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HÜLYA BAKIRTAŞ
Aksaray University, TÜRKİYE

THE EFFECTS OF MATERIALISM AND CONSUMER NEED FOR UNIQUENESS ON FRUGALITY

Abstract:

This paper examines the relationships between materialism, frugality and consumers' need for uniqueness (CNU) among Turkish consumers. Although each concept is different with respect, these are two common characteristics that these concepts share: i) a lifestyle, ii) a personality trait. Each concept is important for understanding consumer choice and consumption of products. Consumer choice is not only the outcome of rational process, but also individuals' underlying needs. Frugality may be driven by CNU and materialism derived from personal experience. Individuals conspicuously consume to signal their wealth and to be different from other. Materialism and CNU are closely related. However, there is uncertainty on whether the relationship between these variables is causal or non-casual. Despite this uncertainty, both variables are expected to have influence on frugality. This study was carried out between dates of September 2014 and February 2015. Firstly, the Exploratory Factor Analysis (EFA) was carried out and then, structural equation modeling (SEM) was used to analyze the hypothesis. Analysis results show that materialism and CNU2 have negative impact on frugality and these impacts were not statistically significant. CNU1 has positive impact on frugality and only the relationship was statistically significant. Finally, the study has limitations and is provided suggestions for further research.

Keywords:

Materialism, Frugality, Consumers' Need for Uniqueness, SEM, Consumer Behaviour.

JEL Classification: M31