

Cognitive Innovativeness, Environmental Considerations, Consistency and Predictability as Positive Traits of Consumers Do Really Comply with or Contradict to their Materialistic Behavior? A Field Research from Eskişehir -Turkey

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Abstract

This study intends to find out consumers' cognitive innovativeness, environmental considerations, consistence and predictability with respect to their materialistic attitudes. A survey is applied to 550 respondents selected via stratified sampling from Eskişehir, a city of Turkey with 700.000 inhabitants where 475 of the responses are found eligible... The respondents are required to answer 35 questions of which five are related to demographic characteristics of these respondents. The rest 30 are statements which are designed to reflect the behavior of these people. The study consists of five parts. The first part is an introduction where the scope and the purpose of the study are concisely stated. The second part relates to the theoretical background of the subject matter and the prior researches carried out so far. The third part deals with research methodology, basic premises and hypotheses attached to these premises. Research model and analyses take place in this section. Theoretical framework is built and a variable name is assigned to each of the question asked or proposition forwarded to the respondents of this survey. 30 statements or propositions given to the respondents are placed on a five-point Likert scale where. The remaining five questions about demographic traits as age, gender, occupation, educational level and monthly income are placed either on a nominal or ratio scale with respect to the nature of the trait. Ten research hypotheses are formulated in this section. The fourth part mainly deals with the results of the hypothesis tests and a factor analysis is applied to the data on hand. Here exploratory factor analysis reduces 30 variables to five basic components. In addition non-parametric bivariate analysis in terms of Chi-Square is applied to test the hypotheses formulated in this respect. The fifth part is the conclusion where findings of this survey is listed.

Key Words: change and variety seeking, materialistic behavior, environmental consideration, preference for consistency, and consumer information seeking and innovative behavior

JEL classification code: M31

1. Introduction

Consumption, beginning with the needs, is an important part of our daily life. It is not only simply purchasing a commodity or service but also a process. This process gets complicated as answers to what, why and how anything is purchased although seems basic. Today consumption diverted from merely meeting the needs, considered a cultural and psychological as well as an economic phenomenon (Bocock, 1977). Those developments in consumption brought out the consumption culture Notion today. According to Odabaşı (1999), consumption culture “is a culture where consumers demand and seek non convenient commodities and services with status, interest of others and novelty producing features look for them, purchase and exhibit”.

In materialistic societies where individuals are assessed with how much money they have and what they can afford, the idea of better living coincides with more consumption. This materialistic thought is individual oriented rather than society oriented. It needs more research to comprehend contemporary societies.

This research tries to figure out if there is compliance between materialistic consumption behavior and change expectation, environmental sensitivity, consistency in preferences and innovative behavior.

2. Literature Review and Prior Research

2.1. Materialistic Behavior

Individuals are using certain products and product groups to gain status and credit within the society today as well as in the past. Status quo and pretentious consumption has examined by Eblen for the first time. According to Veblen, consumption is not only a behavior of meeting the needs but also of pretentious nature (Veblen, 1970). Consumption is an important determinative of social class and status of individuals' nowadays especially.

Wackman and Ward (1971) searched the materialism concept for the first time and defined as “an orientation which views material goods and money as important for personal happiness and social progress”

Materialism, used to be discussed in religious, philosophy and sociology fields, became a subject of research in fields of economy, psychology and consumer behavior. Research of materialism grows as materialistic consumer behavior increases lately. Pioneering research by Belk (1983, 1984, 1985, 1988, 1990) followed by Richins (1987), Fournier and Richins (1991), Richins and Dawson (1992) and Richins (1994) contributed to the subject..

Belk (1985) defined materialism as “attributed importance for the material assets by individuals”. He also considers materialism as composition of three personality characteristics: ownership, stinginess and pretentiousness. Richins and Dawson (1992) define materialism as acquisition centrality, acquisition as the pursuit of happiness and possession defined success. They studied materialism under these three titles of centrality, acquisition and happiness and possession. In order to measure the materialism scales developed by Belk (1985) and Richins and Dawson (1992) are usually used.

Two approaches are followed for the researches of materialism. First, is about to personal values related to individualistic behavior and objectives (Mueller and Worhhff, 1990), Richins and Dawson (1992) and Richins (1994) set the Materialistic Values Scale o measure individualistic materialism. Second approach of materialistic values research is about socio-political materialism (Ahuvia d Wong, 2002). Initial studies of materialism concluded that materialistic individuals feel happy when they own goods (Wacman and Ward, 1971). On the other hand, some latest studies conclude that materialism produces conflict between personal and social values and create mental tension and anxiety (Burroughs and Ringfleisch 2002, Michalos 1995, 1981). Some other studies show that people avoiding materialistic values have increased life satisfaction (Arnold, Landry and Wood, 2010).

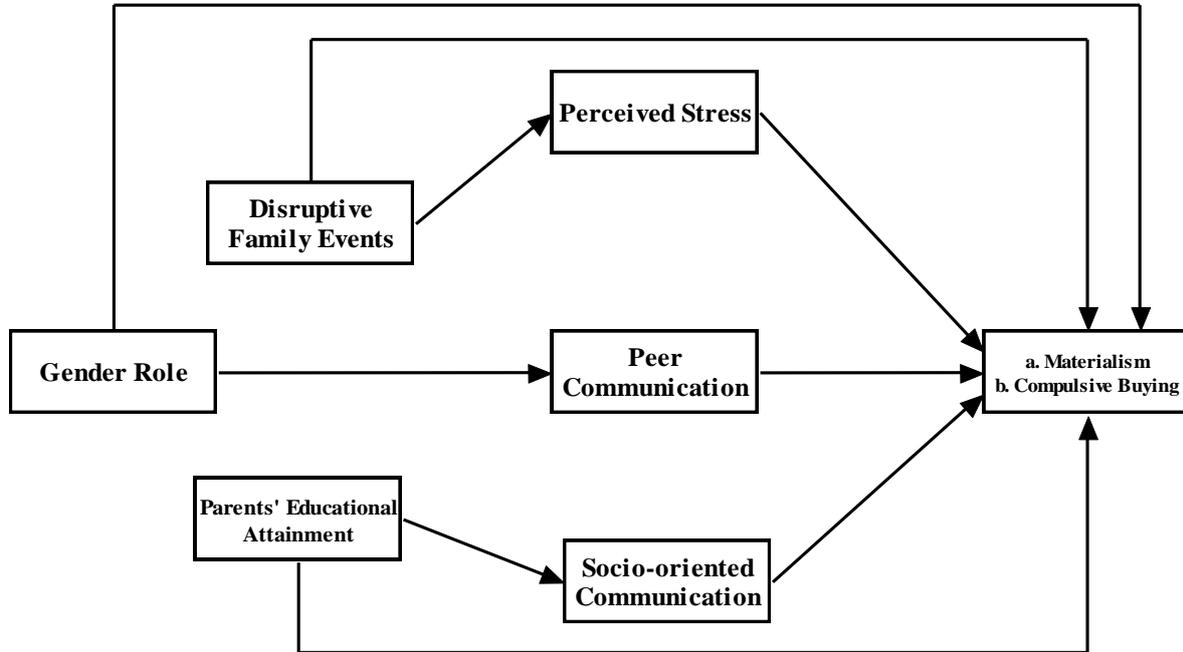
Materialism has also been conceptualized as one end of a materialist – post materialist continuum (Inglehart 1981; Knutsen 1990) where post-materialist values stress self-expression, belonging, and quality of life and reject the notion that possessions are the source of happiness. Post materialism is the opposite of materialism. Socio-political materialists consider growing rate, low crime rates and powerful national defense as important social priorities. Post-materialists, on the other hand, consider freedom of expression, more participation of people in government decisions and nature improvement are more important. According to Inglehart's theory materialist and post-materialist values exclude each other, where some other researchers consider both concepts are multi faced and both values are acceptable simultaneously (Bean and Papadakis, 1994; Braitwaie et al., 1996).

Watson (2003) expresses living conditions dictates materialistic life style. Some studies shows that consumers with materialistic values tend to consume more and focused on status building, unique products (Fournier and Richins, 1991; Mason, 1981; Lynn and Harris, 1997). Watson (2003) expresses that social status; power and prestige obtained from material assets have effect of diminishing self esteem. Watson (2003) also concluded that individuals possessing high materialistic values have bigger tendency to make loans. Some researchers determined that materialism results misery (Buizjen and Volkenburg, 2003).

2.2 Materialism and Compulsive Buying

Materialism is defined as "the importance a person places on possessions and their acquisition as a necessary or a desirable form of conduct to reach desired end states, including happiness" (Richins and Dawsons, 1992). Compulsive buying is motivated by an internal triggger such as stress or anxiety and shopping and spending is an escape from the internal trigger. Compulsive buying can develop into addictive buying when it becomes s a need to continuously spend in order to alleviate stress and anxiety" (Johnson and Attman, 2009). Another definition of compulsive buying is given by Michael R. Solomon (2004): "Compulsive consumption is the process of repetitive, often excessive shopping used to relieve tension, anxiety, depression, or boredom". The following diagram depicts the antecedents and processes which lead to compulsive buying and materialism (Weaver, S Todd; Moschis, George P; Davis, Teresa, 2011):

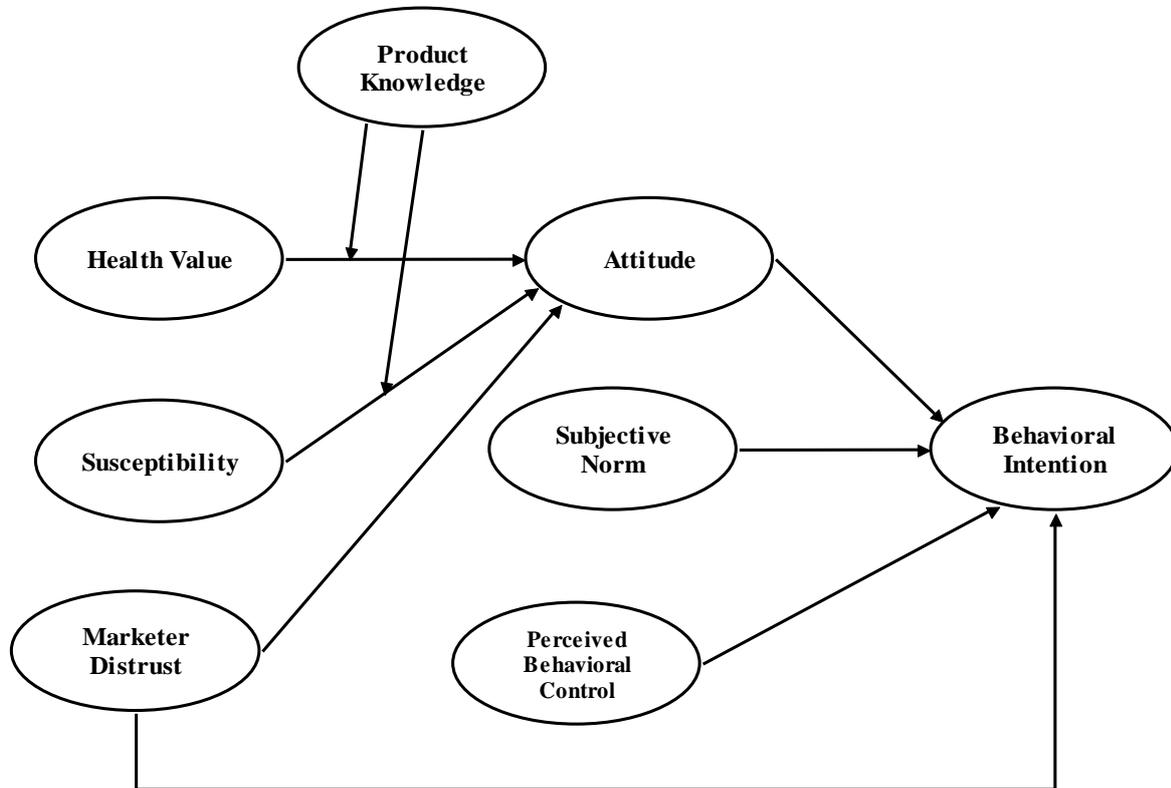
Fig .1. Antecedents of Compulsive Buying and Materialism



2.3 Predictability of Consumer Behavior

Prediction of consumer attitudes and consumer behavior has different façades to be analyzed. This subject matter can first be investigated from '*brand purchase behavior*'. The study carried out by William Moore and colleagues proposes "a joint space analysis of preference or choice should yield predictive models which explicitly account for the properties of individuals and choice objects" (William Moore et al, 1979). Predictability of '*consumer purchase intentions*' is also another important subject, which is suggested by Chung, Stoel, Xu and Ren in the following diagram (Chung et al):

Fig.2. Antecedents of Predictability of Consumer Purchase Intentions



2.4. Variety Seeking Behavior

Variety Seeking Behavior garnered increasing attention in marketing literature and has been much discussed since the 1950's (Faison, 1977). Variety Seeking Behavior is defined as “proverbial spice of life” is known to be one of the major factors in brand changing (Mc Alister and Pessemier, 1982). Variety Seeking Behavior may arise even when consumers are happy with brand and strongly prefer it. (Faison, 1977). Mc Alister and Pessemier (1982) reviewed existing literature, developed a theoretical frame and suggested a system of motives for Variety seeking Behavior.

Variety seeking behavior is conceptually an exploratory behavior and explains the consumer behavior by motives (Raju, 1980; Steenkamp and Burgess, 2002). Raju (1980) has defined seven aspects of exploratory behavior. These can be listed as repetitive behavior proneness, innovativeness, risk taking, exploration through shopping, interpersonal communication, brand switching and information seeking.

2.5. Environmental Sensitivity Behavior

In today's world continuously increasing consumption causes environmental problems to increase. Accordingly the efforts to resolve these problems are increasing. In this context consumers are stimulated to behave with environmental responsibility. So called green consumers tend to prefer environment friendly products and just enough amount of consumption instead of over consumption. Studies to define environment conscious consumers are started with studies of Berkowitz and Lutterman (1968).

Studies showed that environmental sensitiveness and behaviors change according to demographic specs, values, personality and personal attitudes (Balderjahn, 1988).

Since the materialist way of living spread over and become global, materialism, which is a social and philosophical concept included in environmental issues (Kilburne and Pickett, 2007). Materialism pattern of western societies is supported and rewarded by interaction of societies. This results in affecting individuals' level of perception of themselves and the environment. Environmentalists' consumption preferences are determined by values and beliefs imposing preservation of environment, where, possession and consumption are main values and preferences which provide happiness and success. Deriving from here, there is a common opinion suggesting perception of environmental problems decreases as materialism level increases. This conclusion denotes an inverse relation between materialism and environmentalism. As a matter of fact, studies showed that both materialism and environmentalism affects consumer behavior (Kilbourne and Pickett, 2007; Banerjee and Keage, 1994). Kilbourne and Pickett, (2007) determined growing materialistic way of life decreases the anxiety for environmental issues.

Pürütçüoğlu's (2000) study on relation between materialistic values and attitude and behavior to the environment showed that materialistic values has very little effect on attitude and behavior to the environment.

Post materialistic values care less monetary and economical rewards concentrate on social goals and develop a collective approach to problem solving. Thus, environment protection complies with post materialism values (Knutsen 1990).

2.6. Information Seeking Behavior

The information needed in all aspects of live today becomes an important component in purchasing decisions. Within the purchasing process, consumer starts to look for options and information about these options as soon as his need arises. Acquired information works in many ways for the consumer (Odabaşı, Barış, 2007) like making correct and quick decisions, reduced perceived risk of choice, increase trust to the decision made, eliminating options and participate in justifying purchasing behavior.

The information need for consumers to make purchasing decision consist of these subjects (Hawkins, Best, Coney, 2004):

- Information about appropriate criteria to solve the problem
- Information about alternatives
- Information about each alternatives' success rate on criteria

Klein and Ford's (2002) study showed that on line information seeking outdated traditional information seeking behavior.

2.7. Behavior of Consistency in Preferences

Humans are rational decision makers according to classical economic thought. They decide to maximize their interest and profit by assessing all alternatives systematically. Rationality includes consistency and logic. The discipline of economy always underlines people have complete information on production, trade and consumption activities and always act with pure rationality. On the other hand, today, vague social structure and variables together with unavailability of information in real life can create obstacles to making rational decisions. Emotions involved in decision making process is the most important element causing making non rational decisions (https://dosya.sakarya.edu.tr/Dokumanlar/2013/398/195997476_enm_319_b1_karar_vermeye_giris.pdf). Thus, it is hard to say individuals' decisions are always consistent and rational. Furthermore it can be said that most of the decisions are non rational.

According to Simon (1956) limited rationality is valid for individuals but not rationality. Limited rationality has two components. According to first of these individuals has limited mental capacity and process ability. Thus individuals do not behave consistently and coherently. According to second component individuals interact with their environment and this interaction affects their decision making behavior. Changes in environmental conditions prevent consistent behavior. According to Simon's approach individuals make decision which satisfies them, not the best.

2.8. Innovative Behavior

Consumer innovativeness has become one of the most research conducted areas. Measuring consumer innovativeness is significant in many aspects. It has an importance for businesses as a guide in making marketing decisions. To market an innovation properly is only possible by defining innovative consumers and understanding their behaviors. To measure innovativeness in cognitive level there are a number of scales developed by researchers (Wood and Swait, 2002; Girardi, Soutar and Ward, 2005; Vandecasteele and Geuens, 2010).

Consumer innovativeness is defined as "consumers' adoption proneness to new products" (Tellis, Yin and Bell, 2009). There are two different innovativeness description in literature as cognitive and sensual (Dobre, Dragomir and Preda, 2009). Cognitive innovativeness means consumer's rational thinking tendency, problem solving and other mind exercises. Sensual innovativeness means senses of consumer stimulates consumer for new experiences. Sensually innovative consumers take more risks in trying a new product and make no rational assessment in satisfying his need.

Consumer innovativeness handled in many dimensions in literature and classified. Bartels and Reinder (2019) classified consumer innovativeness into three:

- Innovativeness as a personal characteristic, innate innovativeness or innovativeness tendency
- domain-specific innovativeness
- Innovativeness as performed behavior or innovative behavior.

All three dimensions of consumer innovativeness are used as variables in research. Consumer innovativeness is also related to many variables as status hunger, personal values, materialism, self esteem and social acceptance.

Innovative people are classified according to adoption time of innovation. Rogers (1962) grouped the individuals in five groups from earliest to latest adopters.

Consumer's innovativeness tendency and innovative behavior do not mean the same. Tendency may not become a behavior always. There are different approaches to innovative behavior in literature. Midgley and Dowling (1978) conceptualize innovativeness as purchasing new product where Hirschmann (1980) as realized innovation search and Girardi, Soutarand and Ward (2005) as innovation in utilization.

In a study by Park, Burns and Rabolt (2007), a positive aspect relation between materialism and innovativeness is defined. Individuals may adopt innovations for credit, show off or status as well as with a functional approach (Vandecasteele and Geuens, 2010).

3. Research Model and Hypotheses

This field research was conducted in May 2013 in Eskisehir, Turkey, a large city with 700,000 inhabitants. 400 consumers were selected on a random basis using the Stratified Sampling Method, of which 358 were found eligible to be included in the research project. Thirty-two senior students taking a "Marketing Research" course were selected as pollsters and given extra credits for collecting reliable information. The respondents were required to answer a total of 35 questions, of which 30 statements were of the five-point Likert scale type ranging from "1= strongly disagree" to "5= strongly agree." The rest five questions are of demographic type placed on ratio and nominal scales. All 35 answers (statements) are transformed into variables as in the following table:

Table 1. Variables and Their Explanations

Variable	Explanation	Mean	SD
RIGHTQUE	When I do shopping I always choose the right questions to ask about the product or service.	3.71	1.05
HAPPINES	I believe that money can buy happiness.	2.86	1.34
SELFNAY	I like to question and analyze my own feelings and actions.	3.92	1.03
ECOLDİSD	Ecological disadvantages of the products must be revealed in commercial advertising.	3.99	2.25
STABLEPE	My friends and relatives consider me as a stable person.	3.69	1.05
NOMAILAD	I don't read mail advertising since it is a waste of time.	3.37	1.31
MEANINGW	I always try to find out the meaning of the words which I don't know.	3.45	1.13
LIKESHOP	I like shopping and look for new displays.	3.49	1.16
GOVERNACT	Governments instead of individuals should take action to stop environmental pollution.	3.51	1.30
CHANGENOV	I want to experience change and novelty in my daily	3.85	1.07

	affairs.		
MONEYIMP	In selecting a job or occupation, money is the most important criterion.	3.38	1.293.81
1.06ENVIRONC	I take utmost care that the products I use should not harm the environment.	3.57	1,05
DISCUSUN	I like to discuss unusual ideas and propositions.	3.73	1.06
OPINCHNG	I don't favor the people who frequently change their opinions.	3.77	1.14
EXITNGJOB	I always looked for a job which offers excitement, travel, adventure and change even that job may include something dangerous.	3.20	1.24
JUDGEWPR	My friends and relatives judge me with respect to the products and brands I use.	2.32	1.23
INFSOURCE	I always know the sources of information before the purchases I make	3.48	1.05
CONSISTCY	I believe that consistency and predictability are the important traits of a person.	3.81	1,06
SHRTSTDIS	I like to calculate the shortest distances from one city to another.	3.29	1.26
OWNEPENS	My greatest dream in life is to own expensive things and lead a luxurious life.	2.62	1.31
EXPLNDIFF	I like to explain the same thing in different ways.	3.65	1.03
PRDCTACT	I always try to predict the actions and reactions of the people around me.	3.78	0.94
NEWPRACS	When I am bored by daily routines; I seek for some new and unfamiliar practices.	3.62	1,08
HIGHPRICE	I am ready to pay a higher price for an environment-friendly product.	3.35	1.10
OBTAININF	Before important purchases I do a lot of research to obtain information.	3.83	1.10
ECONGRWTH	Economic growth is more important for me than environmental considerations.	2.65	1.09
IMPRSSOTH	I like to purchase expensive things to impress other people.	2.22	1.25
ACTBELIEF	My actions are always in conformity with my beliefs.	3.71	1.05
ADMRRICH	I admire people who possess expensive clothes, accessories, houses and cars.	2.64	1.22
NEWIDEAS	New ideas and experiences are what I am looking for.	3.78	1.05
AGE	Age	1.98	0.85
GENDER	Gender	N,A,	N.A.
OCCUPATI	Occupation	N.A.	N.A.
EDUCLEVL	Educational Level	N.A.	N.A.
INCOME	Monthly household income	2.48	1.03

Hypotheses

1. *Relationship between materialistic behavior and environmental concern:*

H1: Materialistic thinking people differ significantly from non-materialistic people as far as environmental considerations are concerned.

2. *Relationship between materialistic behavior and consistency and predictability*

H2: Materialistic and non-materialistic people differ significantly from each other in assigning importance to consistency and predictability of behavior.

3. *Relationship between materialistic behavior and cognitive innovativeness and information seeking.*

H3: There is a significant difference between materialistic and non-materialistic people as far as cognitive innovativeness and information seeking behaviors are concerned.

4. *Relationship between materialistic behavior and change and variety seeking behavior.*

H4: Materialistic thinking people behave significantly different than non-materialistic thinking people where change and variety seeking behavior is in concern.

5. *Relationship between materialistic behavior and consumer demographics.*

H5: Materialistic thinking people differ significantly with respect to their consumer characteristics.

1. Analyses and Results

H1 is accepted at all levels of environmental concern at $r < 0.01$ significance level. The results of Chi-Square analysis is listed in the table below:

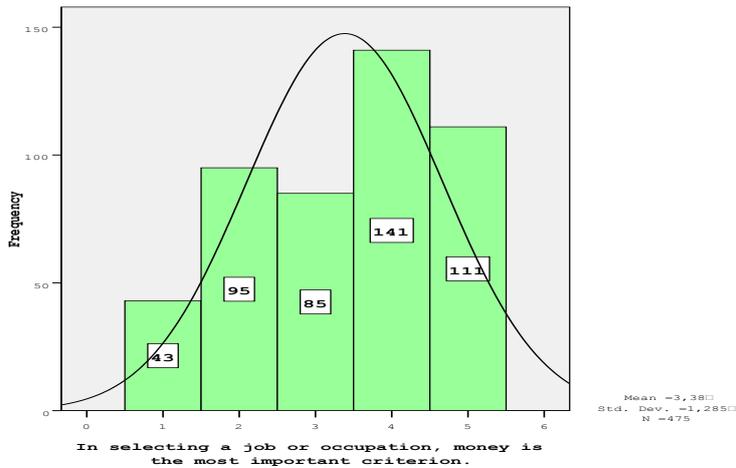
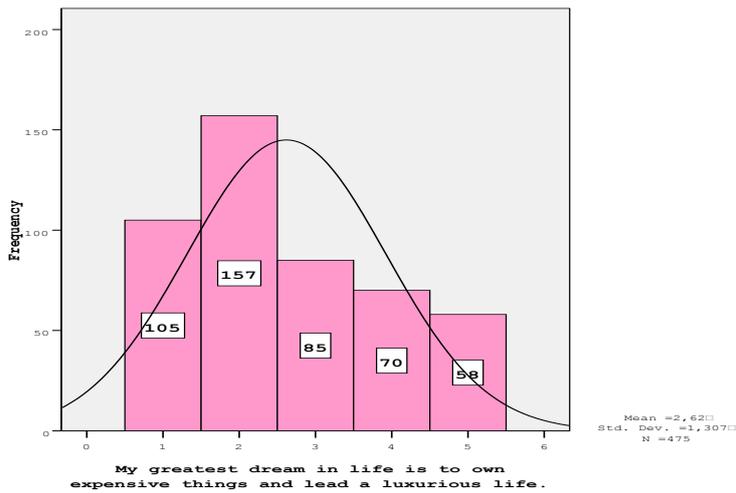
Table 2. Relationship Between Materialistic Thinking and Environmental Concern:

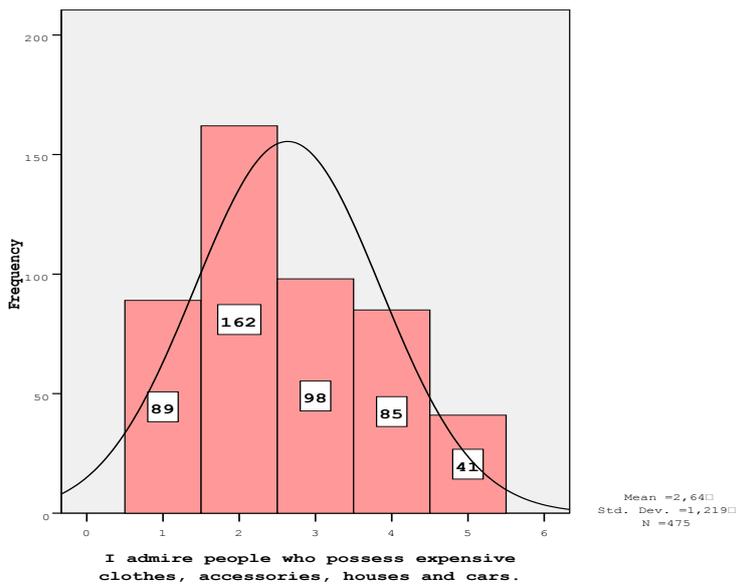
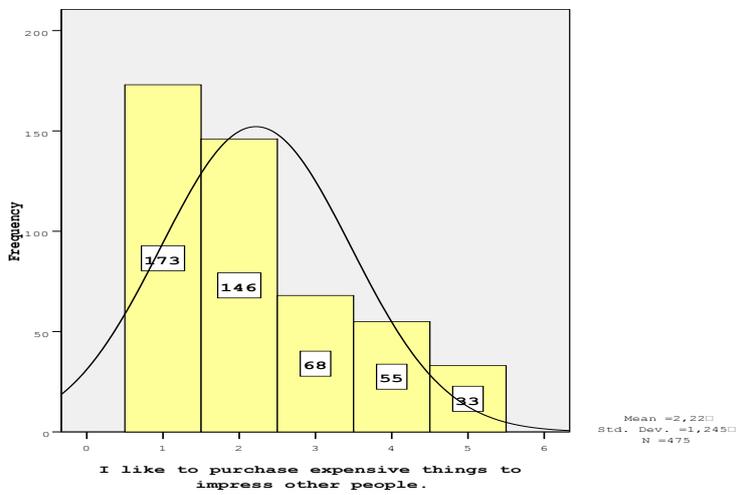
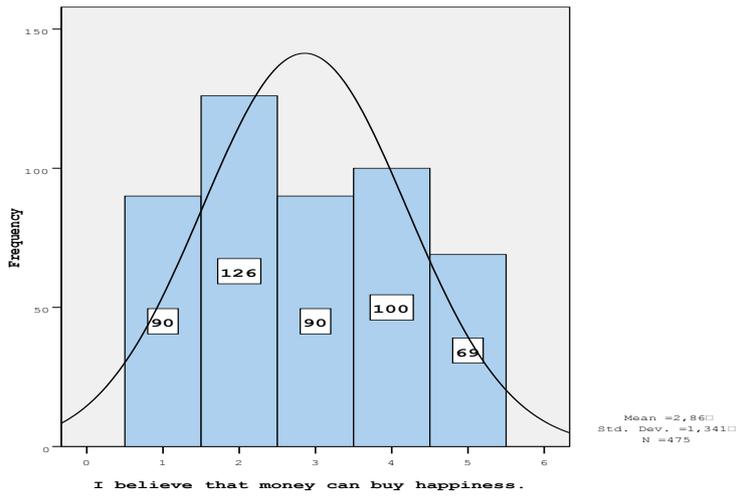
Statement	Materialistic Thinking									
	OWNEPENS		MONEYIMP		HAPPINES		IMPRSSOTH		ADMRRICH	
	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree	Disagree
Economic growth is more important for me than environmental considerations.	27.6 %	14.3 %	36.6 %	30.2 %	17.5 %	18.9 %	39.4 %	15.0 %	39.0 %	19.1 %
I am ready to pay a higher price for an environment-friendly product.	63.8 %	48.5 %	57.6 %	46.5 %	63.7 %	56.7 %	60.6 % (*)	49.1 %	56.1 %	46.0 %
Governments instead of individuals should take action to stop environmental pollution.	51.8 %	60.6 %	59.4 % (*)	53.5 %	44.9 %	59.5 %	57.6 %	59.7 %	53.6 %	56.8 %

Ecological disadvantages of the products must be revealed in commercial advertising	62.1 %	84.7 %	72.8 %	83.8 %	60.8 %	85.6 %	66.7 %	80.6 %	65.9 %	77.6 %
I take utmost care that the products I use should not harm the environment.	62.1 %	68.6 %	63.0 %	67.4 %	63.7 %	72.2 %	60.6 %	63.6 %	68.3 %	59.5 %

Materialistic thinking: (*) accepted at $p < 0.05$ significance level.
 OWNEPENS : My greatest dream in life is to own expensive things and lead a luxurious life.
 MONEYIMP : In selecting a job or occupation, money is the most important criterion.
 HAPPINES : I believe that money can buy happiness.
 IMPRSSOTH : I like to purchase expensive things to impress other people.
 ADMRRICH : I admire people who possess expensive clothes, accessories, houses and cars.

Fig 3. Distribution of Materialistic Thinking





The above tables indicate that only one of the five propositions reflecting materialistic behavior is highly accepted by the majority of people. In other words, most of the consumers under the context of this study are reluctant to exhibit materialistic behavior except one single condition where “In selecting a job or occupation, money is the most important criterion”. From “environmental concern” point of view, the analysis indicates some significant differences between materialistic and non-materialistic views. First of all materialistic thinking consumers give more importance to economic growth than environmental considerations. Second conclusion derived from the analysis is that materialistic behavior give little emphasis to price sensitivity and these people are more ready to pay higher prices for environment-friendly products. The idea of government involvement in stopping environmental pollution is not quite adopted by materialistic thinking people and they give more emphasis to individual initiative in this matter. Moreover, these people strongly favor the proposition that “ecological disadvantages of the products must be revealed in commercial advertising”; they however fall behind and differ significantly from non-materialists. The same conclusion is gathered from the last proposition as “people should take utmost care that the products they use should not harm the environment”. In short, **H1** is accepted at all levels of materialistic thinking, but this does not necessarily mean that materialistic thinking disregards environmental considerations. In fact these people are well adapted to environmental concerns.

H2 is accepted at all levels of predictability and consistency at $r < 0.01$ significance levels. The results of Chi-Square analysis is listed in the table below:

Table 3. Relationship Between Materialistic Thinking and Consistency and Predictability of Behavior:

Statement	Materialistic Thinking									
	OWNEPENS		MONEYIMP		HAPPINES		IMPRSSOTH		ADMRRICH	
	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree	Disagree
I believe that consistency and predictability are the important traits of a person.	62.0 %	77.1 %	72.0 %	60.5 %	69.5 %	75.5 %	79.2 %	71.7 %	75.6 %	73.1 %
My friends and relatives consider me as a stable person.	62.1 % (*)	72.4 %	66.6 % (*)	56.1 %	63.8 %	64.4 %	78.8 %	63.6 %	59.9 %	62.8 %
I don't favor the people who frequently change their opinions.	51.7 %	75.2 %	68.4 %	60.5 %	55.0 %	78.9 %	54.5 %	69.9 %	58.5 %	76.4 %
I like to question and analyze my own feelings and actions.	63.8 %	83.8 %	73.8 %	81.4 %	58.0 %	83.4 %	66.7 %	76.8 %	70.7 %	78.7 %

My actions are always in conformity with my beliefs.	38.0 %	77.2 %	53.1	76.8	39.1 %	77.8 %	54.5 %	68.2 %	60.5 %	69.7 %
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Materialistic thinking: (*) accepted at $\rho < 0.05$ significance level.

OWNEPENS : My greatest dream in life is to own expensive things and lead a luxurious life.

MONEYIMP : In selecting a job or occupation, money is the most important criterion.

HAPPINES : I believe that money can buy happiness.

IMPRSSOTH : I like to purchase expensive things to impress other people.

ADMRRICH : I admire people who possess expensive clothes, accessories, houses

The table reveals that from ‘consistency and predictability’ point of view, materialistic and non-materialistic people differ from each other, yet none of them surpasses the other at all levels of materialistic thinking. In this respect materialistic thinking people who disclose strongly that “in selecting a job or occupation, money is the most important criterion” and “in selecting a job or occupation, money is the most important criterion” believe the proposition: “consistency and predictability are the important traits of a person” more than non-materialistic thinking people. The same is also true for the clause “considering him/herself as a stable person”. For the remaining three propositions there is an overwhelming majority of non-materialistics over materialistic thinking in assigning importance to consistency and predictability of consumer behavior.

H3 is sustained at all levels of cognitive innovativeness and information seeking.

Table 4 Relationship Between Materialistic Thinking and Cognitive Innovativeness and Information Seeking

Statement	Materialistic Thinking									
	OWNEPENS		MONEYIMP		HAPPINES		IMPRSSOTH		ADMRRICH	
	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree	Disagree
I always know the sources of information before the purchases I make	43.0 %	52.3 %	53.1 %	55.6 %0	56.4 %	52.2 %	63.6 % (*)	45.7 %	70.8 %	48.3 %
When I do shopping I always choose the right questions to ask about the product or service.	55.2 %	60.9 %	58.6 %	60.5 %	63.7 %	67.7 %	72.8 %	62.0 %	75.6 %	55.1 %
Before important purchases I do a lot of research to obtain information.	(**)	(**)	83.8 %	53.5 %	55.1 %	57.8 %	54.6 %	70.0 %	68.3 %	76.4 %

I always try to find out the meaning of the words which I don't know.	62.0 %	59.1 %	57.6 %	58.1 %	55.1 %	55.8 %	63.7 % (*)	53.7 %	67.9 %	47.2 %
I like to calculate the shortest distances from one city to another.	48.2 %	41.9 %	53.1 %	44.2 %	65.2 %	40.0 %	45.5 %	48.0 %	(**)	(**)

Materialistic thinking: (*) accepted at $p < 0.05$ significance level. (**) rejected
 OWNEPENS : My greatest dream in life is to own expensive things and lead a luxurious life.
 MONEYIMP : In selecting a job or occupation, money is the most important criterion.
 HAPPINES : I believe that money can buy happiness.
 IMPRSSOTH : I like to purchase expensive things to impress other people.
 ADMRRICH : I admire people who possess expensive clothes, accessories, houses

H3 is also accepted at all levels of materialistic thinking yet there is not a clear-cut behavior difference between these two groups as in the case of two former hypotheses. The analysis reveals that materialistic thinking can lead to information seeking and information innovativeness. The materialists who yearn for a rich and prodigal life always know the sources of information before the purchases they make and when they do shopping they always choose the right questions to ask about the product or service.. The materialistic people who regard money as the most important criterion in selecting a job or occupation do a lot of research to obtain information before important purchases.. Once more the materialists who yearn for a rich and prodigal life always try to find out the meaning of the words which they don't know.

H4 is also sustained for all levels of materialistic thinking.

Table 5. Relationship Between Materialistic Behavior and Change and Variety Seeking Behavior:

Statement	Materialistic Thinking									
	OWNEPENS		MONEYIMP		HAPPINES		IMPRSSOTH		ADMRRICH	
	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree Materialistic	Agree Non-materialistic	Agree	Disagree
New ideas and experiences are what I am looking for.	70.7 %	66.7 %	77.4 %	62.8 %	78.3 %	68.9 %	81.9 %	63.6 %	87.8 %	64.0 %
I want to experience change and novelty in my daily affairs.	69.0 %	62.9 %	83.7 %	55.8 %	76.8 %	68.8 %	93.9 %	77.6 %	87.8 %	64.0 %
When I am bored by daily routines; I seek for some new and unfamiliar practices.	53.4 %	58.0 %	65.7 %	62.8 %	56.5 %	63.4 %	57.6 %	59.0 %	65.8 %	62.4 %

I like shopping and look for new displays.	48.3 %	45.7 %	55.8 %	53.4 %	53.6 %	61.1 %	63.6 % (*)	47.4 %	58.6 %	46.1 %
I like to explain the same thing in different ways.	60.4 %	66.7 %	62.1 %	58.1 %	63.8 %	70.0 %	63.6 %	62.5 %	68.3 %	57.3 %
I always looked for a job which offers excitement, travel, adventure and change even that job may include something dangerous.	48.2 %	34.3 %	53.1 %	39.1 %	63.7 %	41.1 %	63.6 %	37.0 %	57.6 %	39.3 %

Materialistic thinking: (*) accepted at $\rho < 0.05$ significance level.

OWNEPENS : My greatest dream in life is to own expensive things and lead a luxurious life.

MONEYIMP : In selecting a job or occupation, money is the most important criterion.

HAPPINES : I believe that money can buy happiness.

IMPRSSOTH : I like to purchase expensive things to impress other people.

ADMRRICH : I admire people who possess expensive clothes, accessories, houses and cars.

As far as ‘change and variety seeking is concerned, materialistic thinking overwhelms non-materialistic thinking where three of the six propositions of the above table unanimously support this idea. These propositions are as follows:

New ideas and experiences are what I am looking for.

I want to experience change and novelty in my daily affairs. And,

I always looked for a job which offers excitement, travel, adventure and change even that job may include something dangerous.

Consequently it could be claimed that materialistic thinking people adopt change and variety seeking behavior more than the others. There **H4** is also accepted.

Table 5. Relationship between materialistic behavior and consumer demographics. (mod values)

<i>Demographics → Materialistic Behavior ↓</i>	<i>Age</i>	<i>Gender</i>	<i>Occupation</i>	<i>Educational Level</i>	<i>Income Level</i>
My greatest dream in life is to own expensive things and lead a luxurious life.	33.9 % (Young adults 26-40 years old)	(*)	40.0 % (Tradesmen & Businessmen)	(**)	(**)
In selecting a job or occupation, money is the most important criterion.	(**)	(**)	(**)	(**)	(**)
I believe that money can buy happiness.	(**)	40.8 % (Males) (*)	(**)	40.0 % (College & University Graduates)	(**)

I like to purchase expensive things to impress other people.	(**)	(**)	28.2 % (Tradesmen & Businessmen)	(**)	37.6 % (Highest Income Group \$4800+)
I admire people who possess expensive clothes, accessories, houses	33.9 % (Young adults 26-40 years old)	(**)	(**)	29.5 % (High School Graduates)	41.0 % (Higher Income Group \$2401-4800)

(*) = Accepted at $r < 0.05$ significance level

(**) = Not Sustained

An exploratory Factor analysis is carried out which reduces 30 variables into five components as follows:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,816
Bartlett's Test of Sphericity	Approx. Chi-Square	4657,583
	df	435
	Sig.	,000

Fig Scree Plot

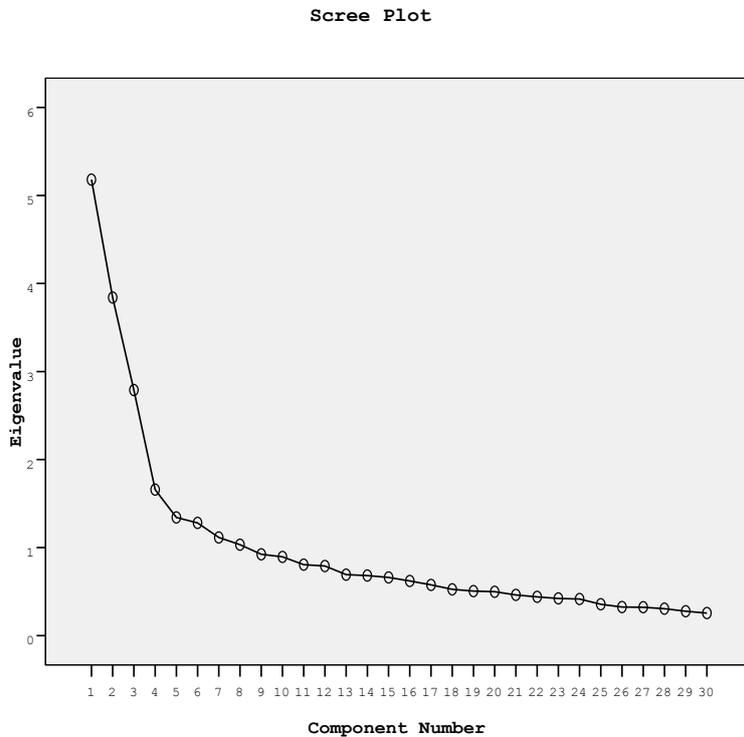


Table 6 Rotated Components with factor scores and scale reliabilities

Variables	Scores
Component 1. Cognitive Innovativeness and Information Search	0.
I always know the sources of information before the purchases I make	806
When I do shopping I always choose the right questions to ask about the product or service.	800
Before important purchases I do a lot of research to obtain information.	632
I always try to find out the meaning of the words which I don't know.	528
I like to calculate the shortest distances from one city to another.	379
Cronbach's Alpha (α)	713
Component 2. Materialistic Behavior	
My greatest dream in life is to own expensive things and lead a luxurious life.	805
In selecting a job or occupation, money is the most important criterion.	763
I believe that money can buy happiness.	733
I like to purchase expensive things to impress other people.	649
I admire people who possess expensive clothes, accessories, houses	635
Cronbach's Alpha (α)	795
Component 3. Change and Variety Seeking	
New ideas and experiences are what I am looking for.	754
I want to experience change and novelty in my daily affairs.	687
When I am bored by daily routines; I seek for some new and unfamiliar practices.	669
I like shopping and look for new displays.	538
I like to explain the same thing in different ways.	496
I always looked for a job which offers excitement, travel, adventure and change even that job may include something dangerous.	436
Cronbach's Alpha (α)	701
Component 4 Consistency and Predictability of Behavior	
I don't favor the people who frequently change their opinions.	709
I like to question and analyze my own feelings and actions.	618
My actions are always in conformity with my beliefs.	598
I believe that consistency and predictability are the important traits of a person.	520
My friends and relatives consider me as a stable person.	497
I always try to predict the actions and reactions of the people around me.	531
I like to discuss unusual ideas and propositions.	492
My friends and relatives judge me with respect to the products and brands I use.	451
I don't read mail advertising since it is a waste of time.	303
Cronbach's Alpha (α)	507
Component 5. Environmental Considerations	
Economic growth is tmore important for me than environmental considerations.	639
Ecological disadvantages of the products must be revealed in commercial advertising	603
I am ready to pay a higher price for an environment-friendly product.	551
Governments instead of individuals should take action to stop environmental pollution.	509
I take utmost care that the products I use should not harm the environment.	365
Cronbach's Alpha (α)	390
Overall Score of Cronbach's Alpha (α)	0.773

2. Findings

The following conclusions are derived from this study:

1. Materialistic thinking gives more importance to environmental considerations than economic growth.
2. Materialist people are not “Price-sensitive” since they are ready to pay higher prices for environment-friendly products.
3. They object to the proposal that ecological disadvantages of the products should be commercially advertised.
4. Non-materialistic consumers think that “people should take utmost care that the products they use should not harm the environment”. Materialistic behavior also supports this idea but to a lesser degree.
5. Consistency and predictability are also traits which materialistic people favor, nevertheless they fall behind the non-materialistics especially in confronting the proposition “My actions are always in conformity with my beliefs”.
6. Cognitive innovativeness and information seeking behavior has significant positive effects on materialistic thinking.
 - a. Materialistic thinking style which considers money as the most important criterion in selecting a job or occupation is most accentuated at a certain cognitive innovativeness and information search behavior where consumers do a lot of research to obtain information before important purchases
 - b. In terms of change and variety seeking behavior, materialistic consumers unanimously asserted that they want to follow new ideas and experiences much more than non-materialistic consumers.
 - c. Materialistic consumers differ significantly and positively from non-materialistic consumers as far as “looking for a job which offers excitement, travel, adventure and change even that job may include something dangerous” are concerned.
 - d. Consumer demographics differ significantly along the propositions concerning materialistic behavior. In this respect, young adults (26-40 years old) and Tradesmen and businessmen assert that “their greatest dream in life is to own expensive things and lead a luxurious life”.
 - e. “Money can buy happiness” claim is most adopted by males, and college and university graduates.
 - f. Tradesmen and businessmen and the highest income group (\$ 4800+) believe that they like to purchase expensive things to impress other people.
 - g. Young adults (26-40 years old), high school graduates and higher income group (\$2400-4800) consumers admire people who possess expensive clothes, accessories and houses.

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