



Impact of Materialistic Values on Impulsive and Compulsive Consumption via Status Consumption: A Research on Young Consumers

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Abstract: *The impulsive and compulsive consumption that consumers cannot control has become a threat to individuals and countries due to their negative economic and social consequences. Materialism and status consumption are important negative personality traits underlying various consumers' behaviors. In this research, it is aimed to explore the impact of materialistic values and status consumption on impulsive and compulsive consumption. Cluster sampling method was chosen as sampling method. Students aged 17 to 24 year-olds were selected and 589 usable completed questionnaires were received by using self-completion survey method. According to the results of the model, materialistic values has significant and positive direct impact on status, impulsive and compulsive consumption respectively. In research model, since impact of status consumption on compulsive consumption is not significant, materialistic values have impact on compulsive consumption via status and impulsive consumption.*

Keywords: Materialistic Values, Status Consumption, Impulsive Consumption, Compulsive Consumption

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1. Introduction

Due to the post-modern society, some consumer behaviors concepts have been gaining importance in decades (Pinto et al., 2017). Consumer behavior has become one of the most powerful forces shaping individuals and societies (Roberts et al., 2001; Ordun, 2015). With the economic growth and increased consumption (Mura, 2015), as in many countries, Turkey has been also affected from post-modern consumer behaviours. According to the research statistics published by Turkish Statistical Institute (TUİK) in 2018, 16.4 percent of Turkey's population consists of young people aged 15 to 24 years. 13 million young consumers, influenced by postmodern consumer behaviors, are living in Turkey. Therefore, understanding consumer behaviors of 17-24 years old Turkish youth is getting important, because they will make money and begin their new career after graduation. If companies or marketers have made decisions to invest in or relocate to Turkey, they will need to know these consumption behaviors process. Furthermore the importance of the consumption behaviors process of young consumers is leading issue due to their increasing importance in market segment.

One of the approaches to studying people's consumption experiences has been to investigate materialism and status consumption (Jusoh, Heaney & Goldsmith, 2001; Heaney, Goldsmith & Jusoh, 2005; Goldsmith & Clark, 2012; Flynn, Goldsmith & Pollitte, 2016; Kassim et al., 2016; Minton et al., 2016).

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Materialism and status consumption are important personality traits underlying various consumers' behaviors. Materialism is to give importance worldly property (Watson, 2003) and status consumption is to have products that are seen to confer status on the user in the eyes of significant others (Eastman, Goldsmith & Flynn, 1999). The motives for materialistic values and status consumption can form to negative consumer behaviors such as impulsive consumption and compulsive consumption. These negative consumer behaviors have increasingly brought with it some negative consequences such as guilt, excessive debt, bankruptcy, family conflict, divorce, illegal activities and suicide attempts (Koran et al., 2006).

In psychological researches, it is argued that there are evidences that impulse consumption is within compulsive consumption. Compulsive consumption cases indicate that irresistible impulsive consumptions are present in more than half of all purchases (Hague, Kellett & Sheeren, 2016). It is also pointed out that there are significant differences between young and adult consumer behaviors. So, young and adult consumption behaviors should be examined separately (Brici, Hodkinson & Sullivan-Mort, 2013). Researchers reveal that young consumers, specifically between 18 and 24 years of age may be high risk for becoming compulsive buyers (Grant et al., 2011; Harvanko et al., 2013) or it is the average onset age of compulsive buying behavior (Yurchisin & Johnson, 2004; Maraz, Griffiths & Demetrovics, 2015).

When examined compulsive consumption and impulsive consumption researches of young consumers in Turkey; Kaderli, Armağan & Küçükkambak (2017) reveal that attitude of the Y generation on materialism has significant and positive impact on compulsive consumption and Öztürk & Nart's (2016) research on university students reveal that materialist tendencies has significant and positive impact on impulsive consumption. On the other hand when examined researches on compulsive consumption in world literature; Roberts' (1998) research on 18–24 years old young consumers reveals that perceived social status associated with buying has significant and positive impact on compulsive buying behaviors. Lins's et al., (2013) research on 13–18 years old adolescents reveal that materialism has significant and positive impact on impulsive buying tendencies. Reeves, Baker & Truluck's (2012) research on university students and Yurchisin & Johnson's (2004) research on 18–24 years old young consumers reveal that materialism and perceived social status associated with buying has significant and positive impact on compulsive consumption. It can be seen that researches about young consumers' compulsive consumption are inadequate in Turkey and world literature. Although there are researches that reveal the separately impact of materialistic values and status consumption on impulsive consumption and compulsive consumption, impact of materialistic values and status consumption on impulsive and compulsive consumption has not yet been investigated at the same time. In the scope of this study, unlike the other researches, aforementioned variables are put together in the same research path to understand consumption behavior process of young consumers in Turkey.

At this point, the research question is what is the impact of materialistic values and status consumption on impulsive and compulsive consumption when they are put together in the same research path at the same time. In the light of theoretical and applied researches in literature, in this study, it is aimed to explore the impact of materialistic values and status consumption on impulsive consumption and compulsive consumption. To reach the aim and to answer the research question, structural equation model (SEM) which has advantage of being able to test different models consisting of large number of variables and to make up these models' calculations simultaneously is used. To this end, dealing with the research model and hypotheses adopted from the literature, empirical research was conducted to young consumers.

2. Literature Review

2.1. Materialistic Values

Materialism refers to the importance that a consumer gives to worldly property surrounding him (Belk, 1984). It is perceived as a negative personality trait and value; so, materialistic individuals have negative outcomes (Mick, 1996). They show lower levels of well-being, satisfaction with life and general happiness (Evrard, 1998; Felix & Garza, 2012). Materialism begins from adolescence and is influenced by external factors such as gender, age, economic class, self-esteem, friends and peers (Pinto et al., 2017). Sidoti

and Devasagayam (2010) claim that materialists set such imaginary standard of living goals, they experience more dissatisfaction than non-materialist. Hence, to complete these deficiencies, materialists place possessions and their acquisition at the center of their lives, view acquisition as essential to their satisfaction and well-being. They also tend to judge their own and others' success by the number and quality of possessions accumulated (Fournier & Richins 1991; Richins & Dawsons 1992).

Two approaches of consumer behavior on materialism have followed. First is psychological side. This has conceptualized materialism as a personality trait. This means that materials have the role of subjective personality. The other materialism is a cultural characterizes as a value, part of a general value system (Evrard, 1998). This means that materialism level may change according to cultural environment that people live. Both approaches converge at a common point that people who are materialistic pursue their happiness through acquisition or possession rather than through other things (Gardarsdottir & Dittmar 2012). On the other hand, social researches show that "children are more materialistic than past generations" (Weaver, Moschis & Davis, 2011: 248).

2.2. Status Consumption

The word status is "the evidence of wealth provided by conspicuous consumption and the power that results from the associated respect, importance and envy of others" (Eastman & Liu 2012:94). Status consumption is defined as "the motivational process by which individuals strive to improve their social status through the consumption of consumer products that symbolize status both for the individual and surrounding significant others" (Eastman et al., 1999:41). In other words, status consumption relates to the consumers' behavior to purchase products for the status they confer, regardless of their objective social class (Yurchisin & Johnson, 2004; Shukla, 2010). In the literature, in spite of various definitions of status consumption, they have similarities that they focus on the motivations for such consumption internal, external or both (Eastman & Eastman, 2015). External motivation may come from consumers' desire to gain prestige among other people and signal their wealth to social environment (Shukla, 2012). Internal motivation may come from consumers' private aspect in terms of congruity with product to reward self (Wiedmann, Hennigs, & Siebels, 2009). Both motivations may come from improving self-respect (internally) and others' approval (externally) (Truong et al., 2008).

Status consumption is considered as a kind of individual trait (Chui & Sidin, 2011) and is an individual difference at different levels, in different consumers and associated with income, social classes, education and living area. Because status consumers want to be recognized and differentiated in the group, they think that certain products convey status and prestigious (Clark, Zboja & Goldsmith, 2007; Mai & Tambyah, 2011). Eastman and Eastman (2011:10) expressed this situation well, "status seekers are people who are continually straining to surround themselves with visible evidence of the superior rank they are claiming".

2.3. Impulsive Consumption

Impulsive consumption is a subjective behavior that can be expressed as rapid decision making and immediate possession (Hoch & Lowenstein, 1991). In another definition, impulsive consumption is a purchasing behavior performed by the consumers instantly, an unintentional, without thinking, in an unplanned buying (Rook & Fisher, 1995; Serfas, Büttner & Florack, 2014). Impulsive buyers are more sensitive to external stimuli. It is not only difficult to understand but also difficult to predict (Prakash & Sharma, 2016). Rook (1985) stated that there are five different factors that create impulsiveness, that is: (1) being in a psychological imbalance; (2) ignore future results; (3) decrease in cognitive appraisal of product; (4) struggle with psychological conflict; (5) feeling desire to act suddenly and spontaneously (Sofi & Nika 2017). Generally speaking, and as can be understood from the definition and factors of impulsive consumption, it seems to be associated with negative mood (Seinauskiene, Mascinskiene & Jucaityte, 2015).

One point that needs to be clarified is the separation of impulsive consumption and compulsive consumption (DeSarbo & Edwards, 1996). In simple terms, the difference between impulsive and compulsive consumption behavior is the underlying motivation. Impulsive consumption occurs with an external trigger.

On the other hand, compulsive consumption occurs with an internal trigger. This is why the concept of compulsive consumption is expressed in the form of a behavioral disorder both psychology and consumer behavior researches (Ergin, 2010).

2.4. Compulsive Consumption

Compulsive consumption is an abnormal form of shopping and spending and has an uncontrollable, chronic and repetitive urge and leads to severe negative consequences (Edwards, 1993). This abnormal form of consumer behavior is characterized by a stereotyped purchase cycle in which the consumer feels as if he cannot stop or control his behavior (Shahjehan et al., 2012). When consumers buy compulsively, they buy products that they do not need and cannot afford. Compulsive consumption is conceptualized as a response to tackling unpleasant life experiences, internal deficiencies or negative emotions (Gupta, 2013).

There has been an increasingly global interest in expanding conceptualization and studying the causes of compulsive consumption (Dittmar, 2005; Ergin, 2010; Ridgway, Kukar-Kinney & Monroe, 2008; Maraz & Griffiths, 2015; Hague, Kellett & Sheeren, 2016). Previous studies have focused on determining the role of earlier-in-life events and experiences (Grougiou, Moschis & Kapoutsis, 2015) or personality traits that are associated with compulsive consumption. For example, sense of disappointment (O'Guinn & Faber, 1989), level of depression, anxiety and obsession towards oneself (Scherhorn, Reisch & Raab, 1990; Koran et al., 2006; Sohn & Choi, 2012), importance towards materialistic possessions (DeSarbo & Edwards, 1996; O'Guinn & Faber, 1989; Roberts, 2000), biological, genetic and neurological causes (Hirschman and Stern, 2001), low self-esteem (Faber & O'Guinn, 1992; Valence, d'Astous & Fortier, 1988; Yurchisin & Johnson, 2004; d'Astous, 1990), interest in fashion (Park & Burns, 2005) and advertisement (Sohn & Choi, 2012).

3. Research Hypothesis and Model

Materialism and status consumption: Materialism has impact on what consumers desire from their possessions and materialistic consumers may think that it is not possible to achieve status recognition without acquiring sufficient possessions. It can be said that materialism is associated with conspicuous consumption and derived from the other's response towards the consumption rather than the product, that is, people's desires to make a show of their ability to afford goods (Kassim et al., 2016). Materialism has a strong influence on satisfaction with products that can represent status, and status consumption is a possession of a product which is because of its status (Vazifehdoost, Afshari & Goodarzi, 2014). This means that when materialists make a decision regarding a product that they think, might win status for them (Dittmar & Bond, 2010). These consumers make product choices by taking into account status, success or happiness in accordance with their personal values. Thus consumers who are more materialistic than others may prefer products because such products could communicate to others' social status (Goldsmith, Flynn & Daekwan, 2010).

Previous studies have shown that materialism has an impact on status consumption. For example, Chan, To and Chu (2015) revealed that in their research on luxury shopping districts, materialism have direct effects on status consumption. Heaney, Goldsmith and Jusoh (2005) researched on students. According to results, scores on the materialism are positively correlated with scores on the status consumption. Other researches about materialistic values and status consumption also revealed that people high on materialism define material well-being as evidence of success and social status (Karabati & Cemalcilar, 2010) and status consumption is positively related to the concepts of materialism (Eastman et al., 1997; Heaney, Goldsmith & Jusoh, 2005; Roberts, 2000).

Therefore, the following was hypothesized:

H1: Materialistic values have significant and positive direct impact on status consumption.

Materialism and impulsive consumption: If a consumer belief with a tendency towards the acquisition of goods puts the materials center of life, an indicator of success and a key to happiness, this results in an impulse to purchase (Xiao & Nicholson, 2013). Materialistic consumers seek unique products and impulsive

buyers are more sensitive to external stimuli. When materialistic consumers find unique product, he cannot resist buying (Yeniaras, 2016).

Previous studies have shown that materialism has an impact on impulsive consumption. For example, Moran and Kwak (2015) revealed that on female undergraduate students ages ranged from 18 to 27, there was a positive correlation between materialism and the impulse consumption. Using survey research of Americans living in Mid-Atlantic region, Podoshen and Andrzejewski (2012) found that materialism has significant and positive impact on impulsive consumption. Similarly, in-depth interviews with hypermarket consumers (Vohra, 2016) and undergraduate students at a university (Yoon & Kim, 2016) have also revealed the impact of materialistic values on impulsive consumption;

Therefore, the following was hypothesized:

H2: Materialistic values have significant and positive direct impact on impulsive consumption.

Materialism and compulsive consumption: Materialistic consumers invest a disproportionate amount of their resources into acquiring goods (DeSarbo & Edwards, 1996) and this situation leads to the emergence of negative results such as excessive debt and bankruptcy (Mick, 1996). Materialists set imaginary living goals (O'Guinn & Faber, 1989) and the literature suggests that the ability to fantasize may be necessary for compulsive consumption to occur (Mowen & Spears, 1999). Dittmar (2005) conceptualize compulsive consumption as compensatory behaviour. According to researcher, individuals attempt to cope with mood problems through buying material goods which is consistent with an emphasis on materialistic values such as happiness, satisfaction and success.

Relationship between materialistic values and compulsive consumption was investigated in various studies. For example, Villardefrancos and Otero-Lopez (2016) revealed that, in their research on university students, materialism plays a crucial role in compulsivity, and the materialistic values have tendency to constitute that increases the compulsive consumption. Weaver, Moschis and Davis (2011) researched on young adults. According to results, one's experiences and circumstances in early adulthood are related to materialism and then compulsive consumption. Similar results were found by Yurchisin and Johnson (2004) that materialistic values of participants were positively related to compulsive consumption.

Therefore, the following was hypothesized:

H3: Materialistic values have significant and positive direct impact on compulsive consumption.

Status consumption and impulsive consumption: Consumers do not consume products only for their functional benefits, but also consume the meanings of those products. Purchasing goods is a significant element in the construction and maintenance of consumers' attainment of social status. Therefore, consumers who encounter products that raise their social status can buy unplanned (Dittmar, Beattie & Friese, 1995 and 1996). Consumers may want to raise their status, and thus there is a possibility that such consumers would be impulsive spending money by failing to resist to the external trigger of temptation (Badgaiyan & Verma, 2014). Status consumption is defined as the motivational process and such consumers focus on the motivations internal or external. Impulsive buyers are more sensitive to external stimuli (Yeniaras, 2016). If status consumers think that certain products convey status and prestigious, they purchase these products instantly.

Therefore, the following was hypothesized:

H4: Status consumption has significant and positive direct impact on impulsive consumption.

Status consumption and compulsive consumption: Elliott (1994) revealed that addictive consumption (in his words, by referring to compulsive consumption) tendencies were related to the belief that purchasing particular goods was associated with social status. He found that compulsive buyers have low perceived social status to be associated with buying, because compulsive consumption occurs with a negative internal trigger (Ergin, 2010). For such consumers who purchase products for the status they confer, expensive products is an indicator of social status, and they do not hesitate to even purchase expensive products of famous brands even though they cannot afford. This means that status consumption may lead to compulsive consumption (Bae, 2013).

The demonstrated link between socioeconomic status and compulsive behavior is consistent with earlier study (d’Astous, 1990), as is the belief that purchases can neutralize negative feelings (O’Guinn & Faber, 1989). Roberts (1998) also found that compulsive buyers tended to perceive a greater association between social status and purchases. Yurchisin and Johnson (2004) researched on adults between the ages of 18 and 24. According to results, the compulsive buying behavior of participants was positively related to perceived social status associated with buying.

Therefore, the following was hypothesized:

H5: Status consumption has significant and positive direct impact on compulsive consumption.

Impulsive consumption and compulsive consumption: One of the common elements of definitions of impulse consumption in the consumer behavior research literature is the presence of a heightened emotional state, which may be accompanied by the experience of compulsive consumption. This means that heightened emotional state which may has been existed in impulsive consumption and turn into compulsive consumption (Wood, 1998). Consumer who has impulse to buy things is experienced as irresistible and he continues with excessive buying despite adverse consequences. Impulse with out of control may lead to compulsive consumption behavior which is a disorder (Gardarsdottir & Dittmar, 2012).

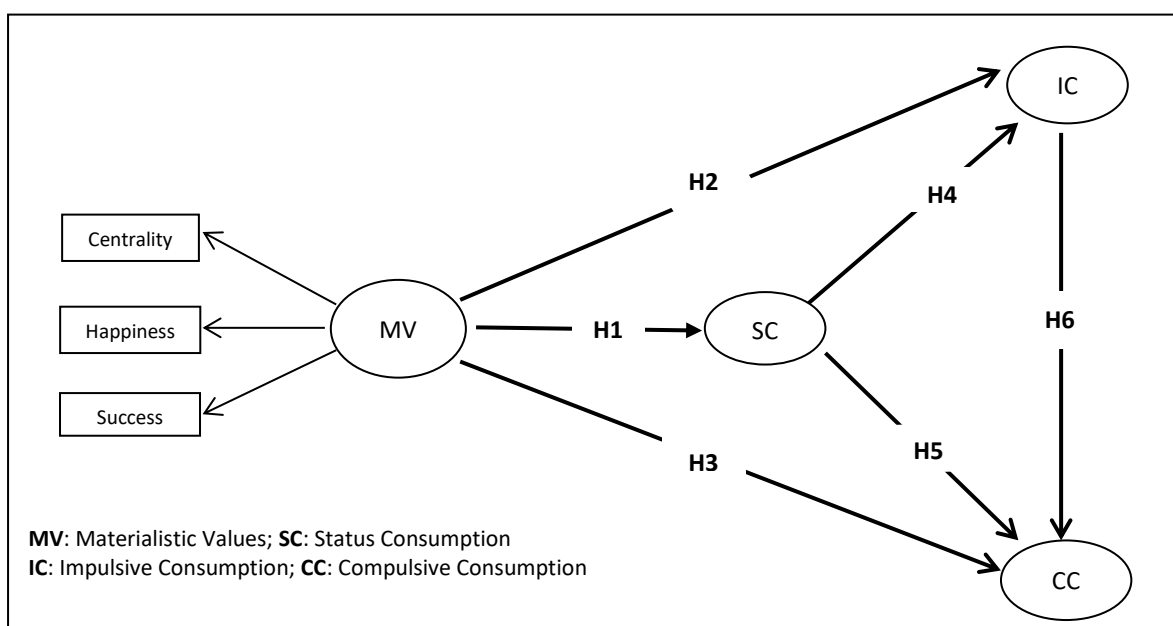
Impulsive and compulsive consumption can occur during a disorder at the same time or can occur at different times within the same disorder (Williams & Grisham, 2012). It is argued that impulse consumption is beginning of the compulsive consumption (Williams & Grisham, 2012). Consumers' impulsive consumption behavior during the purchase process can become compulsive consumption with environmental, social or psychological effects in the future (Kwak et al., 2006; Shehzadi et al., 2016). In some researches, it is classified that impulsive and compulsive consumption as different concepts, although the similarity of the issues is evidenced in their similar consequences (Flight, Rountree & Beatty, 2012; Kwak et al., 2006; Seinauskiene, Mascinskiene & Jucaityte, 2015). Further, in psychological researches, it is argued that there are evidences that impulse consumption is in compulsive consumption and compulsive consumption cases indicate that irresistible impulsive consumptions are present in more than half of all purchases (Hague, Kellett & Sheeren, 2016).

Therefore, the following was hypothesized:

H6: Impulsive consumption has significant and positive direct impact on compulsive consumption.

According to the theoretical background and hypotheses, the research model is revealed in Figure 1.

Figure 1. Research Model



4. Method

4.1. Data collection and sample

The aim of this study is to explore the impact of materialistic values and status consumption on impulsive and compulsive consumption. As a sampling method, sampling method according to clusters was used. A questionnaire which is range from 1 to 7 likert construct was created using the literature. The author then conducted a pre-test to a randomly selected 80 students. The participants were asked to evaluate their materialistic values, status consumption, impulsive consumption and compulsive consumption behavior. After correcting errors in survey and evaluating the content and meaningfulness of the items, it was implemented to students in full with the sample at Çanakkale Onsekiz Mart University. Students aged 17 to 24 year-olds were selected and 589 usable completed questionnaires were received by using self-completion survey method. After collecting surveys, they were uploaded to the computer. The LISREL 8.54 program was used to test the theoretical model and a number of traditional limits were used whether model fit indices were within an acceptable range.

4.2. Measures

Materialistic values were measured using items on a scale adapted from Richins and Dawson (1992). Although Richins (2004) developed a sort form of materialistic values scale, Richins and Dawson (1992) identified materialism consists of 18 items encompassing the three dimensions; centrality (7 items), happiness (5 items) and success (6 items). Status consumption was measured using items on a scale adapted from Eastman, Goldsmith and Flynn (1999). Impulsive consumption was measured using items on a scale adapted from Rook and Fisher (1995). In literature, there are a few compulsive consumption scales (Valence, d'Astous & Fortier, 1988; Faber & O'Guinn, 1992; Edwards, 1993). In generally, Faber and O'Guinn (1992) and Edwards (1993) scales are most used to measure compulsive consumption. Their scales were compared and contrasted the validity and reliability. Although the both scales demonstrated satisfactory levels of internal validity, the Faber and O'Guinn's (1992) scale demonstrated better fit compared with the Edwards (1993) scale (Manolis & Roberts, 2008). Thus compulsive consumption was measured using items on a scale adapted from Faber and O'Guinn (1992).

Requirements for analysis: Variables were examined in terms of outliers. Outliers are observations as distinctly different from the other observations. To detect the outliers, multivariate method was used. First, mahalanobis distance (D^2) was measured then this measure divided by number of variables involved (D^2 / df) is approximately distributed as a t -value (t distribution values table) at 0.01 level (Hair et al., 2010:64). For materialistic values, mahalanobis distance was measured. Degree of freedom ($df = 18$; number of items used in variable) is 2.878 in t distribution values table (Laurencelle & François-A, 2002:19). Surveys that D^2 / df is more than 2.878 were deleted. For status consumption, surveys that D^2 / df ($df = 5$) is more than 4.032 were deleted. For impulsive consumption, surveys that D^2 / df ($df = 9$) is more than 3.250 were deleted. For compulsive consumption, surveys that D^2 / df ($df = 7$) is more than 3.500 were deleted. After deleting outlier surveys, it was continued to analyze with 589 usable questionnaires.

Demographic Variables: As seen in Table 1, demographic variables indicate that all of the participants are between 17-24 ages and 67.9 % of the participants are male. 62.6 % of the participants have monthly pocket money lower than 500 TL. 32.9 % of the participants' family monthly income is 1001-2000 TL. 37.2 % of the participants have 2 siblings. 37.2 % of the participants' family lives in western of country. 52.8 % of the participants lived in city before school. 59.8 % of the participants don't use credit card. The details of the demographic variables that were used are presented in Table 1.

Second-Order Factor Analysis: Because materialistic values as the exogenous latent variable has three latent sub-dimensions; centrality (7 items), happiness (5 items) and success (6 items), second-order Confirmatory Factor Analysis (CFA) was conducted. Second-order CFA structure contains two layers of latent constructs (Hair et al., 2010:756). Table 2 presents second-order CFA correlations matrix of sub-dimensions

of materialistic values and Table 3 presents the second-order CFA descriptive statistics of measures of sub-dimensions of materialistic values.

Table 1. Demographic Variables of Participants

| Demographic Variables | Frequency | Percent % | Demographic Variables | Frequency | Percent % |
|----------------------------------|-----------|-----------|------------------------------|-----------|-----------|
| Gender | | | Number of Siblings | | |
| Male | 400 | 67.9 | 1 | 62 | 10.5 |
| Female | 189 | 32.1 | 2 | 219 | 37.2 |
| Area Where Family Lives | | | 3 | 190 | 32.3 |
| Western of Country | 440 | 74.7 | 4 | 60 | 10.2 |
| Southern of Country | 28 | 4.7 | 5 | 29 | 4.9 |
| Northern of Country | 42 | 7.1 | More than 5 | 29 | 4.9 |
| Middle of Country | 40 | 6.7 | Family Monthly Income | | |
| Eastern of Country | 30 | 5.2 | Lower than 1000TL | 46 | 7.8 |
| Abroad | 9 | 1.6 | 1001-2000TL | 194 | 32.9 |
| Monthly Pocket Money | | | 2001-3000TL | 163 | 27.7 |
| Lower than 500TL | 369 | 62.6 | 3001-4000TL | 81 | 13.8 |
| 501-1000TL | 168 | 28.5 | 4001-5000TL | 42 | 7.1 |
| 1001-1500TL | 32 | 5.4 | 5001-6000TL | 27 | 4.6 |
| 1501-2000TL | 6 | 1 | More than 6001TL | 36 | 6.1 |
| 2001-2500TL | 7 | 1.2 | Living Place Till Now | | |
| 2501-3000TL | 3 | .5 | City | 311 | 52.8 |
| More than 3001TL | 4 | .7 | Boroughs | 191 | 32.4 |
| Do you use a credit card? | | | Village | 87 | 14.8 |
| Yes | 237 | 40.2 | | | |
| No | 352 | 59.8 | | | |

TL: Turkish Liras

Table 2. Second-Order CFA Correlation Matrix of Sub-Dimensions of Materialistic Values

| | Materialistic Values Standardized Factor Loadings | Centrality | Happiness | Success | Average Variance Extracted (AVE) | Composite Reliability (CR) |
|-------------------|---------------------------------------------------|-------------------|-------------------|---------|----------------------------------|----------------------------|
| Centrality | 0.89 ^b | 1.00 | | | 0.45 | 0.90 |
| Happiness | 0.69 ^b | 0.61 ^a | 1.00 | | 0.51 | 0.85 |
| Success | 0.84 ^b | 0.75 ^a | 0.58 ^a | 1.00 | 0.62 | 0.84 |

$\chi^2 = 685.31$; $p < 0,0000$; $df = 132$; $\chi^2/df = 5.1$; NFI = 0.96; NNFI = 0.96; CFI = 0.97; GFI = 0.89; AGFI = 0.85; SRMR = 0.057; RMSEA = 0.084

a = Correlations between sub-dimensions are significant at the 0,01 level.
b = Path way factor loadings between materialistic values and its sub-dimensions.

The traditionally reported fit indexes (NFI = 0.96; NNFI = 0.96; CFI = 0.97; GFI = 0.89; AGFI = 0.85; SRMR = 0.057; RMSEA = 0.084) are within the acceptable range. Using second-order CFA a good fit to the data was found, while the items loaded highly on their assigned constructs (Dimitrov, 2014). Composite Reliability (CR) and Average Variance Extracted (AVE) are 0.90 and 0.45 for centrality, 0.85 and 0.51 for happiness and

0.84 and 0.62 for success. All measures proved reliable (see Table 2). The t-value for each item was always significant. Each item extracted standardized factor loading was greater than the threshold of 0.50 (see Table 3) (Anderson & Gerbing, 1988).

Table 3. Second-Order CFA Descriptive Statistics of Measures of Sub-Dimensions of Materialistic Values

| Survey Measures | Mean | Standard Deviation | t values | Standardized Factor Loading | Error Variance |
|------------------------------------------------------------------------------------|------|--------------------|----------|-----------------------------|----------------|
| Centrality | | | | | |
| Centrality 1 | 2.66 | 1.758 | fp | 0,65 | 0.58 |
| Centrality 2 | 2.99 | 1.661 | 13.46 | 0.64 | 0.59 |
| Centrality 3 | 3.37 | 1.791 | 12.03 | 0.56 | 0.68 |
| Centrality 4 | 2.22 | 1.751 | 12.11 | 0.57 | 0.68 |
| Centrality 5 | 3.20 | 1.927 | 14.27 | 0.69 | 0.52 |
| Centrality 6 | 2.69 | 1.884 | 16.40 | 0.83 | 0.31 |
| Centrality 7 | 2.15 | 1.748 | 14.64 | 0.71 | 0.49 |
| Total Mean of Centrality | 2.75 | 1.301 | | | |
| Happiness | | | | | |
| Happiness 1 | 3.35 | 1.802 | fp | 0.64 | 0.59 |
| Happiness 2 | 3.91 | 1.938 | 13.40 | 0.66 | 0.57 |
| Happiness 3 | 3.67 | 1.886 | 15.65 | 0.81 | 0.34 |
| Happiness 4 | 2.96 | 1.877 | 15.26 | 0.78 | 0.39 |
| Happiness 5 | 3.21 | 1.949 | 13.68 | 0.68 | 0.54 |
| Total Mean of Happiness | 3.42 | 1.474 | | | |
| Success | | | | | |
| Success 1 | 2.50 | 1.852 | fp | 0.70 | 0.51 |
| Success 2 | 2.28 | 1.734 | 19.34 | 0.85 | 0.28 |
| Success 3 | 3.05 | 2.029 | 15.59 | 0.68 | 0.54 |
| Success 4 | 2.38 | 1.770 | 19.27 | 0.85 | 0.28 |
| Success 5 | 2.49 | 1.877 | 19.84 | 0.87 | 0.23 |
| Success 6 | 2.14 | 1.693 | 17.85 | 0.78 | 0.39 |
| Total Mean of Success | 2.47 | 1.508 | | | |
| fp: Fix Parameter, The scale format for each of these measures was from 1 to 7. | | | | | |

AVE and CR values were used to assess the convergent validity. For convergent validity: (1) the AVE value must be bigger than 0.50 ($AVE > 0.50$), (2) the CR value must be bigger than 0.70 ($CR > 0.70$) and (3) CR must be bigger than AVE ($CR > AVE$). For centrality, AVE value (0.45) is slightly low, CR value is bigger than 0.70 and CR is bigger than AVE. To assess the discriminant validity between the sub-dimensions, it was determined that the AVEs and CRs are both higher than the squared correlation between the constructs (e.g. $0.61 * 0.61 = 0.37$ and $0.51 > 0.37$). This provides evidence that there is discriminant validity between the sub-dimensions of materialistic values (see Table 2). According to Fornell and Larcker (1981: 46) and Diamantopoulos and Siguaw (2000: 92), even if the AVE value is low, if other conditions ($CR > 0.70$, $CR > AVE$ and discriminant validity) are met for centrality, convergent validity is acceptable. This provides evidence that there is convergent validity between sub-dimensions of materialistic values.

Descriptive Statistics: After second-order CFA of materialistic values, CFA for all variables was conducted. Standardized factor loadings of first item of impulsive consumption and last item of compulsive consumption extracted were lower than the threshold of 0.50. After deleting lower items, Structural Equation

Modelling (SEM) was run again. This time, all path ways were significant and bigger than 0.50. Model fit indices were within an acceptable range, while the factors loaded highly on their assigned constructs: Chi-square was 878.89, degree of freedom (df) 203, Normed Fit Index (NFI) 0.96, Non-Normed Fit Index (NNFI) 0.97, Comparative Fit Index (CFI) 0.97, Goodness-Of-Fit Index (GFI) 0.88, Adjusted Goodness-Of-Fit Index (AGFI) 0.85, Standardized Root Mean Square Residual (SRMR) 0.053 and Root Mean Square Error Of Approximation (RMSEA) 0.075. The traditionally reported fit indexes are within the acceptable range.

Table 4 presents the correlations matrix between latent variables of all survey. Materialistic values have a positive and significant correlation with status consumption (0.56), with impulsive consumption (0.59) and with compulsive consumption (0.31). Status consumption has a positive and significant correlation with impulsive consumption (0.49) and with compulsive consumption (0.27). Impulsive consumption has a positive and significant correlation with compulsive consumption (0.37).

Table 4. Correlations Matrix Between Latent Variables of All Survey

| | MV | SC | IC | CC | Average Variance Extracted (AVE) | Composite Reliability (CR) |
|-----------|----------------|----------------|----------------|-----------|----------------------------------|----------------------------|
| MV | 1.00 | | | | 0.54 | 0.77 |
| SC | 0.56 (9.17) | 1.00 | | | 0.61 | 0.88 |
| IC | 0.59 (9.03) | 0.49 (8.26) | 1.00 | | 0.50 | 0.88 |
| CC | 0.31 (6.19) | 0.27 (5.72) | 0.37 (7.28) | 1.00 | 0.66 | 0.91 |

$\chi^2 = 878.89$; $p < 0,0000$; $df = 203$; $\chi^2/df = 4.3$; $NFI = 0.96$; $NNFI = 0.97$; $CFI = 0.97$; $GFI = 0.88$; $AGFI = 0.85$; $SRMR = 0.053$; $RMSEA = 0.075$
 MV: Materialistic Values; SC: Status Consumption; IC: Impulsive Consumption; CC: Compulsive Consumption.
 Correlation is significant at the 0,01 level.
 (t-values in parentheses)

Table 5. CFA and Descriptive Statistics of Measures of All Survey

| Survey Measures | Mean | Standard Deviation | t values | Standardized Factor Loading | Error Variance |
|-----------------------------|------|--------------------|----------|-----------------------------|----------------|
| Materialistic Values | | | | | |
| Centrality | 2.75 | 1.301 | fp | 0.81 | 0.35 |
| Happiness | 3.42 | 1.474 | 14.07 | 0.63 | 0.60 |
| Success | 2.47 | 1.508 | 16.82 | 0.77 | 0.41 |
| Total Mean of MV | 2.88 | 1.189 | | | |
| Status Consumption | | | | | |
| SC 1 | 2.82 | 1.682 | fp | 0.74 | 0.46 |
| SC 2 | 3.36 | 1.802 | 18.73 | 0.79 | 0.37 |
| SC 3 | 2.88 | 1.748 | 19.94 | 0.84 | 0.29 |
| SC 4 | 3.20 | 1.811 | 17.54 | 0.74 | 0.45 |
| SC 5 | 3.07 | 1.795 | 19.30 | 0.81 | 0.34 |
| Total Mean of SC | 3.07 | 1.472 | | | |

Table 5. CFA and Descriptive Statistics of Measures of All Survey (Continued)

| Survey Measures | Mean | Standard Deviation | t values | Standardized Factor Loading | Error Variance |
|------------------------------------------------------------------------------------|------|--------------------|----------|-----------------------------|----------------|
| Impulsive Consumption | | | | | |
| IC 2 | 3.10 | 1.989 | fp | 0.63 | 0.61 |
| IC 3 | 2.58 | 1.818 | 16.36 | 0.84 | 0.29 |
| IC 4 | 2.46 | 1.824 | 16.14 | 0.83 | 0.32 |
| IC 5 | 2.37 | 1.767 | 15.69 | 0.79 | 0.37 |
| IC 6 | 3.34 | 1.928 | 12.55 | 0.59 | 0.65 |
| IC 7 | 2.92 | 1.874 | 14.68 | 0.73 | 0.47 |
| IC 8 | 3.16 | 1.681 | 14.33 | 0.70 | 0.51 |
| IC 9 | 3.49 | 1.889 | 11.33 | 0.53 | 0.72 |
| Total Mean of IC | 2.93 | 1.379 | | | |
| Compulsive Consumption | | | | | |
| CC 1 | 2.64 | 1.628 | fp | 0.95 | 0.09 |
| CC 2 | 2.66 | 1.601 | 54.59 | 0.97 | 0.07 |
| CC 3 | 2.36 | 1.653 | 36.22 | 0.87 | 0.25 |
| CC 4 | 2.23 | 1.644 | 27.02 | 0.77 | 0.40 |
| CC 5 | 2.58 | 1.814 | 23.02 | 0.71 | 0.49 |
| CC 6 | 2.30 | 1.857 | 14.57 | 0.53 | 0.72 |
| Total Mean of CC | 2.46 | 1.429 | | | |
| fp: Fix Parameter. The scale format for each of these measures was from 1 to 7. | | | | | |

CRs and AVEs are 0.77 and 0.54 for materialistic values, 0.88 and 0.61 for status consumption, 0.88 and 0.50 for impulsive consumption and 0.91 and 0.66 for compulsive consumption respectively. All measures proved reliable. AVE and CR values were used to assess the convergent validity for all. CRs are bigger than 0.70, AVEs are bigger than 0.50 and CRs are bigger than AVE. This provides evidence that there is convergent validity between all variables (see Table 4). To assess the discriminant validity between the latent variables it was determined that the AVEs and CRs are both higher than the squared correlation between the constructs (e.g. $0.56 * 0.56 = 0.31$ and $0.61 > 0.31$) (Fornell/Larcker 1981). This provides evidence that there is discriminant validity between the four latent variables. Table 5 presents CFA descriptive statistics of measures of all variables. The t-value for each item was significant. Standardized factor loadings extracted for each item were greater than the threshold of 0.50.

5. Analysis and Results

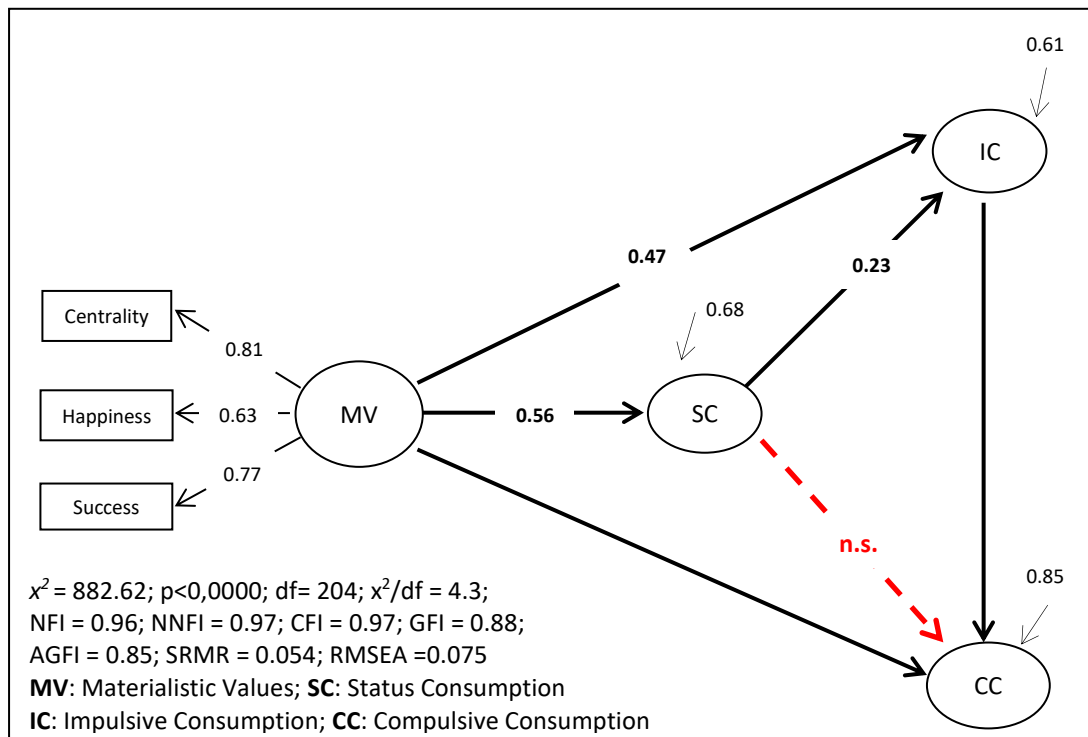
After the CFA, Structural Equation Modelling (SEM) was employed using the Linear Structural Relations (LISREL) 8.54 software to analyse the data and test the research hypotheses. SEM was run and the model fit indexes were within an acceptable range but t-value was not significant for H5 ($t = 1.45$ at $p > 0.05$). Here, model re-specification was concerned with improving the model data fit by deleting any statistically non-significant path (Khine, 2013). Therefore, the H5 path way with its low significance was deleted. And the SEM was run again. This time, model fit indexes were within the acceptable range and all path ways were significant (see Figure 2).

Figure 2 shows that the structural model indicated a good fit to the data and the statistics for the model indicated the following: chi-square was 882.62, degree of freedom (df) 204, Normed Fit Index (NFI) 0.96, Non-Normed Fit Index (NNFI) 0.97, Comparative Fit Index (CFI) 0.97, Goodness-Of-Fit Index (GFI) 0.88,

Adjusted Goodness-Of-Fit Index (AGFI) 0.85, Standardized Root Mean Square Residual (SRMR) 0.054 and Root Mean Square Error Of Approximation (RMSEA) 0.075.

According to the results of the model, **H1 was supported** -- materialistic values have significant and positive direct impact on status consumption. ($\beta = 0.56$ at $t=10.73$). **H2 was supported** -- materialistic values has significant and positive direct impact on impulsive consumption ($\beta=0.47$ and $t=7.70$). **H3 was supported** -- materialistic values has significant and positive direct impact on compulsive consumption ($\beta=0.15$ and $t=2.53$). **H4 was supported** -- status consumption has significant and positive direct impact on impulsive consumption ($\beta=0.23$ and $t=4.34$). **H5 was not supported** -- status consumption has not significant direct impact on compulsive consumption ($t= 1.45$ at $p > 0.05$). **H6 was supported** -- impulsive consumption has significant and positive direct impact on compulsive consumption ($\beta=0.28$ and $t=4.92$).

Figure 2. Research Model Structural Model



(Note: Only sub-dimensions of MV have been shown here, other path ways standardized factor loading of SC, IC and CC can be seen as in Table 5)

6. Conclusions and Discussion

According to findings, there are correlations (see Table 4) between the materialistic values and status consumption ($r = 0.56$), impulsive consumption ($r = 0.59$), compulsive consumption ($r = 0.31$). Same way, there are correlations between the status consumption and impulsive consumption ($r = 0.49$) and compulsive consumption ($r = 0.27$). This means that consumers with higher materialistic values and status consumption may show consumption behavior with negative consequences like a impulsive consumption and compulsive consumption.

According to research model (see Figure 2), the results show that materialistic values has direct impact on status consumption ($\beta=0.56$), impulsive consumption ($\beta=0.47$) and compulsive consumption ($\beta=0.15$). Compared with previous studies (Lins et al., 2013; Pham, Yap & Dowling, 2012 and Chan, To and Chu, 2015), the research findings here are consistent with previous studies in the literature. Therefore I can claim that materialistic values have direct impact on status consumption, impulsive consumption and compulsive consumption.

Another result shows that, status consumption has a moderating effect between materialistic values and impulsive consumption (the sequence is MV--SC--IC). Compared with previous studies, status consumption has impact on impulsive consumption (Badgaiyan & Verma, 2014; Yeniaras, 2016). The research finding here is consistent with previous studies. Therefore I can claim that status consumption has a moderating effect between materialistic values and impulsive consumption.

Another finding to be mentioned is that impulsive consumption has a moderating effect between materialistic values and compulsive consumption (the sequence is MV--IC--CC). Compared with previous studies, impulsive consumption has impact on compulsive consumption (Kwak et al., 2006; Williams & Grisham, 2012; Shehzadi et al., 2016). This finding is also consistent with previous studies. Therefore I can claim that impulsive consumption has a moderating effect between materialistic values and compulsive consumption.

In research model, status consumption has not moderating effect between materialistic values and compulsive consumption (H5= n.s.). Compared with previous studies (Roberts 1998; Yurchisin & Johnson, 2004), because status consumption has not impact on compulsive consumption, the research findings here are not consistent with previous studies. Here I have obtained a new insight about consumer behavior model (the sequence is MV--SC--IC--CC). Therefore, based on all findings, with the research question approach, I can claim that impact of materialistic values on impulsive consumption and compulsive consumption via status consumption.

In terms of research, the status consumption is a very influential moderating variable. Young consumers display goods and services to enhance their sense of self, to present an image of what they are like, and to bring about the types of social relationships they wish to have. The more a young consumer has materialistic values, the more he will seek status consumption that increases impulsive and compulsive consumption. Thus the contribution of this study in the literature is to the advancement of knowledge of the consumer behavior. Despite there are theoretical explanations and findings about materialistic values and status consumption and their effect on impulsive consumption and compulsive consumption, when we expand the research area and put the variables together in the same research path, we see that some of the relationships between the variables may be different as we knew before. This means that young consumers who have materialistic values, from high to low, have a tendency with status consumption, impulsive consumption and compulsive consumption respectively. This indicates that with an external trigger, materialism causes young consumers to orientate toward spending products containing status, and young consumers become an impulsive respectively. Presence of a heightened emotional state impels the young consumers into compulsive consumption which is expressed in the form of a behavioral disorder.

Another discussion in the literature whether impulsive and compulsive consumption behaviors were separate constructs (Kwak et al., 2006; Williams & Grisham, 2012; Williams & Grisham, 2012; Shehzadi et al., 2016). With this research, it was revealed that both impulsive and compulsive consumption behaviors are different constructs. Research model reveals that materialistic values has different direct impact on the impulsive consumption ($\beta = 0.47$) and compulsive consumption ($\beta = 0.15$). So that determinants of both impulsive and compulsive consumption were influenced with different effect by the materialistic values. When it is considered that impulsive consumption as an external trigger and compulsive consumption as an internal trigger, materialistic values has stronger impact on impulsive consumption than compulsive consumption.

In regard to the implications of the managerial study, the findings offer several insights for what official authorities and marketers can do. Marketers can reduce ingredients that contain status in the goods and services and, intensity of marketing communication messages (such as advertising, sales promotion, personal sales) they produce for young consumers. Instead of status side of goods and services, marketers can create a marketing strategy that would show useful side of their products. Thus, they may reduce young consumers' impulsive consumption and compulsive consumption behavior. Marketers can think of it as a social responsibility activity. As it is said before, new generation is more materialistic than past. With this consciousness, official authorities can prepare education programs describing the negative consequences of

materialism and compulsive consumption to protect young consumers. Thus, potential behavioral disorders of young consumers may be prevented by this education.

In future research, this study could be beginning of a series of comparative studies on the examination of young consumers' compulsive consumption involving other regions. Considering with the economic growth, in post-modern societies, negative consumer behaviors have brought with it some negative consequences. As in Turkey, other countries may also face to same consequences. Future research based on the materialism is the most important beginning for negative consumer behaviors. As Pinto et al. (2017) says materialism begins from adolescence and is influenced by external factors. Investigating the influencers of materialism in young consumers may be useful for literature. Status consumption was studied as moderating variable. Additional moderating variables such as value consumption, brand and price consciousness (Eastman & Eastman, 2011) may be studied or different consumer behavior variables may be researched together to understand how they affect negative consumer behaviors.

A limitation of research arises from the fact of data collection to have been done by convenience. The findings are only valid for students in the mentioned university. Other limitation of the research, the data collected from one age group and geographic context, and thus research examining in other age group and geographic context will extend our understanding of consumer behavior.

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