meaning in his/her life (Wiedman "et al." 2009).

2.5.2 Materialism

Materialistic value can be defined as the level of one's necessarily thought about possession and acquisition to play a major role in his/her life (Wiedman "et al." 2009). Richins and Dawson (1992, p. 307) defined materialism as "the importance a person places on possessions and their acquisition as a necessary or desirable form of conduct to reach desired end states, including happiness."

Materialism is also conceptualized as "a set of attitudes regarding possessions as symbols of success, holding the belief that more possessions lead to more happiness" (Chan and Prendergast, 2007, p. 214). This refers that individual value is a natural phenomenon and it shows the personal orientation of the consumer towards luxury products. As Vigneron and Johnson (2004), Curcio (2007) are right to claim that the luxury-seeking consumer's decision-making process is influenced by five key determinants forming a semantic network of non-personal perceptions including conspicuousness, uniqueness and quality and personal opinions encompassing hedonism and the extended. Self-consciousness is the flagship of overindulgence and for Squillace (cited by Curcio) luxury is the economic distinction of fashion where the emphasis is on the materialism, morals and intellectuality.

Several studies suggest that people with self-enhancing, materialistic values and goals directed toward achievement, money, power, status, and image, and also have more negative attitudes to the environment and are less likely to have an interest in environmentally

friendly behaviours (Brown and Kasser, 2005; Crompton and Kasser, 2009).

2.5.3 Anthropocentrism

The term 'anthropocentric' was first coined in the 1860s, amidst the controversy over Darwin's theory of evolution, to represent the idea that humans are the center of the universe (Campbell, 1983). According to Kilbourne (1998) and Purser "et al." (1995), this modern Western worldview postulates that earth which is not used for economic gain is wasted and everybody has the right to elaborate land and do whatever she or he sees fit to do with it. Anthropocentrism view humans to be the most significant life mode, and various forms of life to be substantial only to the extent that they affect humans or can be beneficial to people. The natural world has moral consideration because damaging or preserving nature can in turn harm or benefit humans.

There are differences between the eco-centric and the anthropocentric approaches. As mentioned earlier, Dunlap and Van Liere (1978) put forward the differences between the value judgments of the eco-centric and the anthropocentric standards of judgment. Therefore, the question is what is understood from the concepts of eco-centricity and anthropocentricity. If a person views the world itself as a stand-alone value, believes that it has to be protected without first safeguarding his self-interest and acts accordingly, it means that the person has an eco-centric point of view. People who belong to this type may see plants and animals as having equal value with humans.

In contrast, people adopting an anthropocentric point of view would want to protect the environment because they see it as indispensable in raising the quality of life and sustaining human life. They believe that the environment must be protected since it is for the benefit of humanity and that protection of the environment is tantamount to the protection of humankind.

2.6 Luxury Purchase Attitude

Consumers' positive attitudes toward luxury items are affected by their social and psychological experiences with luxuries, which may lead to positive purchase intentions and behaviours. Attitudes develop in several ways.

Attitudes toward luxury brands are strongly affected by culture and social norms. Purchase intention is a measure of readiness to buy a product. It is the connection point between an attitude and a purchase behaviour (Sangyoung and Sungyoung, 1999). Purchase intention is more efficient in predicting purchase behaviour than attitude, as consumers experience has more direct effect on purchase intention than attitude (Koh, 2013).

Purchase intention is the last step in the model of attitude toward purchasing, which measures a person's attitude toward the act of buying instead of measuring the attitude of a person toward the product itself

(Solomon, 2011). To measure a consumers' purchasing intention toward luxury brands, their attitude toward the concept of luxury should be taken into consideration.

2.7 Hypotheses Development

As several studies about materialism suggest that materialism is positively correlated with status consumption and social consumption motivations (for example, Heaney "et al." 2005; Fitzmaurice and Comegys, 2006). For instance, materialist people may use luxury brands to signal status to others, to conform to group norms or to signal their identity to others.

Based on the literature review, the following hypotheses were developed:

H1. The relationship between materialistic value and luxury purchase attitude is moderated by environmental consciousness.

Thompson and Barton (1994) developed an attitude scale to measure these concepts. On the other hand, individuals with anthropocentric attitudes are less likely to act to support the environment because supporting may often threaten other human-centered values (e.g., quality of life and the accumulation of wealth). They would argue that environmental pollution (air, soil and water pollution, etc.) must be prevented as it poses a grave threat to our health. Natural resources should be consumed reasonably so that we would not

have to face energy shortages and we would sustain a good quality of life in the future. As can be understood from the view of individuals with anthropocentric, anthropocentric attitudes are based on practical philosophy.

H2. The relationship between anthropocentric value and luxury purchase attitude is moderated by environmental consciousness.

Furthermore, some people have solely addressed environmental attitudes (Buttel, 1979), obtaining individuals' levels of anxiety and interest about specific or general aspects of environmental, ecological, or energy-saving phenomena. Other studies have focused on environmentally-sensitive behaviour (Brooker, 1976), capturing individuals' past, current and intentional commitment to activities that aim to ameliorate society's negative impact on the natural environment. Self-gift giving, which is a hedonic consumption, means that purchasing luxury products can be seen as giving a gift to an individual for celebrating an occasion that she/he believes significant for her/him self and buying luxury products is a way for treating her/himself (Wiedman "et al." 2009).

H3. The relationship between hedonic value and luxury purchase attitude is moderated by social consciousness.

Social consciousness refers to an individual's awareness of the welfare of society and its citizens (Shaw and Shiu, 2003). Regarding luxury brands, consumers' purchases are also driven by the brands' stance on the main social issues such as ethical sourcing and low-impact manufacturing (Bendell and Kleanthous, 2007).

H4. The relationship between materialistic value and luxury purchase attitude is moderated by social consciousness.

As stated earlier, Thompson and Barton (1994) claimed that eco-centric individuals are more likely to act to support the environment even if such action involves discomfort, inconvenience, and expense.

H5. The relationship between hedonic value and luxury purchase attitude is moderated by eco-centric value.

Highly materialistic individuals may admire people who own expensive homes, cars, and clothes and like to own things that impress people (Wiedman "et al." 2007). The statements of Thompson and Barton (1994) shows that two value orientations underline concern for the environment: eco-centric and anthropocentric. Eco-centric concern for the environment, or eco-centric, predisposes individuals to appreciate nature for its sake, judging that it deserves protection because of its intrinsic value, irrespective of its usefulness to humans.

H6. The relationship between materialistic value and luxury purchase attitude is moderated by eco-centric value.

Thompson and Barton's eco-centric – anthropocentric distinction precisely mirrors the Stern “et al.” (1993) social – altruistic, egoistic, and biospheric value orientations.

H7. The relationship between anthropocentric value and luxury purchase attitude is moderated by eco-centric value.

The main constituents of particular value are mentioned as self-identity, hedonic-self gift giving, hedonic-extravagance, hedonic-life enrichment and materialistic value (Wiedman “et al.” 2009). Referring to individuals' self-identity is a consistency of the features of a luxury product and one's characteristics (Vigneron and Johnson, 1999). People with self-enhancing, materialistic values and goals directed toward achievement, money, power, status, and image also have more negative attitudes to the environment and are less likely to be involved in environmentally friendly behaviors (Brown and Kasser, 2005; Crompton and Kasser, 2009).

H8. The relationship between materialistic value and luxury purchase attitude is moderated by hedonic value.

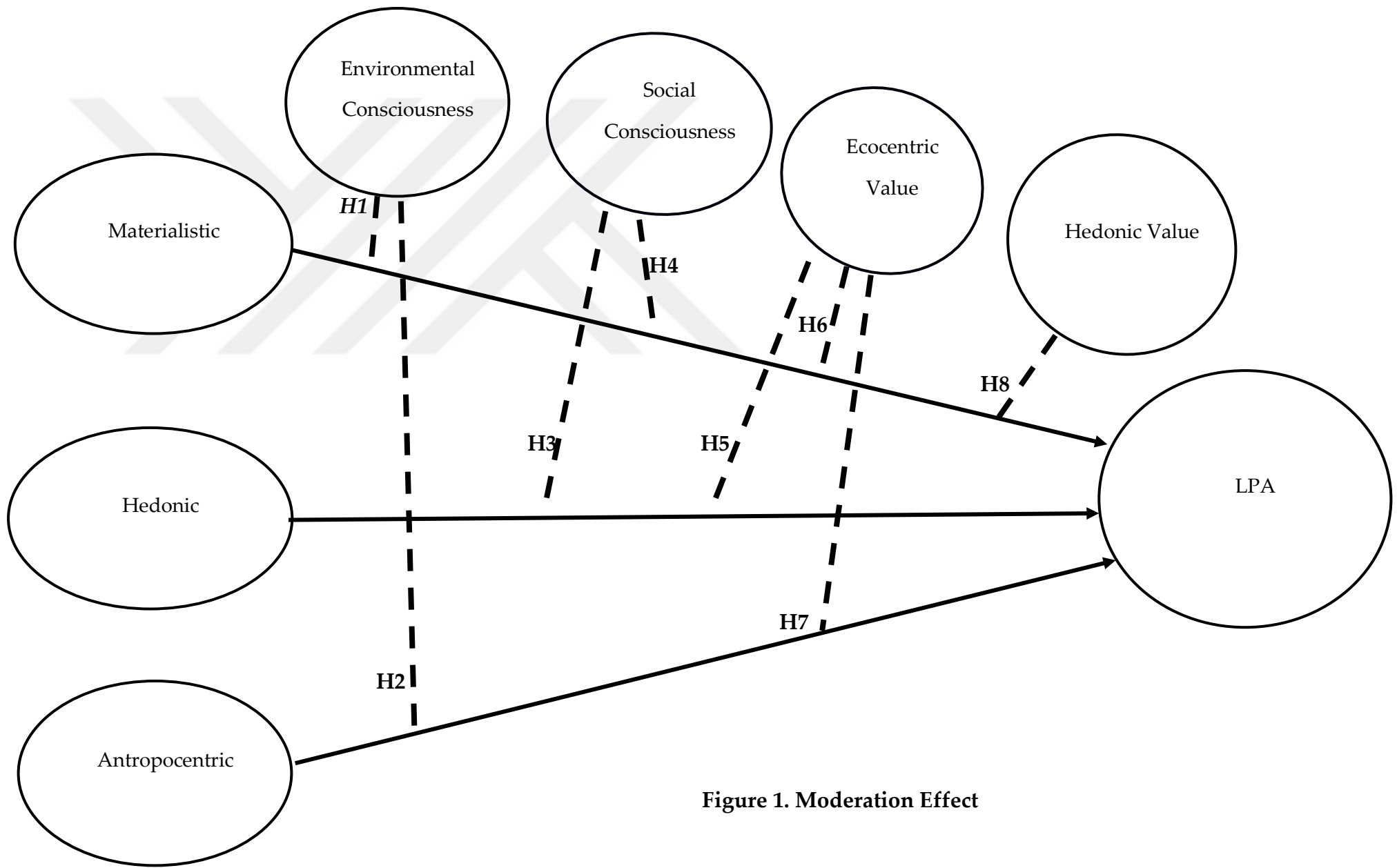


Figure 1. Moderation Effect

CHAPTER 3

METHODOLOGY

3.1 Research Design

The world of luxury brands attracts attention as they are the highest symbols of the consumption society that dominates the world nowadays. Over the last few decades, the consumption of luxury brands in the world has quickly increased. There are plenty of factors encourage consumers to buy a luxury brand. Day by day consuming of luxury goods is rocketing; it can be highly excessive piton leather bags or owning luxury cars. Although the majority of consumers consider themselves as sensitive to the environment, high demand for luxury goods shows the opposite. This inconsistency is called a cognitive dissonance theory. In order to find out the causes of the cognitive dissonance, this study was conducted. In the current scope, sustainable development has become a critical issue for all businesses: it now also involve luxury not so much because of its size – small indeed –but because luxury emblemizes the growth of a consumption based on other motives than functionality (Mason, 2000). Ehrich and Irwin (2005) investigated the fact that consumers tend to purposefully ignore sustainability issues when they purchase, even though they say they are concerned about environment. For instance, luxury buyers did not value positively the idea of the purchase of a Hermès product made of recycled cotton (Achabou and Dekhili, 2013).

Other investigations show that people do support corporate social responsibility (CSR) and ethical concerns but they are not ready to pay more for them (Bhattacharya and Sen, 2004). The aim of this research is to investigate the influence of social, environmental and eco-centric values of consumer's luxury purchase attitude.

Moreover, it reveals how sensitive the hedonic, materialistic and anthropocentric luxury consumers are to the environment. The measures of variables in this study are adopted from the literature review. The survey of consumers has been conducted in luxury selling shops in Turkey. All of the respondents were screened, and only those questioned, who had purchasing luxury goods. The literature review helped to build the form area of the title. Information obtained from questionnaires provide valuable data to understand the importance of environmental, social and eco-centric concern among luxury goods owners. In addition, while conducting a survey among consumers of luxury goods, high levels of reliability were provided.

The survey was conducted in different locations at different times to maximize the external validity. Data is collected from various provinces of Izmir, namely; Alsancak, Narlıdere, Balçova, Konak and Bornova, for obtaining balanced data regarding the demographic characteristics of participants. The Conformity factor analysis was applied. The data was tested by a confirmatory factor analysis using Smart PLS software program. The method was created by Herman Wold (cf. 1974, 1982) for the analysis of high-dimensional data in a low-

structure environment and has experienced different extensions and modifications. The second reason for adopting this approach is that PLS can work with both formative and reflective construct. Despite being covariance-based which makes an effort to make the observed covariance matrix using a maximum-likelihood function, PLS finds out the latent variable as weighted sums of their respective indicators (Chin/Newsted 1999; Fornell/Cha 1994).

Model estimation was accomplished with Smart PLS. According to Chatelin "et al." (2002), as the item scales are comparable, a standardization of the data is not required, that is why model assessment was fulfilled using the original data (Chatelin "et al." 2002). Some research claim that in order to understand whether path coefficients differ significantly from zero, t-values were calculated using bootstrapping procedure (Chartelin "et al." 2002; Chin 1998b). William Gould and Jeff Pitblado (2005) suggested to choose a sample size of the Bootstrapping procedure which is equal to the number of cases in the original dataset, because the standard error estimates are dependent on the number of observations in each replications.

Deployment of the moderation effect has allowed us to understand consumers' concern and awareness about the environment better. The result of hypothesis testing was reviewed. Theoretical and managerial implications were provided based on the results.

3.2 Questionnaire Design

The measures of independent variables in this study are adapted from the literature review. The questions were measured on a 5 points Likert scale with 1 being very strongly disagree and with 5 being strongly agree. The independent variables of this research consists of hedonic, anthropocentric, materialistic, eco-centered values, social consciousness, and ecological awareness. All of the independent variables were measured through the previously structured measurement scales obtained from the literature review. It is evident that materialistic, hedonic and anthropocentric types of people are affected by environmental, social consciousness and eco-centric values. MA questionnaire survey that was designed to investigate those differences includes items intended to inquire into the participants' age, sex, income, and the level of education.

Furthermore, it contains questions designed to measure the consumers' hedonism, materialism, anthropocentrism, social consciousness, environmental consciousness, eco-centric values and luxury purchase attitude. Various scales were adapted to address the objectives of this study. The items for environmental consciousness were adapted from Schuhwerk and Lefkoff-Hagius (1995). Social consciousness was examined from the point of Pepper, Jackson, and Uzzell (2009) and Roberts (1995). An example of environmental consciousness scale measurement is: "I am concerned about the environment," and an example of social consciousness scale

measurement is: "I avoid buying a product that uses deceptive advertising."

For the variables of eco-centrism and anthropocentrism, the study of Erten, S. (2007) on the subject of the adaptation of the eco-centric, anthropocentric attitude scale, was applied. An example of an item from their scale is: "I sorrow when I see forests ceasing to exist (cutting, fires, etc.)." An example of anthropocentric attitude is: "One of the most important reasons to protect the nature is to guarantee our comfortable life."

The scale (Richins and Dawson, 1992) was used to measure materialistic value. It consists of questions designed to test the Materialism which is defined as "the importance a consumer attaches to worldly possessions" (Belk, 1985), and the phrase of "I admire people who own expensive cars, homes, and clothes." can be considered as an example for this item.

For the investigation of hedonic value, the measurement was applied. This scale was designed to measure the hedonic shopper's motivation such as fun, amusement, enjoyment, fantasy, arousal, sensory stimulation, novelty, variety, and surprise (Hirschman 1980; Hirschman and Holbrook 1982; Babin "et al." 1994; Hausman 2000). An example of an item to measure consumers' feelings of guilt is: "I get a real "high" from shopping." Measures of the dependent variable were obtained from the related literature. Ratings were made on a 5-point-Likert scale with points ranging from 1 = "strongly disagree" to 5 =

"strongly agree." Dependent variables of proposed research model include luxury purchase attitude. As it is the case with independent variables, each of the dependent variables was measured via previously validated scales obtained from the literature.

To study luxury purchase attitude dimension, the measurement of purchase intention was measured by using two items from the research of Summers "et al." (2006). This scale was designed to gauge the intention of buying luxury accessory brands. An example of an item to measure luxury purchase plan is: "I intend to buy luxury fashion goods within the next year."

Table 1. The variables scales

Scale	Items
Eco-centric value Adapted from Erten, S. (2007). (2 out of 10)	1. I sorrow when I see forests ceasing to exist (cutting, fires, etc.). 2. One of the most important reasons to protect nature is to protect nature for its own sake.
Anthropocentric value Adapted from Erten, S. (2007). (3 out of 7)	3. One of the most important aims of recycling is saving money. 4. Nature is important because of its benefits to human health and happiness. 5. One of the most important reasons to protect the nature is to guarantee our comfortable life.
Environmental consciousness Adapted from Zarantonello, L., & Schmitt, B. H. (2010) & Eastman, J. K., Goldsmith, R. E., & Flynn, L. R. (1999). (3 out of 4)	6. I am concerned about the environment. 7. I am willing to make sacrifices to protect the environment. 8. My actions have an impact on the environment.
Social consciousness	9. When shopping, I consider the

<p>Adapted from Eastman, J. K., Goldsmith, R. E., & Flynn, L. R. (1999). (3 out of 5)</p>	<p>ethical reputation of the company. 10. I avoid buying a product that uses deceptive advertising. 11. I try to purchase products from companies who make donations to charity.</p>
<p>Luxury purchase attitude Adapted from Workman, J. E., & Kidd, L. K. (2000); & Goldsmith, R. E., & Flynn, L. R. (1999). (4 out of 5)</p>	<p>12. I would like to buy luxury fashion goods. 13. I intend to purchase luxury fashion goods within the next year 14. I bought this {brand} {product} to gain respect. 15. I bought this {brand} {product} to be popular.</p>
<p>Materialism Adapted from Richins, M.L, Dawson, S., (1992). (6 out of 10)</p>	<p>16. I admire people who own expensive homes, cars, and clothes. 17. The things I own say a lot about how well i'm doing in life. Centrality: 18. Buying things gives me a lot of pleasure. 19. I like a lot of luxury in my life. 20. My life would be better if I owned certain things I don't have. 21. I wouldn't be any happier if I owned nicer things.</p>
<p>Hedonism Adapted from Eastin (2011) (2 out of 7)</p>	<p>22. I like to shop for the novelty of it. 23. Shopping satisfies my sense of curiosity. 24. I get a real "high" from shopping.</p>

3.3 Sample

The questionnaires were collected in shopping centers in Izmir. Consumers of luxury goods, were questioned face to face. The aim of these questions was to select a convenience sample of 300 participants

and judgmental sampling was applied. Data obtained for this study was collected from the consumers of luxury items, which were the sample of respondents, by using a structured questionnaire. The questionnaire includes questions to measure general consumer's social consciousness, environmental consciousness, luxury purchase attitude, eco-centric, anthropocentric, hedonic, and materialistic attitudes.

For this purpose, a questionnaire was designed in line with different aspects. All of the items have further sub-questions. A half of 48 questions that were closely related to the subject is selected and used in the survey. Since this survey has 24 items, for the reliability of our experiment, $24 \times 10=240$ respondents are going to do this survey to get the actual result for our study.

Since Turkey is an emerging country, the survey was accomplished here. Economy of Turkey has witnessed impressive growth rates and a high level of financial development between 2002 and 2010. However, the situation is changing, over many generations, sellers' market conditions prevailed in Turkey (Yavas, 1981). Turkey's retail market is one of the most prosperous and dynamic in the European territory (Cushman and Wakefield,2012). Luxury brands also desire places in new shopping centers: Louis Vuitton, Christian Dior, Fendi and Bulgari are tenants of newly opened Zorlu Center in Istanbul. According to Kearney (2013), Turkey is growing as "a fashion capital with a slew of talented local designers." In addition to favorable consumer demographics, the country "is also in an ideal position as a

production and logistics hub, with a 3.6 percent share in the global textile and ready-wear exports.” In order to thoroughly understand the subject of this research, Turkey is an appropriate country for investigation and providing survey.

Table 2. Demographic Characteristics of the Sample

		N=	%
Gender	Male	130	55.7
	Female	167	43.3
Age	Under20	22	7.3
	20-29	100	33.3
	30-39	96	32.0
	40-50	50	16.7
	55 and above	32	10.7
Marital Status	Single	98	32.7
	Married	158	52.7
	Separated	13	4.3
	Divorced	31	10.3
Occupation	Student	45	15.0
	Businessman	198	66.0
	Unemployed	38	12.7
	Pensioner	19	6.3
Monthly Income	0-1500	35	11.7
	1.500-5.000	110	36.7
	5.000-10.000	97	32.3
	10.000 and above	19	19.3

From the resulting sample, it can be stated that 55.7% (n=130) of the respondent's gender were male, and female 43.3% (n=167).

Moreover, 7.3% (n=22) of the respondents were under 20-29 years of age, 33.3% (n=100) were between ages 20-29, 32.0% (n=96) were between the age of 30-39, and 16.7% (n=50) were between 40-50, and above 55 years of age, 10.7% (n=32).

32.7% (n=98) of the respondents indicated their marital status as single, 52.7% (n=158) as married, 4.3% (n=13) as separated and 10.3% (n=31) as divorced.

15.0% (n=45) of the sample was a student, 66.0% (n=198) was a businessman, 12.7% (n=38) was an unemployed, 6.3% (n=19).

11.7% (n=35) of the respondents reported their income level as 0-1500 TL per month. 36.7% (n=110) were in the 1500-5000 TL income range while 32.3% (n=97) were in the range of 5000-10000 TL and 19.3% (n=19) of the respondents earned more than 10000 TL as their monthly income.

CHAPTER 4

ANALYSES AND FINDINGS

4.1 Confirmatory Factor Analysis

The confirmatory factor analysis was used in order to determine the reliability and validity of the scales. Factor analysis is a family of statistical strategies used to model unmeasured sources of variability in a set of scores. Confirmatory factor analysis (CFA), otherwise referred to as restricted factor analysis (Hattie and Fraser, 1988), structural factor analysis (McArdle, 1996), or the measurement model (Hoyle, 1991), typically is used in a deductive mode to test hypotheses regarding unmeasured sources of variability responsible for the commonality among a set of scores. First of all, the factor that must be one-dimensional characteristic, is considered through convergent actions. Regardless of the precise measurement, the measurement of the factors should also be free from. This desire for validity can be accomplished in several non-exclusive ways. If the first factor extracted from the set of indicators explains more than half of their variance, there cannot be any second, equally important factor. Therefore, an AVE of 0.5 or higher is considered acceptable. A slightly more liberal criterion was stated by Sahmer "et al." (2006): they find evidence of one-dimensionality if the factor explains a much larger variance than the second factor extracted from the same indicators. Secondly, each pair of factors that support theoretically different concepts should also be statistically different, which raises the issue of discriminatory validity. In the model of a methodology of the structural equations, the first confirming factor analysis (CFA) is defined. The selected elements for measurement of estimated variables have required accuracy so that factorial loading of

each item shall matter t exceeding 1.96. In this case, this element has required accuracy for measurement of this structure or the latent variable.

If parts of variables of research have statistical value t lower than 1.96 they do not have crucial importance for measurement, therefore, they are excluded from the process of the analysis. Thus, the creation of validity that is selected for a check of the accuracy of points was carried out, and showed that all elements provide suitable factorial structures to measure the research sizes in the model.

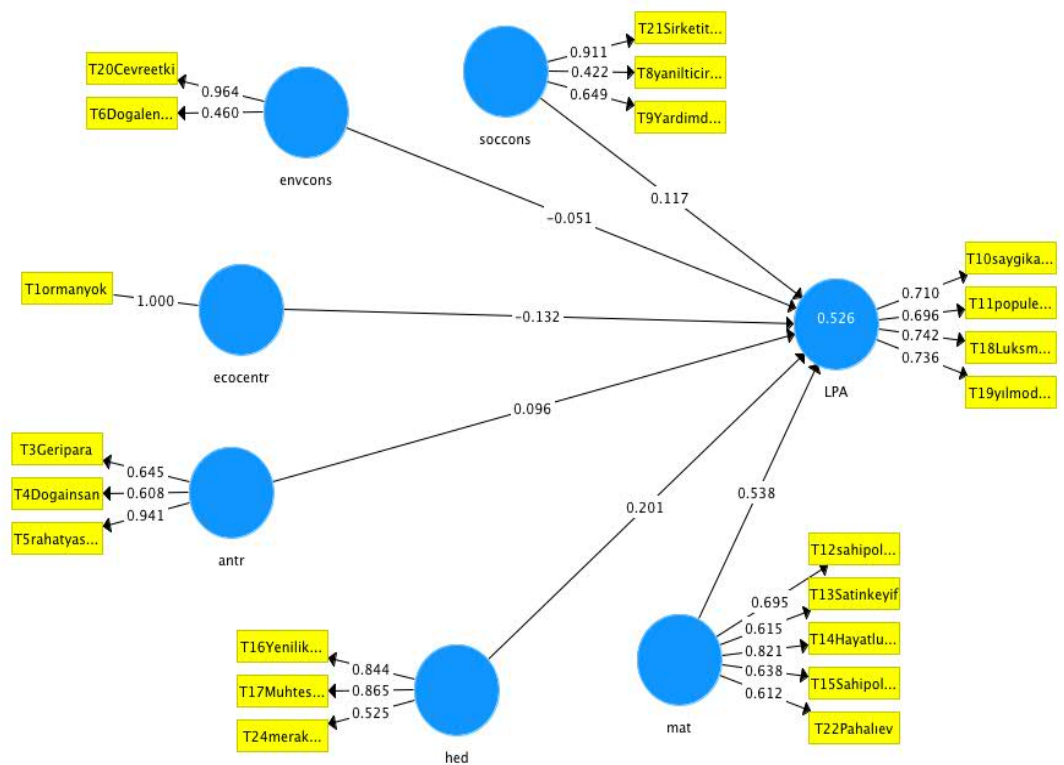


Figure 2. Factor Analysis.

4.1.1 Validity and Reliability

Exploratory Factor Analysis was not carried out as all measuring scales are adopted from the previous investigators, and all of them are specified earlier. For confirmation of the convergent validity and the discriminant validity of measures, the confirming factor analysis (CFA) is used.

Another reason for the decision on deleting indicators - sometimes is the extent to which their removal affects validity. Feeble indicators remain by contents which maintenance always should be abolished from the reflecting scales, indicators that present very low loadings 0.40 and below by convergent validity and the discriminant reliability.

CFA revealed that measuring items were not perceivable, therefore, measurement issues some questions were eliminated before further analysis. "My actions impact on the environment", "One of the most important reasons to protect nature is to protect nature for its sake" and "My life would be better if I owned certain things I do not have" were eliminated from independent variables. For each pair, both individual AVE has exceeded the value of the squared correlations, confirmatory discriminant validity. Results of a research of a search factor confirm that the reliability of construct has been checked using the factorial analysis. Conformity to the received Testing model with Cronbach's alpha method, we have measured the reliability of scales.

Results of reliability convincingly confirm these tests. Cronbach's alpha, is more than 0.6 Cronbach's alpha coefficient (Hair "et al." 2010). Table 2, the results recommended convergent validity of all measures.

Table 3. Cronbach's Alpha

	Cronbach's Alpha
LPA	0.6959
Anthropocentrism	0.6678
Ecocentrism	0.6414
Environmental Consciousness	0.5590
Hedonism	0.6253
Materialism	0.6816
Social Consciousness	0.5611

4.2 Moderation Analysis

Deployment of the moderating effect has allowed us a better understanding of the consumers' concern and awareness about the environment. The moderation analysis was used for 8 hypotheses. Moreover, by using the Smart PLS software tool, the study measures the moderate effect. These hypotheses for this study can be lined up as: The relationship between materialistic value and luxury purchase attitude is moderated by environmental consciousness, the relationship between anthropocentric value and luxury purchase attitude is moderated by environmental consciousness, the relationship between hedonic value and luxury purchase attitude is moderated by social consciousness, the relationship between materialistic value and luxury purchase attitude is moderated by social consciousness, the relationship between hedonic value and luxury purchase attitude is moderated by eco-centric value.

Other hypotheses for this study can be lined up as: The relationship between materialistic value and luxury purchase attitude is moderated by eco-centric value, the relationship between anthropocentric value and luxury purchase attitude is moderated by eco-centric value, the relationship between materialistic value and luxury purchase attitude is moderated by hedonic value.

4.2.1 Moderation Analysis 1

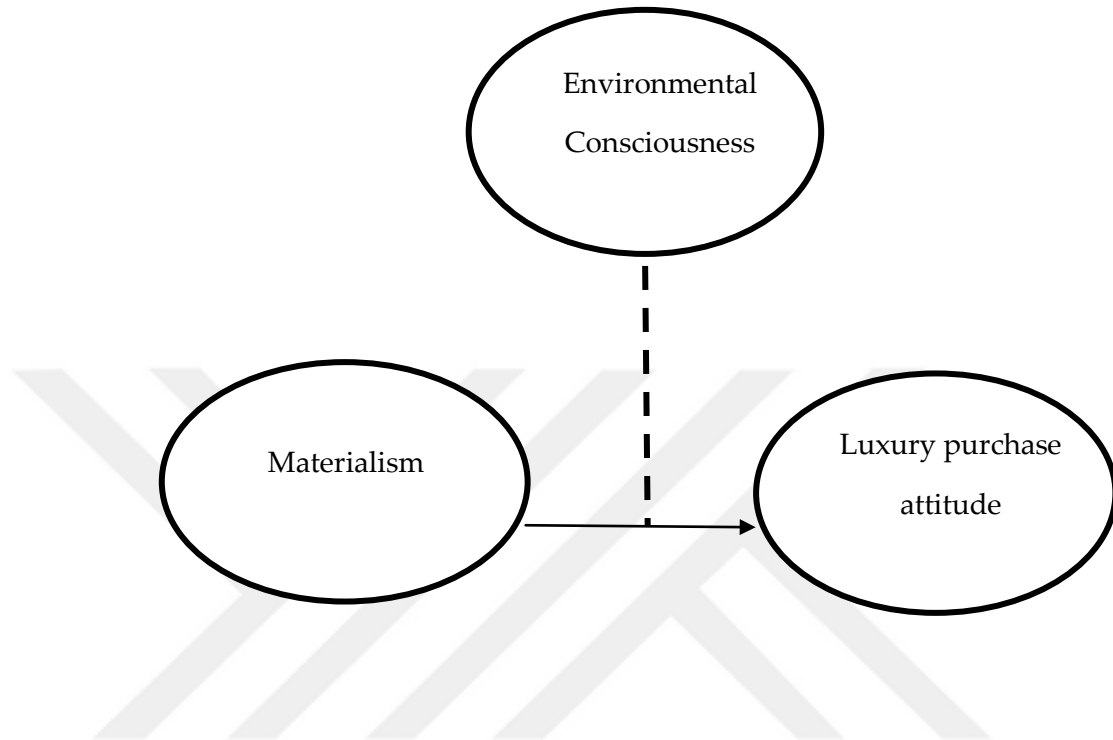


Figure 3. Moderation Analysis 1

It is possible to determine Value of distinction between two models by a variation of t-Value. The result is statistically significant as a result more than > 1.96 . Besides, it is possible to use the coordinated coefficients of a way for a definition of a relative importance of factor. The main evaluation criteria for the structural model are the significance of the path coefficients. The study showed analysis to determine the moderating effect of Environmental consciousness between Materialism and LPA. The hypothesis (H1) stated that the relationship between Materialistic Value and Luxury Purchase Attitude would be moderated by Environmental Consciousness, (t-value=0.542, p-value=0.5884, path

coefficients=-0.032). Consumers with materialistic value, even if they have the environmental consciousness, it does not reduce their luxury purchase attitude. The findings reveal that Environmental Consciousness did not significantly moderate the relationship between Materialistic Value and Luxury Purchase Attitude. Likewise, the negative influence was not supported.

4.2.2 Moderation Analysis 2

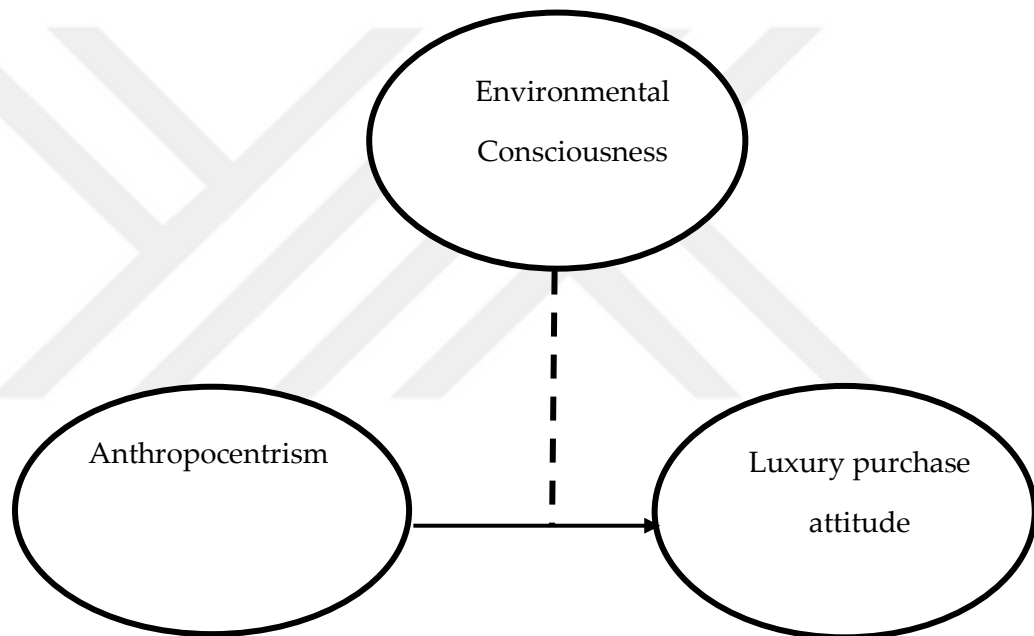


Figure 4. Moderation Analysis 2

The study performed analysis to estimate moderating effect of Environmental consciousness between Anthropocentrism and LPA. It was hypothesized (H2) that the relationship between Anthropocentric and Luxury Purchase Attitude would be moderated by Environmental Consciousness, (t-value=1.974, p-value=0.0490, path coefficients=-0.134). People with anthropocentric value, if they have the environmental consciousness, it reduces their luxury purchase attitude. In consequence,

anthropocentric people are trying to protect the environment, even if it is for their wellness. This result is consistent with the study (Kim and Choi, 2005) which emphasized that consumers with a higher level of environmental awareness more likely to engage in pro-environmental behavior and they be willing to pay a premium for products that have environmentally friendly attributes (Laroche, Bergeron, and Barbaro-Forleo, 2001). The findings indicate that Environmental Consciousness negatively moderated the relationship between Anthropocentrism and Luxury Purchase Attitude. Thus, this hypothesis was supported and suggests that Environmental Consciousness is a factor among Anthropocentric and Luxury Purchase Attitude.

4.2.3 Moderation Analysis 3

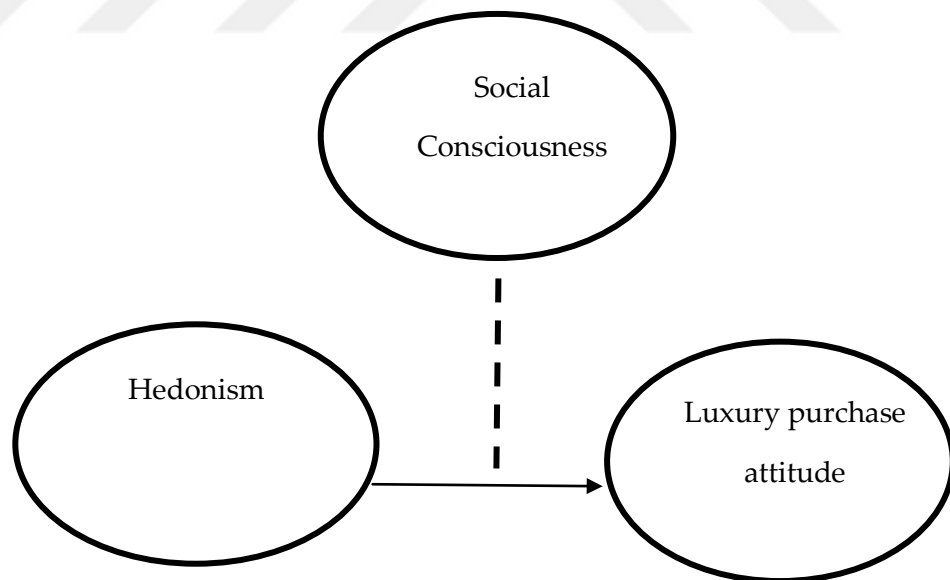


Figure 5. Moderation Analysis 3

The study performed analysis to determine the moderating effect of Social consciousness between Hedonism and LPA. It was hypothesized (H3) that the relationship between Hedonic value and Luxury Purchase Attitude would be moderated by Social Consciousness, (t-value=1.099, p-value=0.2721, path coefficients=-0.054). People with hedonic value, even if they have the social consciousness, it does not reduce their luxury purchase attitude. The findings reveal that the hypothesis seven was negative and was not supported. There is a relationship between hedonic value and luxury purchase attitude, moderated by social consciousness, and this hypothesis suggested that statistically connection between these two values is not supported.

4.2.4 Moderation Analysis 4

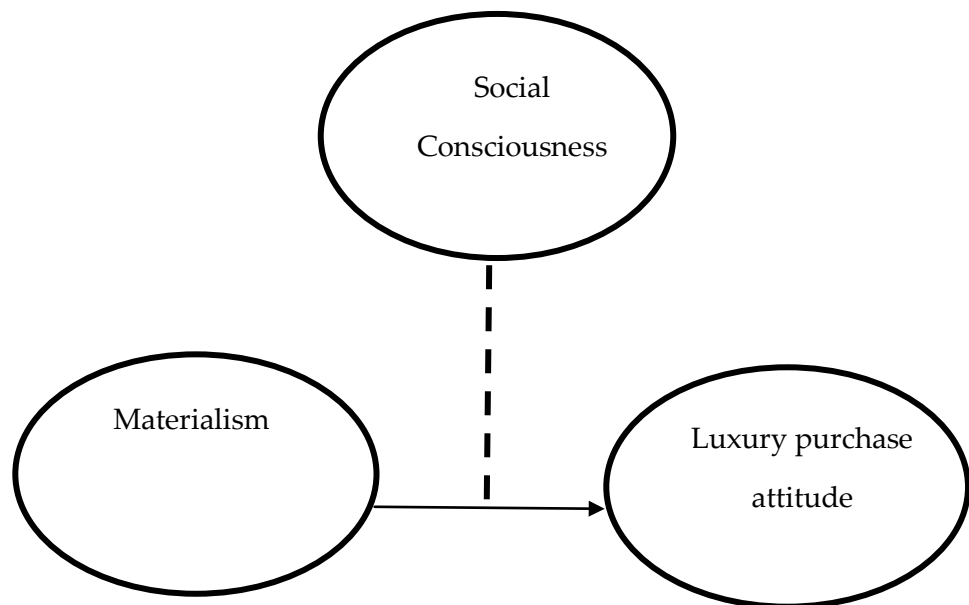


Figure 6. Moderation Analysis 4

Furthermore, the moderating effect of Social consciousness between Materialism and LPA. Hypothesis (H4) assumes that materialistic value has a negative influence on luxury purchase attitude, (t-value=0.532, p-value=0.5948, path coefficients=-0.029), which is moderated by social consciousness, was not supported. Consumers with materialistic value, even if they have the social consciousness, it does not reduce their luxury purchase attitude. People do not even know that social consciousness is unveiled a troubling fact, consumers tend to purposefully ignore sustainability issues when they purchase, even though they say they are concerned about environment (Ehrich and Irwin,2005). Otherwise, consumers with social consciousness do not care about the environment, while shopping. There is a relationship between materialistic value and luxury purchase attitude, states that statistically connection between these two values is not supported.

4.2.5 Moderation Analysis 5

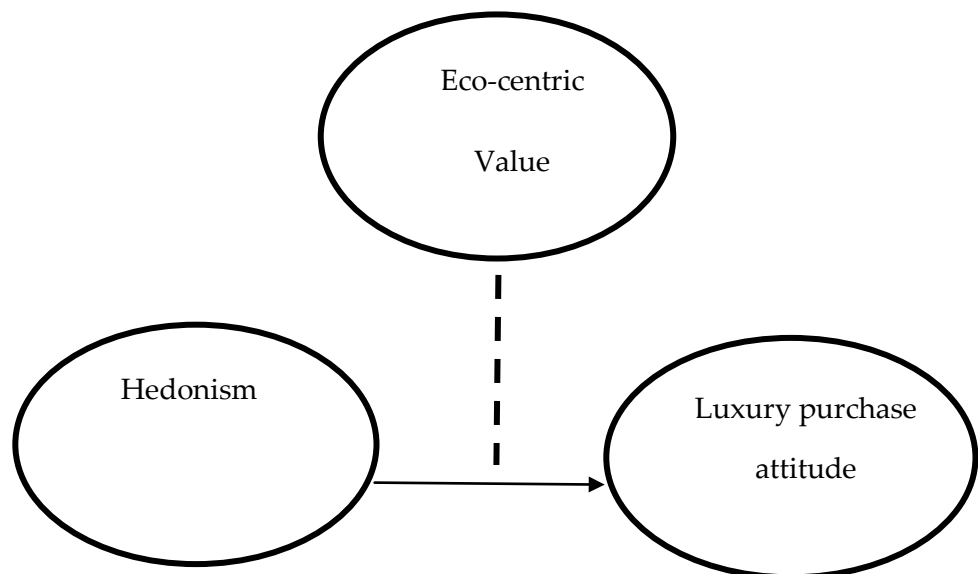


Figure 7. Moderation Analysis 5

The hypothesis (H5) stated that the relationship between Hedonic value and Luxury Purchase Attitude would be moderated by Eco-centric value. The hypothesis regarding the negative influence of Hedonic value on Luxury Purchase Attitude, moderated by Eco-centric value, was supported (estimate t -value=1.971, p -value=0.0493, path coefficients=-0.091). The main constituents of individual value are stated earlier as self-identity, hedonic-self gift giving, hedonic-extravagance, hedonic-life enrichment and materialistic value (Wiedman "et al." 2009). Referring to individuals' self-identity is a consistency of the features of a luxury product and one characteristic (Vigneron and Johnson, 1999). Hedonic-self gift giving value means that purchasing luxury products can be seen as giving a gift to an individual for celebrating an occasion that she/he believes significant for her/his self and buying luxury products is a way for treating her/his self (Wiedman "et al." 2009). The other sub-dimension of individual value, the hedonic-extravagance value is defined as arouse pleasure in one's mind while purchasing things and the main shopping motivation of a person with more intended hedonic-extravagance value, is spending money even for non-functional things (Wiedman "et al." 2009). The other main driver of individual value is called hedonic-life enrichment value that occurs during luxury consumption and gives the perception of one' mind self-actualization and provides deeper meaning in his/her life (Wiedman "et al." 2009). Consumers with hedonic value, if they moderated by eco-centric value, it reduces their luxury purchase attitude. This suggestion confirmed that eco-centric value is a noted factor in the relationship between hedonic

value and luxury purchase attitude. The findings state that statistically, consumers with hedonic value avoid purchases of luxury goods when they moderated by eco-centric value.

4.2.6 Moderation Analysis 6

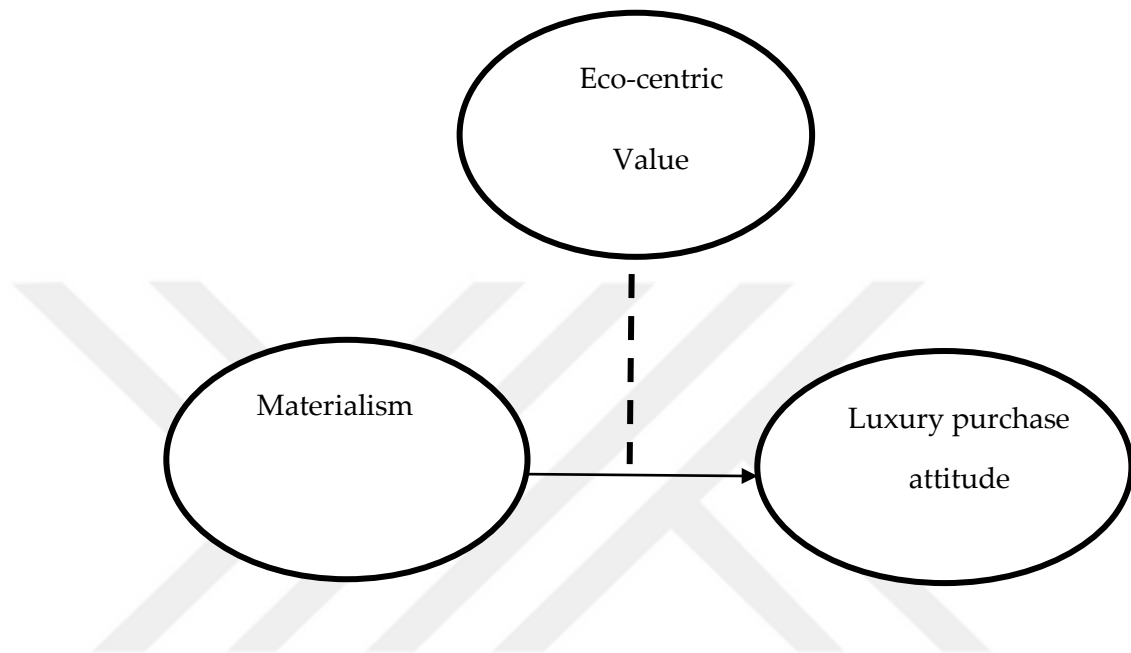


Figure 8. Moderation Analysis 6

Hypotheses seven (H6) stated that the relationship between Materialistic value and Luxury Purchase Attitude, which moderated by Eco-centric value, was supported (estimate: t -value=2.570, p -value=0.0105, path coefficients=0.136). Although it is a materialist in the purchase of luxury goods, the eco-centric value allows the purchase of luxury goods. As a result of this research, we understand that people are materialists buying luxury products, but if it is moderated by the eco-centric value this relationship is not breaking. The eco-centric value is not enough to make this relationship negative. People with materialistic

values, if they were having at the same time eco-centric values, attitudes to luxury are not decreasing. The hypothesis states that Materialistic value has a positive significant influence on Luxury Purchase Attitude.

4.2.7 Moderation Analysis 7

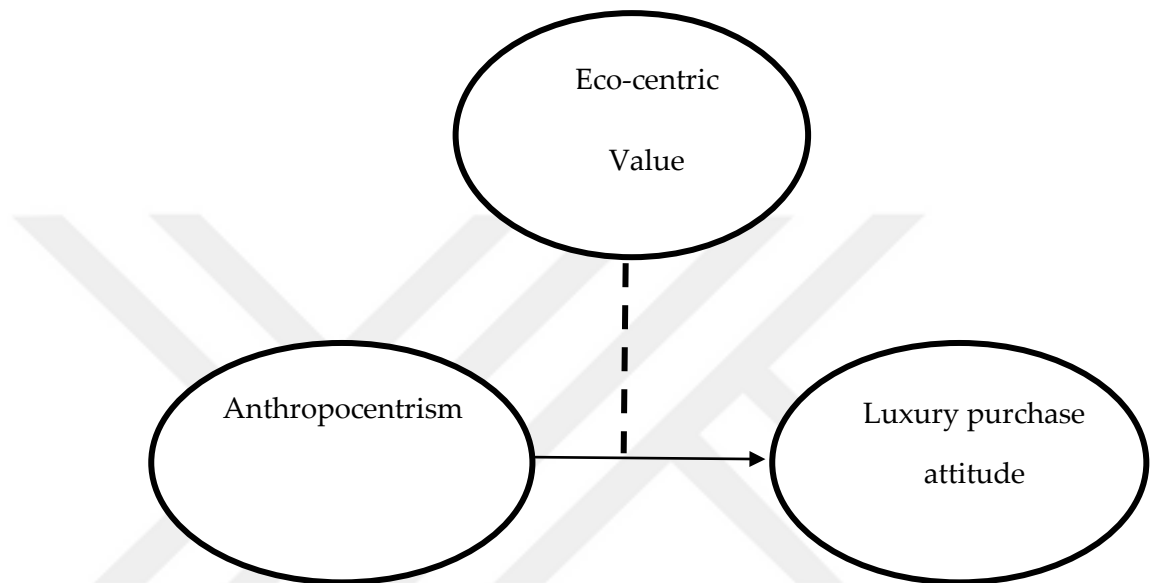


Figure 9. Moderation Analysis 7

As can be seen from the Figure 9, eco-centric value has a moderating effect between Anthropocentrism and LPA. It was hypothesized (H7) that the relationship between Anthropocentric value and Luxury Purchase Attitude would be moderated by Eco-centric value. On the other hand, hypothesis positing that Anthropocentric value has a positive influence on Luxury Purchase Attitude was not supported (estimate: t-value=1.152, p-Value=0.2500, path coefficients=0.053).

4.2.8 Moderation Analysis 8

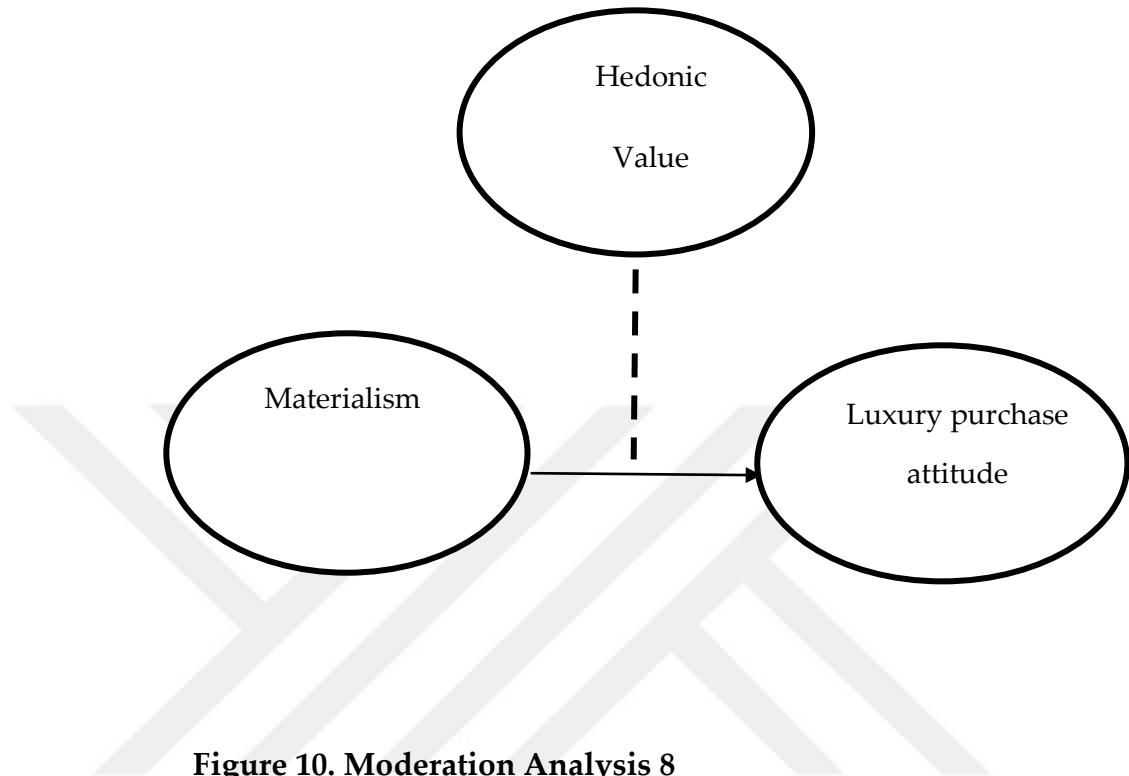


Figure 10. Moderation Analysis 8

Finally, the study performed analysis to estimate the moderating effect of Hedonic value between Materialism and LPA. The hypothesis (H8) stated that the relationship between Materialistic Value and Luxury Purchase Attitude would be moderated by Hedonic value. The hypothesis stating that Materialistic value has a positive influence on Luxury Purchase Attitude was supported (estimate: t -value=3.009, p -value=0.0028, path coefficients=0.116). As a consequence of direct relationships, materialistic and hedonic people's attitude towards luxury is high. This result is consistent with the idea that self is the flagship of over indulgence and for square luxury is the economic distinction of fashion where the emphasis is on the materialistic, morals and intellectuality (Curcio, 2007). Vigneron and Johnson (2004) argue that the

luxury-seeking consumer's decision-making process is influenced by hedonism, the study emphasized that more materialistic consumers are moderated by hedonic value toward luxury purchase attitude, tend to be more positively responsive toward luxury brands. Their luxury goods purchasing attitude appeared as a result of testing.

4.3 Results of Hypotheses Testing

The main research questions were: Is the luxury purchase attitude of consumers with materialistic value affected by their intrinsic values?

Is the luxury purchase attitude of consumers with hedonic value affected by their intrinsic values?

Is the luxury purchase attitude of consumers with anthropocentric value affected by their intrinsic values?

Table 4 presents a summary of the results of the hypotheses testing based on this research question.

Table 4. Results of Hypotheses Testing

Hypotheses	Result	Supported Not Supported
H1. The relationship between materialistic value and luxury purchase attitude is moderated by environmental consciousness.		Reject
H2. The relationship between anthropocentric value and luxury purchase attitude is moderated by environmental consciousness.	Significant Negative	Accept
H3. The relationship between hedonic value and luxury purchase attitude is moderated by social consciousness.		Reject
H4. The relationship between materialistic value and luxury purchase attitude is moderated by social consciousness.		Reject
H5. The relationship between hedonic value and luxury purchase attitude is moderated by eco-centric value.	Significant Negative	Accept
H6. The relationship between materialistic value and luxury purchase attitude is moderated by eco-centric value.	Significant Positive	Accept
H7. The relationship between anthropocentric value and RRFluxury purchase attitude is moderated by eco-centric value.		Reject
H8. The relationship between materialistic value and luxury purchase attitude is moderated by hedonic value.	Significant Positive	Accept

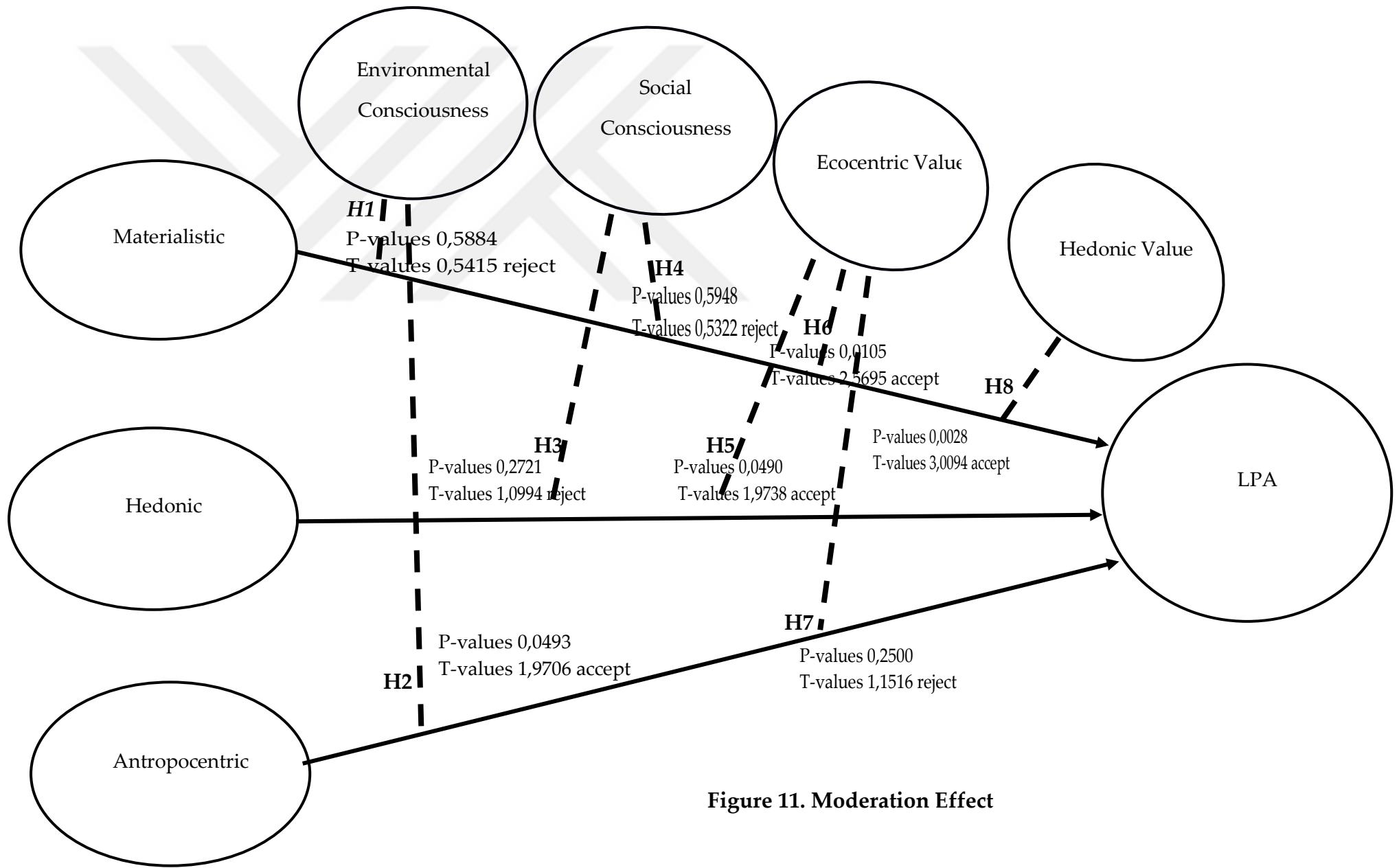


Figure 11. Moderation Effect

4.4 Discussion of the Hypotheses

In this chapter, a discussion of the major findings and hypotheses testing are presented. Furthermore, the examination of direct relationships is provided. Finally, the moderating effect of environmental consciousness, social consciousness and eco-centric value among relationships for luxury consumers is reviewed. This research was conducted to indicate, if there are any effect of social, environmental consciousness and eco-centric value on hedonic, materialistic, and anthropocentric type of consumers in their luxury purchase attitude, and to make recommendations based on the findings. It is stated that the questions of the survey previously founded in the literature comply with the gist of the research. In general, the questions were based on the environmental, social, eco-centric, materialistic, hedonistic and anthropocentric values. During the research, the extensive understanding on scale values was found and widely discussed.

The key point of the research is how much the consumers of luxury goods attaches' great concern to the safeguard of the environment. Frankly saying, in all over the world, as well as in Turkey, consumers' desire for luxury brands has increased. Women get more pleasure from buying sumptuous crocodile and python leather products. According to the main approaches of Murray (2002), the role of clothing in a consumer's life is not bounded to functionality; individuals seek luxury fashion clothing as means of obtaining peer acceptance and demonstrating social standing evidenced by the sign value that demonstrated by successful and famous brands. This symbolism is widespread in the well-known brands that use fur and exotic leathers in

their collections. Recent international catwalk collections from various designer fashion businesses (e.g. Gucci's use of fox and badger fur, Yves Saint Laurent's use of mink, Balenciaga and Alexander McQueen's use of python skin) have helped fuel the re-emergence of the global fur and exotics market (Irving, 2008; Skov, 2005). Simultaneously, men have passion for luxury items in their lifestyle, e.g. designer's clothes and luxury cars. Driving a Rolls Royce, a Maybach or a Mercedes S Class would be a message that the owner could not care less about gas overconsumption and the warming of the atmosphere.

The purpose of our research is to analyse sentiments of the consumers, and find out if individual decides on luxury while performing ethical behaviour to the environment. Whether the consumers assert themselves as if they do not consume luxury brands with an intention to pretend to be ethical. In order to answer the questions, the research was conducted. The questionnaire responses of 300 people were analyzed with the smart PLS software program. We investigated 6 direct relationships; Social Consciousness->LPA, Environmental Consciousness->LPA, Eco-centric->LPA, Anthropocentric->LPA, Hedonic->LPA, Materialistic->LPA. Statistically, it was realized that people with eco-centric consciousness would not buy luxury goods. People who belong to this category want to protect nature, not only for their favor, but also for being environmentally friendly. Particularly, Thompson and Barton claimed that eco-centric individuals are more likely to protect the environment even if this factor trigger, inconvenience, and additional expense.

While looking at the results, we did not realize any effects of social and environmental consciousness in line with luxury purchase attitude. In addition, despite the social and environmental consciousness of individuals, they aspire to purchase Lux products. For instance, studies of Bhattacharya and Sen (2004) suggest that people do support corporate social responsibility (CSR) and ethical concerns but they are not ready to pay more for them, or Ehrich and Irwin (2005) revealed a troubling fact: consumers tend to purposefully ignore sustainability aspects meantime they purchase, even though they say they are concerned about the environment. It indicates that individuals should magnify social and environmental knowledge for better comprehension. Although Smith "et al." (2010) investigate that consumers need to better understand the social and environmental impact of their purchase behaviour and choose responsible consumerism, they point out that marketers should also accept that responsible production delivers a paradox that can be challenging. Upon to the Shaw "et al." (2006), as a result of lacking readily available information on brand sourcing policies many consumers often feel unable to make ethical choices when it comes to clothing (Iwanow "et al." 2005; Joergens, 2006; Radin and Calkins, 2006).

Consumers with hedonic and materialistic consciousness are positively related to luxury purchase attitude. As Wiedman stated (2009), hedonic-self gift giving value indicates that purchasing luxury products can be seen as giving a gift to an individual for celebrating an occasion that she/he believes that it is essential for her/his self and that buying luxury products is a way to pleasure her/his self. Wiedmann "et

al.” (2007) states that highly materialistic individuals may admire persons who have costly homes, cars and precious jewelry or clothes and like to own things that impress people.

Moreover, if a person is possessed of anthropocentric value there by supporting environment for own usefulness and simultaneously moderated by environmental consciousness he/she will not purchase luxury goods. Statistically, an individual with hedonic value yet moderated by eco-centric value is reluctant to use luxury items. In accordance with the links between materialistic and luxury purchase attitude it is observed a positive side of eco-centric value. Consumers with hedonic value own luxury to please themselves, however materialistic individuals keen on luxury in their lifetime. Therefore even having eco-centric value, they do not have much more maintenance regarding the environment. At least certainly being materialistic people and moderated by hedonic value, statistically will purchase luxury.

Finally, we observed that there is lack of social and environmental awareness of the consumers. They confess their desire to support the environment but their attitude toward luxury goods demonstrate the opposite. It simply means that cognitive dissonance theory has been proven.

CHAPTER 5

CONCLUSION

5.1 Conclusion

This research was carried out in Turkey to understand the concerns of people about the environment while shopping luxury goods. Polonsky “et al.” (2003) and Previte and Fry’s (2006) ‘harm chain’ frameworks investigate that it is possible to systematically consider those negative externalities associated with the marketing of luxury fashion brands.

As it is stated in the studies of Blanchard (2007), Bray (2009) and Hughes (2001), some corporations encompass exploitative business practices which includes animal cruelty derived from inhumane factory farming of animals for fur coats; environmental degradation and workers’ health damage resulting from the use of unregulated pesticides for cotton production; employee exploitation as a consequence of low wages, excess working hours. Moreover, health and safety neglect in working conditions for apparel employees is observed in the corporations. (Dickson, 2005; Klein, 2000).

Day by day people who consume luxury goods are dramatically increasing. People spend a lot on bags, luxury cars and clothes. Some of them claim that they care about the Earth, whereas others with social and environmental consciousness do not pay attention to the sustainability issues. In order to comprehend such dilemma, the study

was conducted. The purpose of the research is to conceive how sensitive the hedonic, materialistic and anthropocentric types of consumers are to the environment. Furthermore, the study investigates the moderation effect of social, environmental consciousness and eco-centric value in comparison with materialistic, hedonic, anthropocentric values and luxury purchase attitude. This study is divided into two parts: theoretical and empirical part. To explore these associations, comprehensive literature review and statistical analysis were conducted. 300 people attended the research for a survey. Questions and hypotheses were generated, and different results were obtained by analyzing via smart PLS program.

The first research question was: Are the luxury purchase attitude of consumers with materialistic value affected by their intrinsic values?

Links between materialistic value and luxury purchase attitude with eco-centric value moderated them significantly. Consumers with materialistic value avoid buying luxury goods if they are moderated by eco-centric value. However, consumers with social and environmental consciousness tend to buy luxury items.

The second of research question was: Are the luxury purchase attitude of consumers with hedonic value affected by their intrinsic value. Consumers with hedonic value are not interested at luxury if they are moderated by eco-centric value. Additionally, hedonic types of

consumers with social and environmental consciousness are more likely to own luxury goods.

The last research question was: Are the luxury purchase attitude of consumers with anthropocentric value affected by their intrinsic value. Anthropocentric type of consumers will avoid spending on luxury goods in case they are moderated by environmental consciousness. On the other hand, anthropocentric types of consumers with social and environmental consciousness prefer luxury items. This is the result of the research problem that has arisen during the above-mentioned research with the purchase of the luxury goods. Firstly, the environmental and social consciousness of the customers should be elevated. During purchasing luxury items, consumers should take account of not only satisfying themselves, but also caring about consequences of social and environmental damage.

The consumers of luxury goods need to be aware of their negligent behaviours resulted in the cutting dozens of animals in the usage of designing one fur. Another substantial issue is air pollution resulted mainly from luxurious cars that produce smog. As a matter of fact, the investigation will be beneficial for companies and consumers of luxury goods.

5.2 Managerial Implications

The findings of this study will provide some strategic implications for luxury brand retailers in Turkey. Such possibilities of the research, thus appear for academics to create, both qualitatively and quantitatively, whether luxury firms adopt either sustainability strategy; and to understand what their characteristics are and what their plans are. In our point of view, the recent admission to strategic marketing creates a new area of demand and suggests efficient avenues for research and management practice in the future.

Moreover, luxury brand producers should consider all luxury value dimensions; this study suggests that specifically they need to emphasize the social and environmental aspects of luxury products, as far as targeting is concerned. Considering the results of the study, it is evident that eco-centric value has a greater impact on consumers, as it is related to consciousness consumption and environmental consciousness moderated the relationship between anthropocentric and luxury purchase attitude. Thus, individual consumers have a right to demand more information on luxury brands of products and exhibition of production process. Luxury brands and their functions can identify themselves clearly in accordance with the sustainability strategies, eco-centric marketing strategies, which should conduct an ecologically sustainable approach to product conception and design that guarantee the outputs do not damage the environment and animals. Therefore, an eco-centric image can be a significant matter in the field if luxury marketing strategies, and luxury retailers should emphasize the relationship between brand name and environment. According to the

approaches, the relationship between materialistic and luxury purchase attitude was modelled by eco-centric value. For this reason, if a consumer is motivated by eco-centric awareness, luxury goods manufacturers should emphasize that they take notice of environment. Firstly, in order to increase the eco-centric approaches, energy from revolving resources such as solar and biogas should be used, at both commercial and domestic levels. Secondly, some measures should be taken to engage in habitat renovation and conservation and esteem for all species should be established. Thirdly, the awareness of people on their individual duties toward the environment and other species should expand their individual responsibility toward the environment and other species. Finally, financial investments from governments that support eco-effective industry, firm, and product development for future economic stability, cooperation, and competitiveness should be taken into consideration. The quality of the products should also be emphasized to appeal to high functional intention consumers. Although each values did not have a significant impact on the luxury purchase attitude, the participants of the Turkey showed the difference.

5.3 Theoretical Implications

This research contributed to the luxury purchase attitude literature by highlighting important points. First of all, the study identifies consumers of luxury purchase attitude in Turkey. This is the first study which investigates hedonic, materialistic and anthropocentric consumers of luxury purchase attitude which is moderated by social, environmental consciousness and eco-centric value. References to the findings of previous studies, sustainability and luxury are incompatible

terms when consumers perceived luxury as 'superficial' and 'creating social unrest' (Kapferer and Michaut, 2014). Other investigations state that people do support corporate social responsibility (CSR) and ethical concerns but they are not ready to pay more for them (Bhattacharya and Sen, 2004).

Specifically, this study assessed and showed consumers with social consciousness and environmental consciousness purchase luxury goods. This creates a Cognitive Dissonance and study was conducted to understand the causes of the cognitive dissonance theory. Leon Festinger (1957) proposed cognitive dissonance theory, in which it is stated that a powerful motive to maintain cognitive consistency may give rise to irrational, occasional and inadequate behaviour. If a person engages in knowledge that is contradictory, he will face the discourse of education.

This study also expands on the research by addressing environmental, social consciousness and eco-centric values as a moderating variable. A consumer may have desire for a luxury product but may not own it to avoid feeling guilty due to environmental, social consciousness and eco-centric value. This suggests that researchers in luxury marketing need to pay more attention to the impact of consumers' environmental, social awareness and eco-centric value. And further studies on this variable should be carried out.

5.4 Limitation and Recommendation for Further Research

The limitations of the study are that of components of design or methodology that impacted or influenced the interpretation of the findings from research. There are several limitations to this study. Firstly, only consumers of luxury products can participate in the survey. Secondly, the study needs a tremendous number of people in order to make the questionnaire, so the number of questions was reduced. The number of issues dropped from 46 to 24, and more interesting questions were used in the questionnaire. It was prepared in English but then translated into Turkish. However, in the future, researchers can focus on a large number of representatives. Another limitation of the study is that all participants resided in one city- in Izmir. To generalize the results, participants from different cities in Turkey should be considered. Thus, recommendation for future researchers can be conducting further studies to examine other countries, such as the United Arab Emirates-a country with some largest potential markets for luxury brands. Further research can investigate whether the consumers are really open to the sustainability strategy in producing of luxury goods. Finally, representatives had limited awareness about social and environmental consciousness. The future studies might comprise of more questions to obtain much more detailed data.

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APPENDIX

Questionnaire

İzmir Ekonomi Üniversitesi, Yüksek Lisans tezi olarak hazırlanmış bu anket lüks ürün tüketicilerinin sosyal ve çevresel kaygılarını belirlemek için hazırlanmıştır. Yapdığınız değerlendirmelerin araştırmaya önemli katkıları olacaktır. Katkılarınız için teşekkürler.

1. Yaş:

- a) 20 yaş altı
- b) 20-29
- c) 30-39
- d) 40-50
- e) 55 ve üstü

2. Cinsiyet:

- a) Kadın
- b) Erkek

3. Medeni Hal:

- a) Hiç Evlenmemiş
- b) Evli
- c) Evli ama ayrı yaşıyor
- d) Boşanmış

4. Şu Andaki Çalışma Durumu:

- a) Öğrenci

- b) Çalışıyor
- c) Çalışmıyor
- d) Emekli

5. Aylık Gelir:

- a) 0 – 1.500
- b) 1.500 – 5.000
- c) 5.000 – 10.000
- d) 10.000 üstü

6. Ne kadar sıklıkla alışveriş yaparsınız?

- a) Ayda birden fazla
- b) Ayda bir
- c) 2 ayda bir
- d) 3 ayda birden fazla

7. Ne kadar sıklıkla lüks ürünler satın alırsınız?

- a) Asla
- b) Nadiren
- c) Bazen
- d) Sıklıkla

8. Lüks ürünler satın alırken markanın sosyal ve çevresel faaliyetlerine ilişki bilgileri göz önünde bulundurur musunuz?

- a) Asla
- b) Nadiren
- c) Bazen
- d) Sıklıkla



ANKET

Aşağıda numaralandırılmış ifadelerin karşısındaki numaralardan vermek istediğiniz cevaba en yakın bulduğunuzu işaretleyiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle katılıyorum
	1	2	3	4	5
1. Ormanların yok olduğunu gördüğümde çok üzülürüm (örneğin ağaçların kesilmesi, orman yangınları, vb.).					
2. Doğayı korumamızın en önemli sebeplerinden biri kendi yararımızdır.					
3. Geri dönüşümün en önemli amaçlarından biri para tasarrufu yapmaktır.					
4. Doğa, insan sağlığına ve mutluluğuna yararlı olduğu için önemlidir.					
5. Doğayı korumanın en					

önemli sebeplerinden biri rahat yaşantımızı garanti altına almaktır.					
6. Doğal çevre için endişeliyim.					
7.Çevreyi korumak için fedakârlık yapmak istiyorum.					
8. Yanıltıcı reklam kullanan bir ürünü satın almaktan kaçınırım.					
9.Yardım derneklerine bağış yapan şirketlerden ürün almaya çalışırım.					
10. Bu (marka) (ürünü) saygı kazanmak için satın aldım.					
11. Bu (marka) (ürünü) popüler olmak için satın aldım.					
12. Sahip olduğum şeyler hayatımın ne kadar iyi olduğu hakkında çok					

şey ifade eder.					
13. Bir şeyler satın almak bana çok keyif verir.					
14. Hayatımda çok lüks olmasını severim.					
15. Şu anda sahip olmadığım bazı şeylere sahip olsam hayatım çok daha iyi olurdu.					
16. Yenilik için alışveriş yapmayı severim.					
17. Alışveriş yapmak beni gerçekten "muhteşem" hissettirir.					
18. Lüks moda ürünleri satın almak isterim.					
19. Önümüzdeki yıl içerisinde lüks moda ürünleri satın almaya niyetliyim.					
20. Yaptığım şeyler çevreyi					

etkiler.					
21. Alışveriş yaparken şirketin etik itibarını göz önünde bulundururum.					
22.Pahalı evlere, arabalara ve kıyafetlere sahip insanlara özenirim.					
23. Daha güzel şeylere sahip olmuş olsaydım da şu andakinden daha mutlu olmazdım.					
24. Alışveriş yapmak merak duygumu tatmin eder.					