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Research Article

The Effect of Conspicuous Consumption Behavior on Wasteful Consumption Behavior: The Intermediary Role of Hedonic Consumption Behavior

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ABSTRACT

The concept of consumption, which has an important place in people's lives, is generally expressed as the use of produced goods and services in line with needs. Consumption now includes the psychological needs of people as well as their physical needs. Consumers can buy things they do not need by acting pleasure-orientedly, and they exhibit consumption behaviors to provide psychological satisfaction. One of the consumer-purchase patterns is found to demonstrate others in the social environment. Therefore, non-need consumption focused on pleasure and display causes excessive consumption; this situation can also cause wastefulness. Accordingly, in the present study, the aim was to examine the effect of conspicuous consumption behavior on wasteful consumption behavior and the mediating role of hedonic consumption behavior in this effect. With the online survey form prepared, 519 participants were reached between the dates of 21.05.2020-06.07.2020. The data obtained were analyzed with the SPSS 21, AMOS 24, and PROCESS 3.5 programs. After the analysis, it was concluded that conspicuous consumption behavior has an effect on wasteful consumption behavior and that hedonic consumption behavior has a mediating effect.

Keywords: Consumption Behavior, Conspicuous Consumption, Wasteful Consumption, Hedonic Consumption, Mediation Effect

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1. Introduction

There have been changes in the consumption behavior of consumers with the developments in consumption from the past to the present. Consumption behavior, which is generally defined as purchasing and using products and services in line with the needs of consumers, has emerged today as a necessity to meet not only physical needs but also social and psychological needs (Solomon, Bamossy, Askegaard, & Hogg, 2006). Consequently, consumption behaviour has reached an important point in human life by taking into account social, psychological, and cultural factors as well as meeting needs. Nowadays, consumers are engaged in consumption activities for needs such as gaining reputation and prestige, realizing themselves, and belonging to a group as well as activities to meet primary needs such as food and water. Marketers have to study the needs, preferences, desires, and shopping and purchasing behaviors of their target customer groups and influence their purchasing decisions (Kotler, 2000). With these developments, consumers have a conspicuous consumption behavior to show themselves to the groups they belong to, wasteful consumption behavior with consumption activities out of need, and hedonic consumption behaviors that express consumption activities carried out to enjoy things besides physical needs.

Conspicuous consumption, one of the consumption styles emerging in today's consumption society, refers to the separation of a consumer from the consumption patterns of the social class and engaging in consumption activities to imitate the consumption patterns of the upper class. Consumers who have conspicuous consumption behavior intend to show and display what they have to other consumers. These consumers also care about symbolic factors that differentiate them such as luxury, exclusivity, and wealth. Consumers who have conspicuous consumption behavior believe that these symbols allow them to approach the next class by showing themselves as wealthier and more distinguished (Thoumrungroje, 2014). The concept of conspicuous consumption was first mentioned in the book "The Theory of The Leisure Class," written by Veblen and published in 1899. In this book, it was stated that consumption takes place to show off and that the main purpose of consumption activities for show is to resemble the upper class. While it was stated that the conspicuous consumption behavior was realized even in those years, in today's consumption society, especially with globalization and the removal of international commercial borders, overconsumption activities and conspicuous consumption behaviors are also increasing. Economic, technological, and cultural changes and developments along with globalization have caused consumption behavior to spread rapidly all over the world. With the increase in both conspicuous consumption and overconsumption activities, another consumption style, wasteful consumption behavior, has emerged (Bagwell & Bernheim, 1996). Wasteful consumption behavior has emerged as non-need consumption prevails over the in-need consumption behavior. Wasteful consumption is defined as the consuming of products and services that are not needed by consumers or the consuming of something needed more than is necessary. Wasteful consumption behaviors also increased with the increase in conspicuous consumption and excessive consumption activities to meet the endless consumer needs. In particular, both the consumers' taking the opportunities offered by the companies and pleasure-oriented consumption behaviors cause wasteful consumption. Pleasure-oriented consumer behavior refers to the hedonic consumption behavior of consumers for the purpose of getting pleasure and enjoyment while purchasing a product or service. Now, consumers desire to stabilize the gap between self-pleasure and raitonal benefit in the products and services they will buy, and thus, they have hedonic consumption behavior (Öz & Mucuk, 2015). Therefore, it can be stated that conspicuous consumption, wasteful consumption, and hedonic consumption behaviors are in a relationship with each other.

When the literature is examined, it is seen that there are studies (Veblen, 1899; Kilsheimer, 1993; Amatulli & Guido, 2012; Reisman, 2012; Watkins, 2015; Açıkalın & Yaşar: 2017; Dal & Akbaba) on these three consumption behaviors. However, there is no study examining three consumption behaviors together in the literature. Therefore, conspicuous consumption, wasteful consumption, and hedonic consumption behaviors are examined together in the present study. In the present study, examining 3 consumption styles together and examining the mediating role of hedonic consumption on conspicuous consumption and wasteful consumption behaviors reflect the scientific value of the research. In this context, the aim of the study is to determine the effect of conspicuous consumption behavior on wasteful consumption behavior and to investigate whether hedonic consumption behavior has a mediating role on the effect of conspicuous consumption behavior on wasteful consumption behavior. The research consists of three parts; The first section includes the conceptual framework and literature review, the second section includes the methodology and findings, and the last section includes conclusions and recommendations.

2. Conceptual Framework and Literature Review

Consumer behavior is the science that studies the behavior of consumers in a market and examines the reasons for these behaviors. By examining consumer behavior, answers are sought for questions such as what consumers buy, where consumers buy from, why consumers buy what they buy, etc. With changing consumer behavior, these questions are also changing, and the examination of consumer behavior becomes more important. Along with the changes in the consumption area, consumers have different consumption behaviors (Kavas, Katrinli, & Özmen, 1995). Some of these behaviors are conspicuous consumption, wasteful consumption, and hedonic consumption. The conceptual framework and literature review regarding these researched consumption behaviors is given below.

2.1. Conspicuous Consumption Behavior

The conspicuous consumption behavior is basically described in the Leisure Class Theory developed by Veblen (1989). In this theory, it is stated that the bourgeoisie class in the United States of America (USA) imitates the aristocratic class in Europe in terms of consumption behaviors and displays their wealth with conspicuous consumption behavior (Veblen, 2005). According to this theory, there is a signal and a message in the consumption behavior of consumers. Consumers give signals and messages to reference groups by consuming products that are indicators of status, wealth, and image (Chen, Yeh, & Wang, 2008). This signal and message are wealth-oriented and expensive to obtain. Because inexpensive products are easier to imitate and obtain, these products cannot transmit the signal or message of wealth (De Fraja, 2009), and therefore, conspicuous consumption is usually realized in expensive products. According to Veblen (1989), there is a desire to establish social connections and imitate social classes that are at the highest level in terms of economy at the basis of the consumption behavior of consumers. At the end of the 19th century, these consumer behaviors, which are important in the economic development and social dynamism of the USA, were categorized as conspicuous consumption (Wooliscrof, 2012). The power and wealth in the hands of people are not enough to earn and maintain dignity. This power and wealth must be proven. Providing this proof can also be achieved with conspicuous consumption behavior. Therefore, with conspicuous consumption, a person tries to show his assets to other people and aims to gain value in their eyes. People, in wealthy conditions, desire to have higher social status by consuming luxury products and services in order to advertise their wealth. It is

claimed that this behavior is actually an unnecessary and inefficient expenditure (Bagwell & Bernheim, 1996). Conspicuous consumption behavior, which was mostly among wealthy people in the past, has spread among other consumers with the development of industrialization, the increase of social welfare, and the rise of the middle class (Hammerl & Kradischnig, 2018). The concept of conspicuous consumption, introduced into the literature by Veblen (2005), is defined as the behavior of a consumer to move himself from his social class to the higher social classes through his consumption behavior. Chaudhuri, Mazumdar, & Ghoshal (2011) defined conspicuous consumption behavior as the conscious behavior related to the purchase and use of luxury products and services in order to show personal image to other people (Chaudhuri, Mazumdar, & Ghoshal, 2011). Therefore, by comparing oneself with other people, a person can behave through conspicuous consumption in order to gain status, power, and exclusivity. Consumers who want to behave through conspicuous consumption generally want to transmit a message of status, power, and wealth to other people by purchasing expensive and luxurious products (Mazzocco, Rucker, Galinsky, & Anderson, 2012). Conspicuous consumption behavior is associated with non-utilitarian, luxurious, exaggerated, and wasteful consumption behaviors (Campbell, 1995). Consumers with conspicuous consumption behavior focus on social needs such as prestige and status as well as the physical needs they will fulfill from the products and services they purchase (Amaldoss & Jain, 2005). Therefore, not only the rich but also other consumers exhibit conspicuous consumption behaviors in order to obtain status and prestige. Imagine a consumer cannot afford to purchase a Prada suit but can buy different products (perfume, belt, wallet, etc.) of the same brand with credit card installment options. According to Scheetz, conspicuous consumption is a way to show wealth, from wearing expensive lipstick to driving an expensive car in a social environment (Shukla, 2008). Although expensive products are often purchased with conspicuous consumption, there is no difference between functionally expensive products and cheap products. For example, the basic function of expensive and inexpensive watches, such as Rolex and Timex, is the same, and both have the function of displaying the time. Thoumrungroje (2014) stated that ostentatious products provide benefits such as wealth, prestige, and status for consumers, and these benefits are shaped within the framework of hedonistic feelings. Veblen (2016) stated that there is an excessive expenditure on unnecessary things with conspicuous consumption. Since attracting attention and being successful in social life is associated with consumption, consumers try to consume material products and show these consumption behaviors to other consumers (Veblen as cited in Akkoç, 2019).

There are many studies on conspicuous consumption behavior in the literature. O'Cass and Frost (2002) determined that consumers prefer products and brands that show status in order to achieve and show off. O'Cass and McEwen (2004) investigated the relationship between conspicuous consumption and status consumption, and as a result of their research, they determined that status consumption and conspicuous consumption have different structures. As a result of the study of Souiden, M'saad, and Pons (2011), it has been determined that gaining social status is the basis of the conspicuous consumption behavior of both Canadian and Tunisian consumers. Podoshen and Zhang (2010), as a result of their study on Chinese consumers, concluded that there is an increase in consumers in terms of both materialism and conspicuous consumption behavior. Similarly, Segal and Podoshen (2013) examined materialism and conspicuous consumption behavior in terms of gender, and as a result of the research, they determined that there were significant differences in materialism and conspicuous consumption behavior in terms of gender. Shukla (2008) examined the conspicuous consumption behaviors of middle-aged consumers, taking into

account psychological and brand factors within the framework of automobile-buying behavior. As a result of the research, it was determined that psychological and brand factors have effects on conspicuous consumption behavior. Chung and Fischer (2001) investigated the relationship between ethnic identity and conspicuous consumption behavior in their study on Hong Kong consumers, and at the end of their study, they determined that there was no relationship between ethnic identity and conspicuous consumption. Friedman and Ostrov (2008) analyzed conspicuous consumption behavior accompanied by jealousy and pride factors. Taylor and Strutton (2016), who conducted research on social media and conspicuous consumption behavior, found that the increased use of social media increased jealousy and narcissism and that they also encouraged conspicuous consumption behavior. Similarly, Thoumrungroje (2014), who researched social media and conspicuous consumption behavior, concluded that both social media and electronic word of mouth marketing affect conspicuous consumption. Through conspicuous consumption behavior, the aim is to obtain status by purchasing luxurious and expensive products (Paterson, 2006).

2.2. Wasteful Consumption Behavior

Wastefulness, which is expressed as the unnecessary spending of time, money, and effort in daily life, is a concept that has gained more importance in recent years. Especially recently, consumers have attributed new meanings to the concept of consumption, and products that don't meet any need are portrayed as being able to meet an actual need (Terzi & Altunışık, 2016). Marcuse (1997) stated that the capitalist system leads people to artificial consumption, thus, extravagance increased. The Turkish word for wastefulness, *müsriflik,* comes from the Arabic word "*musrif*" (Güneş, 2011), and it means not behaving thriftly and acting in a wasteful way. Wasteful people, on the other hand, are people who act in waste and spend unnecessarily (TDK, 2020). These people use the resources they have uncontrolledly and do not know the value of their resources (Kaypak, 2019). Wastefulness is defined as the difference between the number of resources purchased and the consumption of these resources, and it occurs when more resources are purchased than needed (Zhu, 2011). Wasteful consumption behavior can be defined as being inconsiderate in consumption activities and spending unnecessarily in consumption activities. Wasteful behavior occurs in two ways; one of them is material wastefulness, and the other is spiritual wastefulness. Material wastefulness refers to the unnecessary expenditure of material resources, and material extravagance emerges as substance-oriented such as product, money, and energy. Buying a needed product more than once or disposing of a product without much use can be given as examples of financial waste. Spiritual wastefulness is the waste of things like feelings, thoughts, and behavior. The wasting behavior of a person regarding his health, time, body, etc. can be given as an example of spiritual waste (Kaypak, 2019). In the 17th and 18th centuries, the wealth of a country was measured by metals such as gold and silver, and people's expenditures for ostentatious products that did not meet their basic needs were seen as wasteful. After the middle of the 1900s, there was a transition from absence to abundance, and wastefulness and waste have become values of that time. Thus, consumption behavior began to be seen as a form of freedom in this period (Baudrillard, 2004). Today, the behavior of wastefulness and wasting has become commonplace and has turned into a new lifestyle. Consumers have had to consume constantly due to both internal and external motivation, and thus, it has caused the formation of a consumer society with a new lifestyle. Wastefulness and waste cause behaviors such as excessiveness, crossing the limit, spending unnecessarily, spending out of need, and scattering (Doğdu as cited in Terzi & Altunışık, 2016). In today's consumer society, it has been seen that while the financial opportunities

of the consumers increase, their moral values decrease. Consumption and welfare are identified with each other; consumers are at the core of consumption activities. Consequently, consumers have turned into people who are insatiable, act in a accordance with their desires, have unlimited desires, waste their personal and social resources, and only practice consumption behavior without question (Torlak, 2000). Unlimited consumption understanding in consumers causes wasteful consumption; instead of adapting to nature, it causes the misuse of resources and waste (Tolan as cited in Buğday, 2015). The main factor driving consumers to waste is imitation because consumers take other people as a reference in every period of their lives and care about their consumption and lifestyle (Çubukçu, 1999). Consumers who want to ascend to the upper classes spend their time and assets to look like those classes, and in this way, they behave wastefully (Kıray, 2005). Wastefulness has increased more in modern life and has a global dimension. The concept of consumption is fed by wastefulness, and consumers gain importance with their consumption behavior (Yırtıcı, 2005). Consumers' wasteful behavior is also associated with their economic conditions (Erkan, 2018). Wasteful behavior arises from consumption activities performed in order to achieve status (Watkins, 2015). The wasteful lifestyles of upper-class consumers reveal the standards to which other classes adhere (Clark, 1998). In addition, conspicuous and luxurious consumption behavior causes wastefulness (Kaypak, 2019). According to Veblen (1899), consumers who want to behave in conspicuous consumption have to behave wastefully in order to gain respect (Veblen, 2016). Veblen emphasized the importance of expense and waste in conspicuous consumption behavior. Since it will be difficult to move up from the current social class to the upper classes, their spending habits can be imitated to resemble those class members. Therefore, all consumers who act for this purpose behave in conspicuous consumption behavior and realize waste-oriented consumption (Açıkalın & Erdoğan, 2004). However, in recent years, consumer profiles, which are named as new consumers, who make controlled spending, act according to their budget, and give importance to saving, have also emerged. At the center of the new consumer understanding is consumption behavior based on consciousness and reason instead of wasteful consumption (Odabaşı, 2010). Conscious consumers, taking into account their basic needs during purchasing, care about features such as trust, quality, and durability in the products and services they will purchase, avoid wasting and wastefulness, and know their rights (Gülmez, 2006). Conspicuous consumption is a waste of products (Trigg, 2001), explains the behavior of every consumer who is not utilitarian, and appears as exaggerated, luxurious, and wasteful (Campbell, 1995). Conspicuous consumption consists of 5 dimensions: belonging to a group, materialistic hedonism, interpersonal mediation, social status indicator, and vanity. Therefore, there is a relationship between conspicuous consumption and hedonic consumption (Marcoux, Filiatrault, & Cheron, 1997). In studies conducted on hedonic consumption and wasteful consumption (luxury) in different cultures, it has been determined that there is a positive relationship between both variables (Barnier, Rodina, & Valette-Florence, 2006; Jin & Kang, 2011). Consumers differentiate themselves from other consumers with their consumption style and tend toward conspicuous consumption in order to satisfy the pleasure of being unique (Tian, Bearden, & Hunter, 2001).

2.3. Hedonic Consumption Behavior

Consumers behave in consumption behavior in line with their needs. In these needs, besides physiological needs such as eating and drinking, there are also socio-psychological needs such as obtaining pleasure and getting pleasure. Therefore, meeting these pleasure-oriented needs is considered as an important issue. Hedonism is the basis of hedonic consumption behavior. Hedonism

states that pleasure and satisfaction are the most important things, and it reflects a pleasure-oriented lifestyle. Hedonic consumption refers to the emotional focus of consumers while purchasing products and services. Therefore, hedonic consumption behaviors take place in order to satisfy the senses with values such as pleasure and entertainment (Hirschman & Holbrook, 1982). Hedonic consumption was first introduced to the literature by Hirschman and Holbrook (1982). According to Arnold and Raymolds (2003), hedonic consumption refers to appealing to many senses and behavior associated with emotional situations (Arnold & Raymolds, 2003). Hedonic consumption differs from traditional consumption in terms of product classes, usage of products, intellectual structure, and personal differences (Hirschman & Holbrook, 1982). Hedonism argues that one has to devote himself for pleasure while hedonic consumption focuses on the pleasure obtained from consumption. Consumers do not only make rational decisions in their consumption behaviors; consumers also engage in consumption behaviors in order to enjoy themselves (Öz & Mucuk, 2015). Hedonic consumption takes place based on pleasure, and therefore, consumers make decisions based on emotions such as pleasure and entertainment (Pham, 1998). These feelings can sometimes create a sense of guilt in consumers. Consumption behaviors made with hedonic feelings are associated with wastefulness, and purchases made in this way are not correct (Lascu, 1991). In the nature of hedonic consumption, consumers have the motivation to reward themselves. Consumers who act with hedonic feelings act in hedonic consumption behavior because they think that they should indulge themselves after their efforts to purchase a product and service (Kivetz & Simonson, 2002; Botti & Mcgill, 2011). It is also difficult to explain the expenditures on hedonic products due to the feeling of guilt in hedonic consumption and the difficulty of measuring the benefits obtained from the product and service (Okada, 2005). Products that give excitement and joy such as perfumes, luxury watches, and sports cars can be given as examples of hedonic products. These products are products that provide pleasure, excitement, and entertainment to the consumers and are related to the sensory experience (Dhar & Wertenbroch, 2000). Hedonic products are seen as a source of happiness for today's consumers (Burroughs & Rindfleisch, 2002). Shopping motivations that affect consumers' hedonic consumption behaviors are classified into six categories. These hedonic motivations are: adventure, socializing, relaxing, getting ideas, making others happy, and gaining value (Arnolds & Reynolds, 2003). Therefore, hedonic consumption motivations are effective in consumers' consumption behavior. Consumers act with hedonic feelings especially when purchasing expensive products. Therefore, consumers buy products that appeal to their hedonic feelings. Personal tastes come to the fore in hedonic consumption behavior, and consumers with hedonic values behave wastefully for pleasure (Wiedman, Hennings, & Siebels, 2009). Açıkalın and Yaşar (2017) examined hedonic, utilitarian, and conspicuous consumption behaviors and unplanned purchasing behaviors in their research. As a result of the research, it was determined that hedonic consumption and unplanned purchase behaviors were more in women while utilitarian and conspicuous consumption was more in men. Similarly, Akbaba and Dal (2019), as a result of their research examining the hedonic, utilitarian, and conspicuous consumption behaviors of consumers, found that there is a significant difference in terms of gender between the sub-dimensions of hedonic consumption behavior, such as adventure, socialization, making others happy and gaining ideas, and there is no significant difference between utilitarian consumption and conspicuous consumption behavior. Nowadays, conspicuous consumption behaviors are also performed on social media, and people try to be liked by sharing photos and videos that symbolize luxury. When positive feedback is received regarding these posts, it continues to be shown off with hedonic consumption behaviors (Sabuncuoğlu,

2015). Consumers who want to be hedonically satisfied tend toward luxury consumption (Truong & McColl, 2011). Remarkable products such as cosmetics, clothing, and jewelery have hedonic features and hedonic consumption is associated with conspicuous consumption (Hız, 2009). Since hedonic consumption is also made for the purposes of gaining prestige and following trends, it is associated with both conspicuous consumption and wasteful consumption (Öz, 2018).

3. Research Methodology

3.1. Purpose of The Research

Although there are separate studies in the literature on conspicuous consumption, wasteful consumption, and hedonic consumption behaviors, there is no study examining these three consumption behaviors together. Therefore, the aim of the research is to determine the effect of conspicuous consumption behavior of consumers on wasteful consumption, which refers to waste-oriented consumption, and also to determine whether this effect is mediated by hedonic consumption behavior, which is pleasure-centered consumption. For this purpose of the study, the literature was examined and the research model and research hypotheses below were developed.

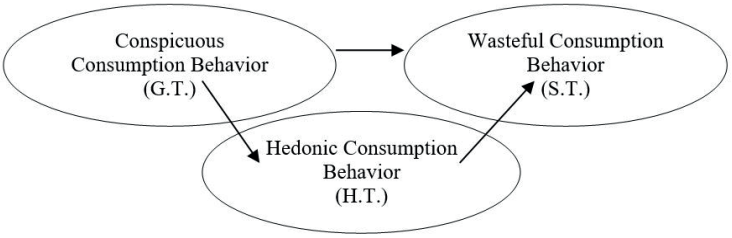


Figure 1: Research model

H1: Conspicuous consumption behavior has a positive effect on wasteful consumption behavior.
H2: Conspicuous consumption behavior has a positive effect on hedonic consumption behavior.
H3: Hedonic consumption behavior has a positive effect on wasteful consumption behavior.
H4: Hedonic consumption has a mediating effect on the effect of conspicuous consumption behavior on wasteful consumption behavior.

3.2. Research Method

In the research, data were collected using the convenience sampling method, which is one of the sampling methods. The universe of the research consists of all consumers. Due to the epidemic affecting the world, it was not appropriate to conduct a face-to-face survey, so the data were collected through an online questionnaire. The questionnaire form, which was created as a result of examining the literature related to the research subject, was revised by taking the opinions of 2 marketing experts, and the questionnaire was transferred to the online survey platform. The questionnaire form consists of 2 parts. The first part includes questions determining the demographic information of the participants while the second part includes items in accordance with the 5-point Likert scale, whose reliability and validity had been made before. There are 7 items in the conspicuous consumption behavior scale, 6 items in the wasteful consumption behavior scale (İnce, Erultunca, Kılıçsal, & Turan, 2018), and 9 items in the hedonic consumption behavior scale (Açıkalın & Yaşar, 2017). The link of the online questionnaire was shared on online platforms, and it was determined that 519 participants filled the questionnaire between the dates of 21.05.2020-06.07.2020. As a result of the analysis of the data, it was determined that 5 participants answered the questions incompletely and the data of 514 participants were included in the analy-

sis. According to Maccallum et al. (2011), four times the sum of the scale items is seen as sufficient in determining the sample size. In this context, it can be said that the number of samples reached as a result of the present research is sufficient. The obtained data were analyzed with the SPSS 21, AMOS 24, and PROCESS 3.5 programs.

4. Analysis and Findings

4.1. Demographic Characteristics of Participants

In order to determine descriptive statistics regarding the demographic information of the participants included in the study, frequency analysis was performed in the SPSS 21 program. Information on descriptive statistics obtained after frequency analysis is included in Table 1.

Table 1: Demographic Information of the Participants

		Frequency	Percent			Frequency	Percent
Gender	Female	293	57	**Marital Status**	Married	281	54,7
	Male	221	43		Single	233	45,3
	Total	**514**	**100**		**Total**	**514**	**100**
Age	17 and below	9	1,8	**Income**	2500 TL and below	115	22,4
	Between 18-28	224	43,6		2501 TL-5000 TL	190	37
	Between 29-39	206	40,1		5001 TL-7500 TL	103	20
	Between 40-50	45	8,8		7501 TL-10000 TL	78	15,2
	Between 51-61	25	4,9		10001 TL and above	28	5,4
	62 and over	5	1		**Total**	**514**	**100**
	Total	**514**	**100**	**Job**	Public sector	145	28,2
Graduation Status	Primary	25	4,9		Private sector	101	19,6
	Secondary	201	39,1		Self-employment	14	2,7
	Associate	52	10,1		Housewife	44	8,6
	Bachelor's	167	32,5		Student	177	34,4
	Postgraduate	51	9,9		Unemployed	21	4,1
	Doctorate	18	3,5		Retired	8	1,6
	Total	**514**	**100**		Craft	4	0,8
					Total	**514**	**100**

4.2. Confirmatory Factor Analysis

Before applying factor analysis to the scales used in the research, the KMO (Kaiser-Meyer-Olkin) and Bartlett Sphericity tests were conducted to determine whether factor analysis could be performed. The KMO test is a test that determmines whether the sample is sufficient or not, and the Bartlett test determines whether factor analysis is appropriate. The KMO test value should be over 0.60 for the adequacy of the sample, and the Bartlett test value for factor analysis should be below 0.05 (Gürbüz & Şahin, 2017). The data on the test results are given in the table below.

Table 2: KMO and Bartlett's Test Results

Variables	KMO Testi	Bartlett's Testi	df	Sig.
Conspicuous Consumption Behavior	0,836	1575,836	21	,000
Wasteful Consumption Behavior	0,806	933,833	15	,000
Hedonic Consumption Behavior	0,886	2025,361	36	,000

When the KMO and Bartlett test results in the table are examined, it is seen that the sample is sufficient and suitable for factor analysis. Factor analysis is applied in two ways: Explanatory Factor Analysis and Confirmatory Factor Analysis. While Explanatory Factor Analysis (EFA) is used in scale development or in studies using scales in different languages, Confirmatory Factor Analysis (CFA) is used in cases where a previously used scale is retested. EFA is mostly used in the first stage of scale development studies to examine which factors constitute the observed variables. At the same time, in EFA, it attempts to reduce many variables in the research structure and to discover factors with higher explanatory power. DFA is also used to validate a previously developed, used, and theoretically based scale or structure. In CFA, the researcher knows how many latent variables there are, and the models composed of the most same observed variables are tested (Gürbüz & Şahin, 2017; Suhr, 2006 as cited by Yaşlıoğlu, 2017). Since the scales used in this study were used before, CFA was used in the present study. With CFA, it is determined whether the obtained data confirms the determined model or not. Fit index values are used to determine this verification. These values are X2 / df, GFI, AGFI, CFI, and RMSEA. The fit index values obtained for each scale as a result of the CFA and the intervals for these fit index values are given below. It is seen that all of the fit index values obtained as a result of the confirmatory factor analysis are among the good or acceptable values.

Table 3: Confirmatory Factor Analysis Results

Variables	X^2/df	GFI	AGFI	CFI	RMSEA
Conspicuous Consumption Behavior	3,493	0,976	0,945	0,981	0,070
Wasteful Consumption Behavior	3,696	0,986	0,950	0,982	0,072
Hedonic Consumption Behavior	4,199	0,955	0,918	0,960	0,079
Goodness of Fit	**X2/df**	**GFI**	**AGFI**	**CFI**	**RMSEA**
Good	≤3	≥0,90	≥ 0,90	≥0,97	≤0,05
Acceptable	≤4-5	0,89-0,85	0,89-0,80	≥0,95	0,06-0,08

Resources: Joreskog, & Sorbom, 1984

4.3. Reliability and Validity Test Results

The Cronbach Alpha test is considered to be a measure of scale reliability. The fact that the coefficient value obtained after the Cronbach Alpha test is higher than 0.70 indicates that the scale is reliable. The fact that the coefficient value is lower than 0.40 indicates that the measuring tool used is not reliable. In studies on scale development, the coefficient value can be drawn up to 0.60 (Gürbüz & Şahin, 2017). In order to determine the construct validity of the research scales, the Composite Reliability (CR) and Convergence Validity (Average Explained Variance (AVE)) values were used. In order to ensure the validity of the scale used, the CR value should be over 0.70, and the AVE value should be over 0.50 (Fornell & Larcker, 1981). Information about the reliability and validity test results of the research scales can be found in the table below.

Tablo 4: Reliability and Validity Test Results

Variables	Item Numbers	Cronbach Alpha	CR	AVE
Conspicuous Consumption Behavior	7	0,864	0,897	0,554
Wasteful Consumption Behavior	6	0,807	0,862	0,512
Hedonic Consumption Behavior	9	0,874	0,900	0,505

When Table 4 is examined, it is seen that the Cronbach Alpha values of the research scales are higher than 0.70, the CR values are higher than 0.70, and the AVE values are higher than 0.50. According to these results, the reliability and validity of the research scales are ensured.

4.4. Structural Equation Model Analysis of the Research Model

After the confirmatory factor analysis, reliability and validity analyses of the research were done, and the Structural Equation Model was used to test the research hypotheses. The mediating role of hedonic consumption behavior in the effect of conspicuous consumption behavior on wasteful consumption behavior in the research model was evaluated on four stages developed by Baron and Kenny (1986). According to the method developed by Baron and Kenny, four conditions must be fulfilled in order to talk about the mediation effect. First, the independent variable (conspicuous consumption behavior) must have an effect on the dependent variable (wasteful consumption behavior). Second, the independent variable must have an effect on the mediator variable (hedonic consumption behavior). Third, the mediator variable must have an effect on the dependent variable. Finally, when examined together with the independent variable and the mediator variable, the effect of the independent variable on the dependent variable should decrease or become statistically insignificant. In cases where these conditions are met, it can be said that there is an intermediary effect. Mediation can be seen in two forms as full and partial mediation. Full mediation occurs when the relationship between the independent and dependent variables becomes statistically insignificant thanks to the mediator variable. Partial mediation, on the other hand, occurs when the relationship between the independent and dependent variable maintains the significance thanks to the intermediary variable, but there is a decrease in the level of significance (Burmaoğlu, Polat, & Meydan, 2013). Therefore, in the present study, the mediating role of hedonic consumption behavior in the effect between conspicuous consumption and wasteful consumption was examined.

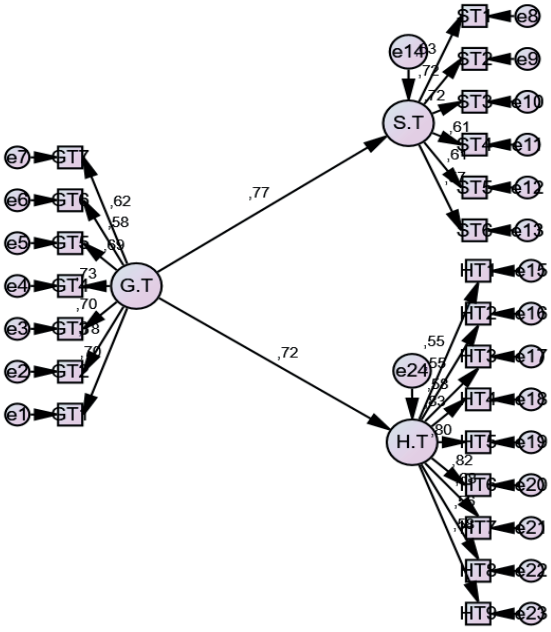


Figure 2: The Effect of Conspicuous Consumption Behavior on Wasteful and Hedonic Consumption Behaviors

As seen in the model, there is a statistically significant positive correlation of 0.77 between the conspicuous consumption behavior and wasteful consumption behavior. There is a statistically significant positive correlation of 0.72 between the conspicuous consumption behavior and hedonic consumption behavior. According to these results, it is seen that the first two conditions are met in order to examine the mediating role of hedonic consumption behavior between conspicuous consumption behavior and wasteful consumption behavior. The coefficient values obtained as a result of the Structural Equation Analysis of the first model are given in the table below.

Table 5: Structural Equation Model Coefficients

Variables	β	S.E.	P	R^2
Conspicuous Consumption Behavior - Wasteful Consumption Behavior	0,77	0,060	*	0,767
Conspicuous Consumption Behavior - Hedonic Consumption Behavior	0,72	0,052	*	0,721

*p < 0,01, **p < 0,05, ***p < 0,10

When the relationship between variables and coefficient tables are examined, it is seen that the independent variable (conspicuous consumption behavior) has a statistically significant effect on the dependent variable (wasteful consumption behavior) and the independent variable has a statistically significant effect on the mediator variable (hedonic consumption behavior). When hedonic consumption behavior is added to this model as an intermediary variable, the effect between conspicuous consumption behavior and wasteful consumption behavior should either decrease or become statistically insignificant. The figure below shows the hedonic consumption behavior added to the model as a mediator variable.

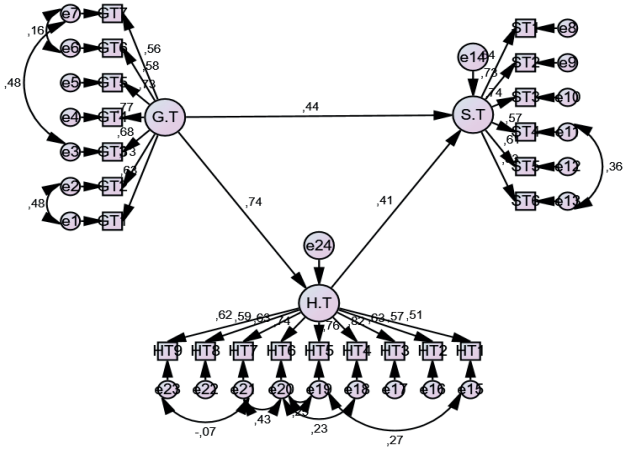


Figure 3: Conspicuous Consumption, Wasteful Consumption and Hedonic Consumption Behaviors and the Mediation Model

By including hedonic consumption behavior in the model, fit index values of the final model were used to test the structural model. Since some of the fit indices were a little lower than the range they should be, covariances were drawn within each factor items in line with the proposed modifications. The AMOS figure showing the applied covariance connections between factor

items is given below. The following table contains the required good and acceptable fit index value ranges and the fit index values obtained after the analysis of the final model.

Table 6: Structural Equation Assessment Table

Fit Indicec	Good	Acceptable	Model
X2	P > 0,05 (significant)		545,153
df	-		197
X2/df	< 3	3<(x2/df)<5	2,767
GFI	>0,95	>0,90	0,913
CFI	>0,95	>0,90	0,934
RMSA	<0,05	<0,08	0,059
NFI	>0,95	>0,90	0,902
IFI	>0,95	>0,90	0,935
TLI	>0,95	>0,90	0,923

When the table is examined, the fit index values obtained after the analysis of the final model are included in the acceptable fit index value ranges. According to these results, the final model is structurally suitable. When the output of the Structural Equation Model in the figure is examined, it is seen that when hedonic consumption behavior is added to the relationship between conspicuous consumption behavior and wasteful consumption behavior, the relationship between conspicuous and wasteful consumption behaviors decreases from 0.77 to 0.44. Therefore, hedonic consumption has a partial mediating effect as it reduces the effect in this relationship. A Bootstrap confidence interval is checked to determine the degree of mediation effect (Reutter & Bigatti, 2014). In order to make the mediating effect significant, the lower and upper limit values of the Bootstrap confidence interval must be either less than zero or greater than zero (Preacher & Hayes, 2008). Hypothesis tests and Bootstrap values results of the current study are given in the table below.

Table 7: Hypothesis and Mediation Test Results

Hypotheses	Direct Effect	Indirect Effect	Mediator Effect	Bootstrap Lower Bounds	Bootstrap Upper Bounds	P value	Result
G.T→S.T	0,44					*	Accepted
G.T→H.T	0,74					*	Accepted
H.T→S.T	0,41					*	Accepted
G.T→H.T→S.T		0,304	Partial	0,173	0,393	0,020**	Accepted

*p < 0,01, **p < 0,05, ***p < 0,10

When the hypothesis test results of the research are examined, it is seen that all of the research hypotheses are supported. When the results are examined, according to the H1 hypothesis at the significance level of p <0.01, the conspicuous consumption behavior has a positive effect of 44% on the wasteful consumption behavior and is supported; According to the H2 hypothesis, which has a significance level of p <0.01, the conspicuous consumption behavior has a positive effect of 74% on hedonic consumption behavior and is supported; According to the H3 hypothesis, which is at the p <0.01 significance level, it is seen that hedonic consumption behavior has a positive effect of 41% on wasteful consumption behavior and is supported. Before the hedonic consumption behavior was included in the model as a mediator variable, the effect between conspicuous

consumption behavior and wasteful consumption behavior was 77% positive at p <0.01 significance level. After hedonic consumption was included in the model as a mediator variable, this effect decreased to 44% at p <0.01 significance level. According to this result, it is understood that hedonic consumption behavior partially mediates the relationship between conspicuous consumption behavior and wasteful consumption behavior. Therefore, according to the H4 hypothesis, which is at p <0.05 significance level, it is seen that hedonic consumption behavior partially mediates the effect of conspicuous consumption behavior on wasteful consumption behavior by 30%. For partial mediation, the Bootstrap confidence interval must be greater than 0 or less than 0 as a result of the mediation test analysis in the Structural Equation Model (Yavuz ve Sağlam, 2018). When the Bootstrap values in the table are examined, it is seen that both values are greater than 0 (lower limit 0.173; upper limit 0.393). According to these values, hedonic consumption behavior has a partial mediating effect and the hypothesis is supported.

5. Conclusion and Recommendations

Developing and changing consumption conditions have revealed different consumption behaviors such as conspicuous, wasteful, and hedonic consumption. Therefore, the aim of the present study is to investigate the effect of conspicuous consumption behaviors of consumers on wasteful consumption behavior and the mediating effect of hedonic consumption behavior on this effect. The online survey form prepared for this purpose was delivered to consumers on online platforms.

As a result of the analysis of the data, it was determined that all research hypotheses were accepted. According to the H1 hypothesis, which is the first hypothesis of the study, it was determined that the conspicuous consumption behaviors of consumers have a significant positive effect on wasteful consumption behaviors. Therefore, the increase in the conspicuous consumption behavior of a consumer increases the wasteful consumption behavior, and the decrease in the conspicuous consumption behavior decreases the wasteful consumption behavior. This result is similar to many studies (Veblen, 1899; Campbell, 1995; Clark, 1998; Kıray, 2005; Kaypak, 2019) that argue that there is a relationship between conspicuous consumption and wasteful consumption behaviors and supports the literature. According to the H2 hypothesis, which is the second hypothesis of the study, it was determined that conspicuous consumption has a significant positive effect on hedonic consumption behavior.

Therefore, if the conspicuous consumption behavior of consumers increases, hedonic consumption behaviors also increase; if conspicuous consumption behavior decreases, hedonic consumption behaviors decrease. Marcoux et al. (1997) stated that hedonism is one of the dimensions of conspicuous consumption behavior. Consumers who want to be satisfied as hedonic tend toward luxury products with hedonic features (Truong & McColl, 2011), and because hedonic consumption behavior is made for prestige, it is in relation with conspicuous consumption behavior (Hız, 2009; Öz, 2018). Sabuncuoğlu (2015) also stated that consumers show off with hedonic consumption behaviors on social media. Thus, the result obtained with the H2 hypothesis supports the literature. According to the H3 hypothesis, which is the third hypothesis of the study, it was determined that hedonic consumption behavior has a significant positive effect on wasteful consumption behavior. Consequently, the increase in hedonic consumption behavior increases wasteful consumption behavior, and the decrease in hedonic consumption behavior decreases wasteful consumption behavior. In studies (Barnier, et al., 2006; Jin & Kang, 2011) on hedonic consumption and wasteful consumption in different cultures, it has been determined that there is

a positive relationship between hedonic consumption and wasteful consumption. Öz (2018) stated that hedonic consumption is made to gain prestige and this behavior causes wasteful consumption. The result obtained with the H3 hypothesis shows parallelism with the literature. According to the H4 hypothesis, which is the last hypothesis of the study, it was determined that hedonic consumption behavior has a partial mediation in the effect of conspicuous consumption behavior on wasteful consumption behavior. Therefore, hedonic consumption behavior is effective in part of the effect of conspicuous consumption behavior on wasteful consumption behavior. In other words, conspicuous consumption behavior is effective on wasteful consumption behavior through hedonic consumption behavior.

Besides the important results, there are several limitations in the current study. One of these limitations is that not all consumers could be reached due to time and possibility limits. Another limitation is related to the research sample. Since the convenience sampling method is used as the sampling method in the research, the result of the research cannot be generalized to the whole population. In addition, collecting data through online surveys is another limitation since face-to-face surveys cannot be conducted due to the pandemic. It may be suggested to future researchers to conduct a similar study using different samples and different methods. In addition, it may be suggested that they do studies by adding different mediator variables on the subject and do difference tests according to different demographic characteristics.

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