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A QUANTITATIVE STUDY ON CONSPICUOUS CONSUMPTION AND HEDONIC CONSUMPTION: THE CASE OF FOREIGN GLOBAL TELEPHONE BRANDS

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ABSTRACT

Before the industrial revolution, consumption in societies was generally defined as a form of consumption that was carried out with a utilitarian purpose to meet mandatory needs. However, in today's modern societies, consumption for conspicuous, pleasure and self-satisfaction purposes is increasing, apart from mandatory needs. This trend is increasing in parallel in Turkey. This research aims to reveal the differentiation status of hedonic and conspicuous consumption in consumers with foreign global brand phones according to gender, age, marital status, education level, job, income, and finally, the foreign global phone brand owned. As a result of the research, it has been determined that (i) hedonic consumption differs according to gender, marital status, age and education level and (ii) conspicuous consumption differs according to education level and foreign global phone brand owned in consumers who own a foreign global brand phone.

Keywords: Conspicuous Consumption, Hedonic Consumption, Foreign Global Telephone Brands

INTRODUCTION

Today, a large part of our lives is spent around the consumption cycle. The idea of being able to consume as well as consumption itself has taken over an important part of the daily life of individuals, consumer products have gained more social value. As this new model way of thinking has become widespread in many societies around the world, many individuals have started to consume with

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the guidance of their wishes and desires, rather than meeting their basic needs with consumption. The most important factor underlying this behavior model is the spread of luxury consumption, ostentation and hedonic (hedonistic) consumption in societies (Coşkun & Maanangozu, 2019: 518). The concept of "hedonic consumption" is stated as a concept that prioritizes enjoying the shopping process that appeals to more than one sense and satisfies the feeling of fantasy and adventure (Yurtsuzoglu, 2020: 149).

On the other hand, the concept of "conspicuous consumption" is explained in the form of obtaining products, goods and services that have some symbolic meaning in the social environment in order for individuals to resemble the upper group and to be included in this group, and to use them for conspicuous purposes (Varol, 2022: 46). The phenomenon of consumption can be shaped according to many variables such as changing habits in society, differing needs, popular concepts, bazaar situation, consumer expectations (Hürmeriç & Baban, 2012: 70). In the countries that are called developed today, the basis of consumer culture is a materialistic form of behavior. From the point of view of the consumer and consumption phenomenon, materialism is defined as developing in parallel with the importance that societies attach to matter. In other words, materialism emerges in societies that believe that having more material assets is of indispensable importance (Annamma & Wallendorf 1996:59). In addition, in materialistic societies, individual needs take an unlimited and insatiable form and are marketed to the consumer with perception in privileged environments where status and identity are determined (Slater, 1997: 85). In consumption culture, individuals are more actively involved in consumption than in production. It adopts socially imposed rules and thus the emergence of a uniform human behavior is inevitable (Güngör, 1993: 56). With globalization in the last century, consumption has moved from an economic dimension to a social and cultural dimension over time. People have started to consume in order to get pleasure, show off and gain respect beyond meeting basic requirements, and the consumption rate has started to increase (Taurus & Basci, 2016: 464-465). Mass media such as the Internet, television and social media applications make it possible for this connection to be even more effective. With these connections, the habits and perspectives of many societies around the world are changing (Arslandere, 2021: 701). For this purpose, it is important to examine the consumption behaviors that are increasing in societies. There are studies in the literature that examine the conspicuous and hedonic consumption behaviors of individuals. (O'Cass &

McEwen, 2004; Amaldoss & Jain, 2005; Hammerl & Kradischnig, 2018; Basci & Bull, 2016; Barut, 2018; Öztaş, 2019; Arnold & Reynolds, 2003; Doğan & Gürler, 2017; Wang et al., 2000; Hirschman & Holbrook, 1982; Özdemir & Yaman 2007). With this research, hedonic and conspicuous consumption cases were examined with the sample of consumers who have a foreign global brand phone and it was tried to contribute to the existing literature. This research aims to reveal the differentiation status of hedonic and conspicuous consumption in consumers with foreign global brand phones according to gender, age, marital status, education level, job, income, and finally, the foreign global phone brand owned. In the research, literature review and hypothesis development evaluations were carried out, and then the materials used for data collection and the results related to data analysis were shared. In the last part of the study, the contributions and inferences of the research to the literature are given in the conclusion and discussion.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Research has been conducted on the concept of consumption in different fields such as economics, psychology and sociology, and its definition has emerged in many ways. The common point of view is explained as the use or consumption of products or services by individuals for the purpose of providing benefits (Islamoğlu & Altunışık, 2017, p. 3). However, even if the concept of consumption is diversified with different theoretical perspectives and analyzed with a single view, it may show differences in historical periods (Bocock, 2014, p. 42). With globalization, consumption has moved from an economic dimension to a social and cultural dimension over time. People have started to consume in order to get pleasure, show off and gain respect in order to gain respectability beyond meeting basic requirements. As a result of the different meanings attributed to consumption, it appears as an alternative way to show identity, social reputation and status with the purchased products (Boğu & Başcı, 2016, p. 464 - 465). For this reason, the concept of shopping has become a tool that appeals to the emotions of individuals rather than being beneficial to the basic needs of individuals. This has led to the emergence of the philosophical thought we call hedonism (İlgaz, 2018, p. 2). Hedonism is a philosophical view that argues that the meaning of life is related to gratification and enjoyment. Epicurus, the father of the idea of hedonism, associates pleasure and pleasure with tranquility (Altunışık & Çallı, 2004, p. 235). The concept of hedonic consumption is a form of consumption

made with the aim of satisfying consumers emotionally with the use of products and realizing their fantasies. According to the idea of hedonism, products are not objective assets, but personal symbols from the point of view of consumers (Hirschman & Holbrook, 1982, p. 95). The idea of hedonic consumption, which considers pleasure as a part of daily life, constantly brings to the forefront the sense of pleasure that can be obtained from substances and commodities. According to this idea, individuals adopt consumption for the purpose of pleasure, apart from basic needs in order to enjoy life. The search for pleasure, purified from the thought of shame and guilt, has revealed the foundations of a new moral philosophy (Çakmak & Çakır, 2012, p. 177). Hedonic consumption behavior, which adopts pleasure as a basic lifestyle, moves away from traditional consumption understanding in consuming products and services, defined as pleasure and enjoyment from consumption, is considered as the main factor in the formation of artificial needs in individuals. Therefore, hedonic (hedonistic) consumption has become more of a concern, and it has led to the investigation of external, internal and situational factors, apart from the rational (utilitarian) benefit expectation of today's consumers in their purchasing decision (Güven, 2009, p. 67). Hirschman (1982) stated that there are four types of hedonic behavior in his research. In the problem projection these behavioral models are suggested that individuals face the facts that make them unhappy in such situations. Role projection is expressed as a situation in which people take on a certain role or adopted character and reflect their self. Fantasy realization is the products used to increase the realism of any behavior created in the fantasy world of individuals. Escape, on the other hand, is the activity that causes the individual to escape from the facts that he does not like or to stay away from the events that he does not like.

Another factor that activate the desire for consumption is the phenomenon of luxury. The word "luxury", which originally came to our language from French, means spending and excessive consumption other than basic needs, unnecessary consumption for pleasure and show off (Seyidoğlu, 2003, p. 75). According to Veblen (1899), this paradox is about luxury/superior products demanded by snap (excessive) consumers. On the other hand, the effect of individuals' consumption purposes with a conscious search and an abstract pleasure is in the foreground. This phenomenon, which is explained as hedonic behavior, is a behavior that has been experienced before or is done with the expectation of getting pleasure. Individuals who adopt hedonic consumption realize consumption with

the aim of entertainment, individual pleasure, adopting the latest trends, communicating with similar groups, having authority and status. Contrary to the "Homo-economicus" view stated in the utility theory, individuals tend to consume for pleasure and conspicuous, which makes them happier, instead of rational behavior for benefit (Doğan & Gürler, 2017, pp. 70-71). Conspicuous consumption, on the other hand, is defined as consumption that is often done for wasteful purposes from a rational point of view that does not meet basic economic needs (Hammerl & Kradschnig, 2018, p. 1). The basis of conspicuous consumption, which is generally defined as the shopping that individuals make with the aim of showing power or status to their environment, lies in the perception of the products or services purchased as an indicator of power by the social environment. It was scientifically discussed for the first time in Veblen's book "The Theory of the Leisure Class", published in 1899 (Güleç, 2015, p. 63). According to Veblen (1899), the way to gain reputation and prestige in society is financial power. The most basic way of showing financial power and gaining status is idleness and conspicuous consumption (Torun, 2021, p. 35). In the last century, globalization represents a concept that forms the common lifestyles of consumers all over the world. From a sociocultural point of view, Tomlinson, Short, & Brown, (1999) globalization is considered as a "complex connection" that accelerates, deepens, and expands social interactions around the world. Mass media such as the internet, television and social media applications make it possible for this connection to be even more effective. With these connections, the habits and perspectives of many societies around the world are influenced (Arslandere, 2021, p. 701). With the change of habits, different perspectives have emerged against people's conspicuous consumption. While one group advocates the necessity of conspicuous consumption, the other group emphasizes that conspicuous consumption is harmful. According to the group that advocates this idea; one of the basic needs of being an individual is to be able to express oneself, to be able to say "this is who I am" by stating one's existential identity, or the desire to appear the way one wants to be. In order to realize these wishes, consumption is used by individuals as a means of showing off. Thus, individuals are able to express themselves and show their value (Barut, 2018, p. 25). Another factor is that people who have power and power are individuals who are always under consideration and receive attention from all sides. The effects on people are indisputable, and this situation leads individuals to make conspicuous consumption in order to resemble people in power. Power and prestige in human relations

from past to recent history; While it is determined by its contribution to regional dominance, population and production, it increases in parallel with the products and services purchased in today's modern consumer society. In addition, according to the group that advocates this idea, while the similarities of individuals stand out in traditional communities, unusual and differences come to the fore in modern consumer societies (Orçan, 2008, p. 145). According to the opposite view; It is stated that the consumption made for the purpose of showing off affects the lifestyle of individuals and affects their entire lives and causes this situation to be perceived as an honorable behavior. Because people are forcing themselves both materially and spiritually because they don't become what they really are, but because they take on an imaginary personality they want to be. This behavior causes people to become lonely and unhappy. (Öztaş, 2019, p. 11). As a matter of fact, one of the biggest problems of our age is loneliness and unhappiness. In the studies conducted in the literature on this subject;

Özdemir and Yaman (2007), in their study, aimed to determine the differences in the pleasure of shopping of male and female consumers by examining the consumption habits of people. As a result of the study, it was concluded that women get more pleasure from shopping than men.

In his research on hedonic consumption behaviors, Çakır (2006) determined that the rate of continuous hedonic behavior in the 18-23 age group and 24-29 age group was 32.50% and it was higher than other age ranges. While this rate is less than 5% in the age group of 42-47, it was found to be 24.7% in the age group of 30-35.

Başcı and Boğa (2016); stated that the income of individuals and the tendency to conspicuous consumption increase in parallel with each other. It has been concluded that married individuals aged 26 and over have higher conspicuous consumption behavior than individuals aged 18-25 and single.

Tarhan (2020) examined the relationship between the concept of job and hedonic consumption in his study and concluded that there was no statistical significance.

Examining the effects of hedonic consumption behavior throughout China (Wang et al., 2000), it was revealed in the study that personal income directs the relationship between hedonic values.

According to Güleç (2015), the increase in the income level of individuals or the sudden increase in income is a factor that directs the consumption habits of individuals towards conspicuous consumption.

Hız (2009), who argues that education plays an important role in both individual and social development, stated that as the education level of individuals increases, their habits can also change, and with the change in their social environment, their consumption tendencies may turn towards conspicuous consumption. Underhill (2004) stated that male consumers do not like shopping malls, which is due to the fact that all of their buildings are designed to appeal to women. He also states that men like to shop in places where they feel comfortable by establishing a linear relationship between feeling comfortable in the environment where they shop and liking it.

Dholakia (1999) states that married men avoid unnecessary consumption unless they are obligatory, and they undertake the consumption needs other than the basic needs as they dislike it.

Koçak (2017) stated that some age groups use consumer products as a means of communication, especially young people buy products that have symbolic meaning among themselves to show off and communicate with their social circles in this way.

In line with the explanations given above, the following hypotheses have been developed.

H1a: Hedonic consumption of consumers who own a foreign global brand phones differs according to gender.

H1b: Hedonic consumption of consumers who own a foreign global brand phones differs according to age.

H1c: Hedonic consumption of consumers who own a foreign global brand phones differs according to marital status.

H1d: Hedonic consumption of consumers who own a foreign global brand phones differs according to their education level.

H1e: Hedonic consumption of consumers who own a foreign global brand phones differs according to the profession.

H1f: Hedonic consumption of consumers who own a foreign global brand phones differs according to income.

H1g: Hedonic consumption of consumers who own a foreign globular brand phones differs according to the foreign global phone brand they own.

H2a: Conspicuous consumption of consumers who own a foreign global brand phones differs according to gender.

H2b: Conspicuous consumption of consumers who own a foreign global brand phones differs according to age.

H2c: Conspicuous consumption of consumers who own a foreign global brand phones differs according to marital status.

H2d: Conspicuous consumption of consumers who own a foreign global brand phones differs according to their education level.

H2e: Conspicuous consumption of consumers who own a foreign global brand phones differs according to the profession.

H2f: Conspicuous consumption of consumers who own a foreign global brand phones differs according to income.

H2g: Conspicuous consumption of consumers who own a foreign global brand phones differs according to the foreign global phone brand they own.

RESEARCH METHODOLOGY

A questionnaire consisting of three parts was used as a data collection tool in the research. In the first part, there are questions to determine the demographic characteristics of the participants. Demographic information such as marital status, gender, age, education level, and total income level of the household they live in, as well as questions about the global foreign brand they have, were asked. Individuals who own a foreign global brand phone were examined within the scope of the research. In the second part, there are five questions to measure conspicuous consumption behavior. In the third part, there are eighteen questions to measure the hedonic consumption behaviors of the participants.

The data obtained from the scales used in the research were entered into the computer and analyzed with the SPSS (Statistical Package for Social Sciences) for Windows 27.00 program. While evaluating the data, descriptive statistical methods (number, percentage, frequency, mean, standard deviation) were used. It was assumed that the sample should show a normal distribution to apply parametric test methods to the evaluation of the data (Kalaycı, 2010). In order to evaluate the normality of the distributions for the obtained scores, the skewness and kurtosis values of the data were examined. In order to determine whether the variables used in the study have a normal distribution, skewness and kurtosis values were examined. Kalaycı (2010) stated that if the skewness and kurtosis measure takes values between -3 and +3, it will show a normal distribution. Parametric tests were used in the research, as it was seen that they complied with the reference value limits. Independent Groups T-Test and One-Way Analysis of Variance (ANOVA) were used to determine whether conspicuous consumption and hedonic consumption differ significantly according to gender, age, marital

status, education level, job, income, and foreign global telephone brand they have.

Scales

In the study, conspicuous consumption scale developed by Aydın (2012) for conspicuous consumption and hedonic consumption scale consisting of 6 sub-dimensions and 18 items developed in the literature (Arnold & Reynolds, 2003) were used. A 5-point Likert scale was used in the measurement items, and the participants were asked to give their opinions on five levels: (5) Always, (4) Often, (3) Sometimes, (2) Rarely, (1) Never.

The scales used in the research are presented in Table 1. below.

Table 1. Scales used in the research

Variable	Code	Measurement items	Reference
Conspicuous Consumption	CC1	I can only buy a product when it is valuable.	(Aydın, 2012)
	CC2	I have an interest in new products that have value	
	CC3	I am willing to pay more for that product if it has value.	
	CC4	The value of a product is none of my business.	
	CC5	If a product has a stylish appearance, it is more valuable to me.	
Hedonic Consumption	HC1	To me, shopping is an adventure	(Arnold & Reynolds, 2003)
	HC2	I find shopping stimulating	
	HC3	Shopping makes me feel like I am in my own universe	
	HC4	When I'm in a down mood, I go shopping to make me feel better	
	HC5	To me, shopping is a way to relieve stress	
	HC6	I go shopping when I want to treat myself to something special	

HC7	I like shopping for others because when they feel good I feel good
HC8	I enjoy shopping for my friends and family.
HC9	I enjoy shopping around to find the perfect gift for someone
HC10	For the most part, I go shopping when there are sales
HC11	I enjoy looking for discounts when I shop
HC12	I enjoy hunting for bargains when I shop
HC13	I go shopping with my friends or family to socialize
HC14	I enjoy socializing with others when I shop.
HC15	Shopping with others is a bonding experience
HC16	I go shopping to keep up with the trend
HC17	I go shopping to keep up with the new fashions
HC18	I go shopping to see what new products are available

Sampling and Data Collection

Consumers using foreign global brand phones in Türkiye were determined as the target audience for the research. Generally, the number of samples between 200-300 is sufficient in survey-type studies in social sciences (Gürbüz & Şahin, 2014: 128). In this context, 192 consumers were reached by using the questionnaire. The study was conducted on social media, and the survey link was shared from different social media applications for increasing participation.

The frequency and percentage distributions regarding the demographic characteristics and other informations of the participants in the research are as follows.

Table 2. Sample characteristics

Sample Characteristics		Frequency	Percentage	Cumulative Percentage
Gender	Male	112	58,3	58,3
	Female	80	41,7	100
	Total	192	100	
Age	18-26	104	54,2	54,2
	27-35	46	24	78,1
	36-44	21	10,9	89,1
	45-54	18	9,4	98,4
	55and above	3	1,6	100
	Total	192	100	
Marital status	Married	52	27,1	27,1
	Single	140	72,9	100
	Total	192	100	
Education level	Primary school	5	2,6	2,6
	Secondary school	5	2,6	5,2
	High school	43	22,4	27,6
	Undergraduate	103	53,6	81,3
	Master-Doctorate	36	18,8	100
	Total	192	100	
Business	Student	100	52,1	52,1
	Public Personnel	30	15,6	67,7
	Private Sector Personnel	24	12,5	80,2
	Shop owner/Employer	19	9,9	90,1
	Not working	14	7,3	97,4
	Other	5	2,6	100
	Total	192	100	
Income	0-3.000	54	28,1	28,1

	3.001-6.000	53	27,6	55,7
	6.001-9.000	45	23,4	79,2
	9.001-12.000	25	13	92,2
	12.001 and above	15	7,8	100
	Total	192	100	
Foreign Global Phone Brand Owned	Samsung	48	25	25
	Apple	58	30,2	55,2
	Xiaomi	47	24,5	79,7
	Oppo	19	9,9	89,6
	Other	20	10,4	100
	Total	192	100	

When the demographic characteristics of the participants are examined, it is seen that 54.2% of them are in the 18-26 age group, the majority of them are high school and graduate students, and 53.6% of them are university graduates. Similarly, when we look at the gender ratio, the ratio of male participants is 16.6% higher.

Data Analysis

The kurtosis and skewness values of the variables used in the research (conspicuous consumption, hedonic consumption) are given in the table below. Parametric tests were used in the study as it was found to be in accordance with the reference value limits between $-3 +3$ (Kalaycı, 2010).

Table 3. Skewness and Kurtosis Values of Conspicuous Consumption and Hedonic Consumption

Variable	Skewness	Kurtosis
CC	0,352	-0,081
HC	0,052	-0,952

Note : CC = Conspicuous Consumption, HC = Hedonic Consumption

Table 4 below shows the mean and standard deviation values of the variables.

C C	Ac- ceptance of equal variances	2,24 1	0,13 6	0,63 4	190	0,527	0,0685 7	0,108 19	- 0,144 83	0,28 197
	Denial of equal variances			0,62 5	161, 5	0,533	0,0685 7	0,109 69	- 0,148 04	0,28 518
H C	Ac- ceptance of equal variances	0,17 3	0,67 8	- 2,94 2	190	0,004	- 0,3656 7	0,124 28	- 0,610 82	- 0,12 053
	Denial of equal variances			- 2,93 8	169, 4	0,004	- 0,3656 7	0,124 45	- 0,611 35	- 0,12

As seen in Table 6, no statistically significant difference was found in conspicuous consumption by gender. Therefore, the H2a hypothesis was rejected. A difference was found in favor of women in hedonic consumption. For this reason, the H1a hypothesis was accepted. In Table 7 below, the gender-based mean and standard deviation values of the variables are shown.

Table 7. Average and Standard Deviation Values of Variables by Gender

	Gender	N	Average	Standard Deviation
CC	Male	112	2,8786	0,713
	Female	80	2,81	0,7742
HC	Male	112	2,8239	0,84613
	Female	80	3,1896	0,85303

One-way analysis of variance (ANOVA) test values performed to determine the difference between conspicuous consumption and hedonic consumption according to age are shown below.

Table 8. One-Way Analysis of Variance (ANOVA) Results to Determine the Differences between Conspicuous Consumption and Hedonic Consumption by Age

		Sum of Squares	Degrees Freedom	Mean Squares	F	p
CC	Between Groups	4,328	4	1,082	2,03	0,092
	Within Groups	99,672	187	0,533		
	Total	104	191			
HC	Between Groups	11,414	4	2,853	4,049	0,004
	Within Groups	131,781	187	0,705		
	Total	143,194	191			

As can be seen in Table 8, as a result of the one-way analysis of variance (ANOVA), which was conducted to determine whether hedonic and conspicuous consumption differs significantly according to age in the sample group, the difference between the arithmetic averages of the groups was not found significant in conspicuous consumption. However, it was found significant in hedonic consumption. Therefore, the H2b hypothesis was rejected, and the H1b hypothesis was accepted. Age-based mean and standard deviation values of the variables are shown in Table 9 below.

Table 9. Average and Standard Deviation Values of Variables by Age

		N	Average	Standard Deviation
CC	18-26	104	2,7635	0,75852
	27-35	46	2,913	0,78616
	36-44	21	3,181	0,56535
	45-54	18	2,9	0,53247
	55 and above	3	2,2667	0,83267
	Total	192	2,85	0,7379
HC	18-26	104	2,7986	0,88994
	27-35	46	3,2295	0,75945
	36-44	21	3,2063	0,72566
	45-54	18	3,2469	0,88689
	55 and above	3	2,0185	0,41698
	Total	192	2,9763	0,86586

After this process post hoc analyzes were performed in order to examine between which groups the significant difference determined by the ANOVA analysis. After the ANOVA analysis, in order to decide which post hoc multiple comparison techniques to use, the homogeneity of the variances was checked first by the Levene Test, and it was seen that the variances were homogeneous. After this process, the Tukey multiple comparison techniques, which are used in cases where the variances are homogeneous, were preferred.

Table 10. Variance Homogeneity Test Results Related to Hedonic Consumption by Age

	Levene Statistic	df1	df2	Sig.
HC	1,629	4	187	0,169

Table 11 below shows the Tukey test values to determine which groups' hedonic consumption differs according to the age variable.

Table 11. Tukey Test Results to Determine Which Groups Hedonic Consumption Differs According to Age Variable

		(I) AGE	(J) AGE	Average Difference (I-J)	Standard Error	Sig.	95% Confidence Interval	
							Lower Limit	Upper Limit
HC	Tukey	18-26	27-35	-,43086*	0,14865	0,034	- 0,8403	- 0,0214
			36-44	-0,40774	0,20083	0,256	- 0,9609	0,1455
			45-54	-0,4483	0,21431	0,228	- 1,0386	0,142
			55 and above	0,78009	0,49161	0,508	- 0,5741	2,1343
		27-35	18-26	,43086*	0,14865	0,034	0,0214	0,8403
			36-44	0,02312	0,22108	1	- 0,5859	0,6321
			45-54	-0,01744	0,23339	1	-	0,6254

						0,6603	
		55 and above	1,21095	0,50022	0,114	-0,167	2,5889
	36-44	18-26	0,40774	0,20083	0,256	- 0,1455	0,9609
		27-35	-0,02312	0,22108	1	- 0,6321	0,5859
		45-54	-0,04056	0,26964	1	- 0,7833	0,7022
		55 and above	1,18783	0,51813	0,152	- 0,2394	2,6151
	45-54	18-26	0,4483	0,21431	0,228	-0,142	1,0386
		27-35	0,01744	0,23339	1	- 0,6254	0,6603
		36-44	0,04056	0,26964	1	- 0,7022	0,7833
		55 and above	1,2284	0,5235	0,135	- 0,2136	2,6704
	55 and above	18-26	-0,78009	0,49161	0,508	- 2,1343	0,5741
		27-35	-1,21095	0,50022	0,114	- 2,5889	0,167
		36-44	-1,18783	0,51813	0,152	- 2,6151	0,2394
		45-54	-1,2284	0,5235	0,135	- 2,6704	0,2136

As seen in Table 11, as a result of the Tukey test, it was determined that there was a difference in hedonic consumption between 18-26 and 27-35 age groups.

Table 12. T-Test Between Independent Groups to Determine the Differences between Conspicuous and Hedonic Consumption According to Marital Status

		Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Average difference	Standard Error difference	The difference in the 95% confidence interval	
									Lowest	highest
C C	Acceptance of equal variances	1,501	0,222	1,412	190	0,160	0,1687	0,1195	-0,0669	0,4045
	Denial of equal variances			1,477	100,0	0,143	0,1687	0,1142	-0,0578	0,3954
H C	Acceptance of equal variances	0,574	0,449	1,933	190	0,050	0,269	0,1396	-0,005	0,5453
	Denial of equal variances			2,007	98,4	0,047	0,269	0,1344	0,0031	0,5366

As can be seen in Table 12, while there was no statistically significant difference in the consumption of conspicuous by the marital status of the participants, a

significant difference was found in the hedonic consumption in favor of the married according to the marital status. Therefore, the H2c hypothesis was rejected and the H1c hypothesis was accepted. The mean and standard deviation values of the variables based on marital status are shown in Table 13 below.

Table 13. Average and Standard Deviation Values of Variables by Marital Status

	Marital Status	N	Average	Standard Deviation
CC	Married	52	2,9731	0,68374
	Single	140	2,8043	0,75426
HC	Married	52	3,1731	0,80858
	Single	140	2,9032	0,87774

Table 14. One-Way Analysis of Variance (ANOVA) Results to Determine the Differences Between Conspicuous and Hedonic Consumption by Education Level

		Sum of Squares	Degrees Freedom	Mean Squares	F	p
CC	Between Groups	10,278	4	2,569	5,127	0,001
	Within Groups	93,722	187	0,501		
	Total	104	191			
HC	Between Groups	12,85	4	3,213	4,609	0,001
	Within Groups	130,344	187	0,697		
	Total	143,194	191			

As can be seen in Table 14, the difference between the arithmetic means of the groups was found to be significant in all groups as a result of the one-way analysis of variance (ANOVA), which was conducted to determine whether the hedonic and conspicuous consumption of the sample group showed a significant difference according to the level of education. Therefore, the H1d and H2d hypotheses were accepted. Table 15 below shows the mean and standard deviation values of the variables based on educational status.

Table 15. Average and Standard Deviation Values of Variables by Education Level

		N	Average	Standard Deviation
CC	Primary school	5	2,6	0,74833
	Secondary school	5	3,04	0,38471
	High School	43	3,2558	0,81337
	Undergraduate	103	2,765	0,71039
	Master-Doctorate	36	2,6167	0,57644
	Total	192	2,85	0,7379
HC	Primary school	5	2,8333	1,18634
	Secondary school	5	3,2889	1,10093
	High school	43	3,438	0,87608
	Undergraduate	103	2,8323	0,82134
	Master-Doctorate	36	2,8133	0,73333
	Total	192	2,9763	0,86586

Table 16. Variance Homogeneity Test Results Related to Conspicuous and Hedonic Consumption by Education Level

	Levene Statistic	df1	df2	Sig.
CC	1,586	4	187	0,180
HC	1,271	4	187	0,283

After this process, posthoc analyzes were started in order to examine between which groups the significant difference determined by the ANOVA analysis. After the ANOVA analysis, in order to decide which post hoc multiple comparison techniques to use, the homogeneity of the variances was checked first by the Levene Test, and it was seen that the variances were homogeneous. After this

process, the Tukey multiple comparison techniques, used in cases where the variances are homogeneous, were preferred.

Table 17. Tukey Test Results to Determine Between Which Groups Hedonic and Conspicuous Consumption Differs According to Education Level

		(I) OD	(J) OD	Average Difference (I-J)	Standard Error	Sig.	95% Confidence Interval	
							Lower Limit	Upper Limit
C C	Tuk- ey HSD	Primary school	Secondary school	-0,44	0,44774	0,863	-1,6733	0,7933
			High school	0,65581	0,3345	0,29	-1,5772	0,2656
			Undergraduate	0,16505	0,3242	0,986	-1,0581	0,728
			Master-Doctorate	0,01667	0,33788	1	-0,9474	0,914
		Secondary school	Primary school	0,44	0,44774	0,863	-0,7933	1,6733
			High school	0,21581	0,3345	0,967	-1,1372	0,7056
			Undergraduate	0,27495	0,3242	0,915	-0,6181	1,168
			Master-Doctorate	0,42333	0,33788	0,72	-0,5074	1,354

		High school	Primary school	0,6558 1	0,334 5	0,29	- 0,265 6	1,57 72
			Secondary school	0,2158 1	0,334 5	0,96 7	- 0,705 6	1,13 72
			Undergraduate	,49077 *	0,128 54	0,00 2	0,136 7	0,84 48
			Master- Doctorate	,63915 *	0,159 93	0,00 1	0,198 6	1,07 97
		Undergraduate	Primary school	0,1650 5	0,324 2	0,98 6	- 0,728	1,05 81
			Secondary school	- 0,2749 5	0,324 2	0,91 5	- 1,168	0,61 81
			High school	- ,49077 *	0,128 54	0,00 2	- 0,844 8	- 0,13 67
			Master- Doctorate	0,1483 8	0,137 07	0,81 5	- 0,229 2	0,52 59
		Master- Doctorate	Primary school	0,0166 7	0,337 88	1	- 0,914	0,94 74
			Secondary school	- 0,4233 3	0,337 88	0,72	- 1,354	0,50 74
			High school	- ,63915 *	0,159 93	0,00 1	- 1,079 7	- 0,19 86
			Undergraduate	- 0,1483 8	0,137 07	0,81 5	- 0,525 9	0,22 92
H C	Tuk- ey HSD	Primary school	Secondary school	- 0,4555 6	0,528 03	0,91	-1,91	0,99 89

		High school	- 0,6046 5	0,394 48	0,54 3	- 1,691 3	0,48 2
		Undergraduate	0,0010 8	0,382 33	1	- 1,052 1	1,05 42
		Master- Doctorate	0,0200 6	0,398 46	1	- 1,077 5	1,11 76
	Secondary school	Primary school	0,4555 6	0,528 03	0,91	- 0,998 9	1,91
		High school	- 0,1491	0,394 48	0,99 6	- 1,235 7	0,93 75
		Undergraduate	0,4566 3	0,382 33	0,75 5	- 0,596 5	1,50 98
		Master- Doctorate	0,4756 2	0,398 46	0,75 5	- 0,622	1,57 32
	High school	Primary school	0,6046 5	0,394 48	0,54 3	- 0,482	1,69 13
		Secondary school	0,1491	0,394 48	0,99 6	- 0,937 5	1,23 57
		Undergraduate	,60573 *	0,151 58	0,00 1	0,188 2	1,02 33
		Master- Doctorate	,62471 *	0,188 6	0,01	0,105 2	1,14 42
	Underg- raduate	Primary school	- 0,0010 8	0,382 33	1	- 1,054 2	1,05 21
		Secondary school	- 0,4566 3	0,382 33	0,75 5	- 1,509 8	0,59 65

		High school	- ,60573 *	0,151 58	0,00 1	- 1,023 3	- 0,18 82
		Master- Doctorate	0,0189 8	0,161 65	1	- 0,426 3	0,46 42
	Master- Doctor- ate	Primary school	- 0,0200 6	0,398 46	1	- 1,117 6	1,07 75
		Secondary school	- 0,4756 2	0,398 46	0,75 5	- 1,573 2	0,62 2
		High school	- ,62471 *	0,188 6	0,01	- 1,144 2	- 0,10 52
		Undergradua- te	- 0,0189 8	0,161 65	1	- 0,464 2	0,42 63

As can be seen in Table 17, as a result of the Tukey test, difference was between the high school group and the undergraduate group was found in favor of the high school group in hedonic consumption and conspicuous consumption. Also, difference was between the high school group and the Master-Doctorate group was found in favor of the high school group in hedonic consumption and conspicuous consumption.

Table 18. One-Way Analysis of Variance (ANOVA) Results to Determine the Differences in Conspicuous and Hedonic Consumption by Job

		Sum of Squares	Degrees Freedom	Mean Squares	F	p
CC	Between Groups	2,584	5	0,517	0,948	0,451
	Within Groups	101,416	186	0,545		
	Total	104	191			
HC	Between Groups	6,722	5	1,344	1,832	0,108
	Within Groups	136,472	186	0,734		
	Total	143,194	191			

As seen in Table 18, as a result of the one-way analysis of variance (ANOVA) performed to determine whether the hedonic and conspicuous consumptions of the sample group differ significantly by job, the averages of the groups were not found significant in all groups. Therefore, the H1e and H2e hypotheses were rejected. Job based mean and standard deviation values of the variables are shown in Table 19 below.

Table 19. Average and Standard Deviation Values of Variables by Job

		N	Average	Standard Deviation
CC	Student	100	2,76	0,7712
	Public Personnel	30	2,9	0,49758
	Private Sector Employee	24	2,9917	0,7015
	Shop owner/Employer	19	3,0737	0,76945
	Not working	14	2,7714	0,73947
	Other	5	3,04	1,2522
	Total	192	2,85	0,7379
HC	Student	100	2,8089	0,89589
	Public Personnel	30	3,0296	0,71842
	Private Sector Employee	24	3,2477	0,83743
	Shop owner/Employer	19	3,2164	0,85183
	Not working	14	3,2341	0,85351
	Other	5	3,0667	0,91994
	Total	192	2,9763	0,86586

Table 20. One-Way Analysis of Variance (ANOVA) Results to Determine the Difference between Conspicuous Consumption and Hedonic Consumption by Income

		Sum of Squares	Degrees Freedom	Mean Squares	F	p
CC	Between Groups	3,415	4	0,854	1,587	0,179
	Within Groups	100,585	187	0,538		
	Total	104	191			
HC	Between Groups	6,101	4	1,525	2,08	0,085
	Within Groups	137,093	187	0,733		
	Total	143,194	191			

As can be seen in Table 20, as a result of the one-way analysis of variance (ANOVA), which was conducted to determine whether the hedonic and conspicuous consumption of the sample group showed a significant difference according to income, it was seen that the difference between the arithmetic means of the groups was not significant in all groups. Therefore, the H1f and H2f hypotheses were rejected. Income-based mean and standard deviation values of the variables are shown in Table 21 below.

Table 21. Average and Standard Deviation Values of Variables by Income

		N	Average	Standard Deviation
CC	0-3.000	54	2,8926	0,87023
	3.001-6.000	53	2,6642	0,74087
	6.001-9.000	45	3,0311	0,65638
	9.001-12.000	25	2,84	0,55976
	12.001 and above	15	2,8267	0,62274
	Total	192	2,85	0,7379
HC	0-3.000	54	3,0185	1,02587
	3.001-6.000	53	2,8375	0,81496
	6.001-9.000	45	3,2074	0,75242
	9.001-12.000	25	2,6756	0,82163
	12.001 and above	15	3,1222	0,63628
	Total	192	2,9763	0,86586

Table 22. One-Way Analysis of Variance (ANOVA) Results to Determine the Differences between Conspicuous Consumption and Hedonic Consumption by Foreign Global Telephone Brand Owned

		Sum of Squares	Degrees Freedom	Mean Squares	F	p
CC	Between Groups	8,816	4	2,204	4,33	0,002
	Within Groups	95,184	187	0,509		
	Total	104	191			
HC	Between Groups	2,579	4	0,645	0,858	0,491
	Within Groups	140,615	187	0,752		
	Total	143,194	191			

As can be seen in Table 22, as a result of the one-way analysis of variance (ANOVA) conducted to determine whether the conspicuous and hedonic consumptions of the sample group differ significantly according to the foreign global phone brand owned, the difference between the arithmetic averages of the groups was found to be significant according to the conspicuous consumption, and the hedonic consumption was not found significant. Therefore, the H2g hypothesis was accepted, and the H1g hypothesis was rejected. Table 23 below shows the mean and standard deviation values of the variables according to the foreign global phone brand owned.

Table 23. Average and Standard Deviation Values of Variables by Foreign Global Telephone Brand Owned

		N	Average	StandardDeviation
CC	Samsung	48	2,7292	0,6735
	Apple	58	3,1034	0,70112
	Xiaomi	47	2,9149	0,76641
	Oppo	19	2,6632	0,66014
	Other	20	2,43	0,76026
	Total	192	2,85	0,7379

HC	Samsung	48	2,8461	0,80575
	Apple	58	3,1111	0,90057
	Xiaomi	47	2,9504	0,90647
	Oppo	19	3,1023	0,84463
	Other	20	2,8389	0,83458
	Total	192	2,9763	0,86586

Table 24. Variance Homogeneity Test Results for the Conspicuous Consumption Scale by Foreign Global Telephone Brand Owned

	Levene Statistic	df1	df2	Sig.
CC	0,43	4	187	0,787

After this process, post-hoc analyzes were started in order to examine between which groups the significant difference determined by the ANOVA analysis. After the ANOVA analysis, in order to decide which posthoc multiple comparison techniques to use, the homogeneity of the variances was checked first by the Levene Test, and it was seen that the variances were homogeneous. After this process, the Tukey multiple comparison techniques, which are used in cases where the variances are homogeneous, were preferred.

Table 25. Tukey Test Results Conducted to Determine Which Groups Differ According to Foreign Global Telephone Brands Owned in Conspicuous Consumption

Dependent Variable	(I) YKTM	(J) YKTM	Average Difference(I-J)	Standard Error	Sig.	95% Confidence Interval		
						Lower Limit	Upper Limit	
CC	Tukey HSD	Samsung	Apple	-,37428*	0,13389	0,048	-0,7461	-0,0024
		Xiaomi	-0,18573	0,14815	0,72	-0,598	0,2266	

						1	
		Oppo	0,06601	0,17996	0,996	0,4525	0,5845
		Diğer	0,29917	0,19583	0,553	0,2666	0,8649
	Apple	Sam-sung	,37428*	0,13389	0,048	0,0024	0,7461
		Xiaomi	0,18855	0,14482	0,691	0,2142	0,5913
		Oppo	0,44029	0,17723	0,119	0,0715	0,9521
		Diğer	,67345*	0,19333	0,012	0,1137	1,2332
	Xiaomi	Sam-sung	0,18573	0,14815	0,72	0,2266	0,5981
		Apple	-0,18855	0,14482	0,691	0,5913	0,2142
		Oppo	0,25174	0,18824	0,67	0,2869	0,7903
		Diğer	0,48489	0,20346	0,143	0,0991	1,0688
	Oppo	Sam-sung	-0,06601	0,17996	0,996	0,5845	0,4525
		Apple	-0,44029	0,17723	0,119	0,9521	0,0715

			Xiaomi	-0,25174	0,18824	0,67	- 0,790 3	0,286 9
			Diğer	0,23316	0,22768	0,84 3	- 0,419 8	0,886 1
		Other	Sam- sung	-0,29917	0,19583	0,55 3	- 0,864 9	0,266 6
			Apple	-,67345*	0,19333	0,01 2	- 1,233 2	- 0,113 7
			Xiaomi	-0,48489	0,20346	0,14 3	- 1,068 8	0,099 1
			Oppo	-0,23316	0,22768	0,84 3	- 0,886 1	0,419 8

As can be seen in Table 25, as a result of the Tukey test, which was conducted to determine between which groups the scores of the participants in the sample group according to conspicuous consumption differ significantly according to the foreign global phone brand owned, the difference was found between the Apple phone brand group and the “Other” phone brand group in favor of the Apple phone brand group. Also it was determined that the difference between the Apple phone brand group and the Samsung phone brand group was in favor of the Apple phone brand group. A summary table of the research hypotheses is shown below.

Table 26. Summary Table of Research Hypotheses

Var ie- ble	Co de	Hypotheses	Re- sult
HC	H1 a	Hedonic consumption of consumers with foreign global brand phones differs according to gender.	Ac- cept- ed

	H1 b	Hedonic consumption of consumers with foreign global brand phones varies according to age.	Accepted
	H1 c	Hedonic consumption of consumers with foreign global brand phones differs according to marital status.	Accepted
	H1 d	Hedonic consumption of consumers with foreign global brand phones differs according to their education level.	Accepted
	H1 e	The hedonic consumption of consumers with foreign global brand phones varies according to the profession.	Rejected
	H1 f	Hedonic consumption differs according to income among consumers who have foreign global brand phones	Rejected
	H1 g	The hedonic consumption of consumers who own a foreign global brand phone differs according to the foreign global phone brand they own.	Rejected
	CC	H2 a	The conspicuous consumption of consumers with foreign global brand phones differs according to gender.
H2 b		Conspicuous consumption among consumers with foreign global brand phones varies according to age..	Rejected
H2 c		The conspicuous consumption of consumers with foreign global brand phones differs according to marital status.	Rejected
H2 d		Conspicuous consumption among consumers with foreign global brand phones differs according to their education level.	Accepted
H2 e		The conspicuous consumption of consumers with foreign global brand phones varies according to the profession.	Rejected
H2 f		The conspicuous consumption of consumers with foreign global brand phones varies according to income.	Rejected
H2 g		The conspicuous consumption of consumers who own a foreign global brand phone differs according to the foreign global phone brand owned.	Accepted

In Table 27 below, the T-test and Anova test results of hedonic consumption and conspicuous consumption by gender, marital status, age, education level, job, income, and foreign global phone brands owned are given in the summary table.

Table 27. T-test and Anova Test Results of Hedonic Consumption and Conspicuous Consumption

		CC	HC
Gender	Group 1: Male (n:112)	2,88 (0,72)	2,83 (0,85)
	Group 2:Female (n:80)	2,81 (0,78)	3,19 (0,86)
	t-value	0,634	0,678
	p-value	0,527	0,004
		-	Group 2 > Group 1
Marital status	Group 1:Married (n:52)	2,15 (0,99)	3,17 (3,18)
	Group 2:Single (n:140)	2,10 (1,02)	2,90 (2,91)
	t-value	1,412	1,933
	p-value	0,16	0,050
		-	Group 1 > Group 2
Age	Group 1:18_26 (n:104)	2,77 (0,76)	2,8 (0,89)
	Group 2:27_35 (n:46)	2,92 (0,79)	3,23 (0,76)
	Group 3:36_44 (n:21)	3,19 (0,57)	3,21 (0,73)
	Group 4:45_54 (n:18)	2,9 (0,54)	3,25 (0,89)
	Group 5:55 ve üzeri (n:3)	2,27 (0,84)	2,02 (0,42)
	F-value	5,475	4,049
	p-value	0,092	0,004
	Post-Hoc	-	Group 2 > Group 1
Education	Group 1: Primary school (n:5)	2,6 (0,75)	2,84 (1,19)
	Group 2: Secondary school (n:5)	3,04 (0,39)	3,29 (1,11)
	Group 3: High school (n:43)	3,26 (0,82)	3,44 (0,88)
	Group 4: Undergraduate (n:103)	2,77 (0,72)	2,84 (0,83)
	Group 5: Master-Doctorate (n:36)	2,62 (0,58)	2,82 (0,74)
	F-value	5,127	4,609

	p-value	0,001	0,001
	Post-Hoc	Group 3 > Groups 4,5	Group 3 > Groups 4,5
Job	Group 1:Student (n:100)	2,76 (0,78)	2,80 (0,90)
	Group 2: Public Personnel (n:30)	2,9 (0,5)	3,02 (0,71)
	Group 3: Private Sector Personnel (n:24)	3 (0,71)	3,24 (0,84)
	Group 4: Shop owner/Employer (n:19)	3,08 (0,77)	3,21 (0,85)
	Group 4: Not working (n:14)	2,78 (0,74)	3,23 (0,85)
	Group 5: Other (n:5)	3,04 (1,26)	3,06 (0,92)
	F-value	0,948	1,832
	p-value	0,451	0,108
	Post-Hoc	-	-
Income	Group1: 0-3.000 (n:54)	2,9 (0,88)	3,02 (1,03)
	Group 2:3.001-6.000(n:53)	2,67 (0,75)	2,84 (0,82)
	Group3:6.001-9.000(n:45)	3,04 (0,66)	3,21 (0,76)
	Group4:9.001-12.000(n:25)	2,84 (0,56)	2,68 (0,83)
	Group5:12.001 and above (n:15)	2,83 (0,63)	3,13 (0,64)
	F-value	1,587	2,08
	p-value	0,179	0,085
	Post-Hoc	-	-
Foreign Global Telephone Brand Owned	Group1:Samsung (n:48)	2,73 (0,67)	2,85 (0,81)
	Group2:Apple(n:58)	3,10 (0,70)	3,12 (0,91)
	Group3:Xiaom(n:47)	2,91 (0,77)	2,96 (0,91)
	Group4:Oppo(n:19)	2,66 (0,66)	3,11 (0,85)
	Group5:Diğer(n:20)	2,43 (0,76)	2,84 (0,84)
	F- value	4,33	0,858
	p- value	0,002	0,491
	Post-Hoc	Group 2 > Groups 1,5	-

THEORETICAL CONTRIBUTION AND DISCUSSION

Özdemir and Yaman (2007) aimed to examine the consumption habits of individuals in their daily lives, and it was investigated whether there was a difference in hedonic consumption behavior especially between male and female consumers. As a result of the research, it has been revealed that female consumers exhibit more hedonic consumption behavior than male consumers. Tifferet and Herstein (2012) also concluded that women like to shop more than men, spend more time in these centers and have more hedonic tendencies. According to Saygılı and Sütütemiz (2017), women stated that they are different from men by nature, they look at life more emotionally, their way of perceiving life and the world is different from men, and therefore women are more active in consumption for pleasure purposes. As a result of this study, it was revealed that female consumers exhibit more hedonic consumption behavior than male consumers, so the literature also shows parallelism with the previous studies.

Akbaba and Dal (2019) stated in their study that the hedonic tendency in shopping differs between income groups, and the group between 8601-9600 TL exhibits more hedonic behavior than other income groups. Examining the effects of hedonic consumption behavior across China, Wang et al. (2000), on the other hand, revealed that personal income directs the relationship between hedonic values, and stated that the hedonic tendency increases as income increases. According to the results obtained in this study, no difference was found in hedonic consumption behaviors according to income. Therefore, this study differs from the studies explaining that personal income directs the relationship between hedonic tendency. On the other hand, Özdemir and Yaman (2007) suggest that hedonic consumption behavior in women does not differ according to personal income and education levels, and that women form a homogeneous structure within themselves. According to the demographic characteristics of men in the research, hedonic consumption behavior; It has been determined that hedonic tendency is homogeneous according to personal income and education levels. However, Haytko and Baker (2004) stated in their study conducted in the USA that the tendency of hedonic consumption increases in female student groups as the level of education increases. According to the results obtained in this research, it has been concluded that the high school group shows a greater tendency to hedonic consumption than the undergraduate and graduate groups. In this context, the results obtained from the research are incompatible with similar studies in the literature.

According to the Çelik (2017), it was stated that the hedonic consumption behavior of individuals using brands such as Apple and Samsung is at a higher level compared to consumers using other brands. In addition, according to the Tarhan (2020) that he conducted to measure the relationship between smartphone purchasing behavior and hedonic consumption, he concluded that there is a positive and significant relationship between the participants' smartphone purchasing behavior and hedonic tendency. In this study, it was concluded that the level of hedonic consumption did not differ according to the foreign global phone brand owned. Therefore, the results obtained from the research are not compatible with the studies in the literature.

In his research on hedonic consumption behaviors, Çakır (2006) determined that the rate of hedonic behavior in the 18-23 age group and 24-29 age group was 32.50% and it was higher than other age ranges. While this rate is less than 5% in the age group of 42-47, it was found to be 24.7% in the age group of 30-35. In the study of Akbaba & Dal (2019), it was stated that the hedonic consumption levels of the participants in the 18-year-old and younger age groups were higher than the other age groups. According to the results of the analysis in this study, the difference rates according to age in hedonic consumption, the consumers in the 27-35 age range have a higher hedonic consumption tendency than the consumers in the 18-26 age range. Therefore, the results obtained from this study differ from the studies in the literature.

Koçak (2017), on the other hand, concluded that young individuals, unlike adults, consume products and services that have symbolic meanings among themselves for show purposes, and they tend to conspicuous consumption because they try to communicate indirectly with their social environment. Akbaba & Dal (2019) stated that the participants in the 18-year-old and younger age groups have higher conspicuous consumption levels compared to other age groups. In this study, it was revealed that conspicuous consumption did not differ according to age.

O'Cass & McEwen (2004) found in their study that there is a gender difference in conspicuous consumption. In the research of Yaşar (2017), it was revealed that male consumers exhibit more conspicuous consumption behavior than female consumers. In this study, however, no gender difference was found in conspicuous consumption.

According to Başcı & Boğa (2016), it has been stated that the conspicuous consumption tendency does not differ according to the education level. Akın (2021)

concluded in his study that the conspicuous consumption tendency does not differ according to the level of education. In addition to these studies, Hız (2009) stated that education plays an important role in both individual and social development, and stated that as the education level of individuals increases, their habits can also change. With the change in their business and social environment, their consumption tendencies may turn towards conspicuous consumption. According to the findings obtained in this study, it was concluded that the high school group showed a more conspicuous consumption tendency than the undergraduate and graduate groups.

Başcı and Boğa (2016), on the other hand, stated that the income of individuals and their conspicuous consumption tendency increase in parallel with each other. It has been concluded that married individuals aged 26 and over have higher conspicuous consumption behavior than individuals aged 18-25 and single. Similarly, Güleç (2015) stated that "increase in income level or sudden income increases" may lead individuals' consumption tendencies towards conspicuous consumption. However, unlike Başcı and Boğa (2016), Dholakia (1999) states that married men avoid unnecessary consumption unless it is compulsory, and they undertake the consumption needs other than the basic needs they do not like. In line with the data obtained in our study, conspicuous consumption did not differ according to marital status and income.

In their research, Leung and Wei (2000) examine the relationship of smartphone use with fashion, elegance and status factors and state that the connection with these factors decreases due to the widespread use of smartphones. The research results support the use of smartphone use as a means of demonstrating status/power. In addition, the widespread use of smartphones in Turkey, the frequent expressions of conspicuous consumption behavior in consumer comments, and the widespread use of smartphones are thought to be among the elements of displaying status/power. This interpretation needs to be supported by empirical findings. In addition, according to some studies in the literature; the use/owning of a smart phone, which is generally used for display purposes (Dedeoğlu, 2002), considered as a conspicuous consumption product (Gierl & Huettl, 2010), and used for show and competition among certain age groups (Smith, 2013), shows the tendency of conspicuous consumption and its importance. According to the findings obtained in this study, it has been observed that Apple smartphone users exhibit more conspicuous consumption behavior than those who use Samsung and 'Other' brands.

In this research, hedonic and conspicuous consumption among consumers who have foreign global brand phones was examined whether have the differentiation status of gender, age, marital status, education level, job, income and lastly the foreign global phone brand owned.

As a result of the analysis carried out to determine whether the conspicuous and hedonic consumptions of individuals show a significant difference according to the foreign global phone brand owned, the difference between the arithmetic averages of the groups was found to be significant compared to the conspicuous consumption. It has been observed that Apple smartphone users exhibit more conspicuous consumption behavior than those who use Samsung and 'Other group' brands. Among the reasons for this are the acquisition and use of products, goods and services that have some symbolic meanings in the social environment. It can be thought that the operating systems of Apple smartphones are different from other smartphones and the services offered to consumers are different from android operating system phones, and this difference is compatible with conspicuous consumption.

It has been determined that the tendencies of high school students are higher in conspicuous and hedonic consumption. Among the reasons for this, it is thought that factors such as social media orientation, gaining prestige, adventure, relaxation, social interaction and fashion come to the fore. The examination of the reasons for this appears as an open point for future research.

As a result of the analysis, no statistically significant difference was found in conspicuous consumption by gender. However, it has been revealed that female consumers exhibit more hedonic consumption behavior than male consumers. While women shop both to meet their individual needs and to make those around them happy, on the other hand, they accept shopping as a social activity by following trends.

It was determined that the hedonic and conspicuous consumptions of the sample group did not show a significant difference according to their income. The impact of the global financial crisis on world was also felt intensely. It is thought that this situation arises solely from the effects of the Covid-19 pandemic and the Ukraine-Russia war, and that individuals reduce their expenditures with the concern of increasing the effect of the war and pandemic.

Implications for Practical Applications

The results obtained from the research support that people do not only consume for rational reasons, but also tend to enjoy, show off and gain prestige. Nowadays, mobile phones have become a product that every individual has. Therefore, it is thought that it is an important research topic and that better results can be obtained by selecting a wider sample.

Conspicuous consumption levels of consumers who prefer Apple brand on their phones are high. It is useful for the brand in question to carefully evaluate this element in product designs and marketing. In addition, the aforementioned result of this study can be taken into consideration as an important evaluation criterion, regarding the preference of the Apple brand rather than the foreign global phone brands themselves.

It was seen that women exhibit more hedonic consumption compared to men. Therefore, in the context of product design and marketing of enterprises producing global foreign phone brands, it can be assessed that they primarily take into account women in hedonic elements.

According to the results of the research, the highest hedonic and conspicuous consumption tendency was obtained at the high school level. In terms of education level, a rational result could not be obtained as a recommendation for businesses. When evaluated from a materialist point of view, it can be assessed that the high school education group is a good market for phone manufacturers that include or plan to include conspicuous and hedonic elements in product design and marketing communications. The imposition of consumption on societies under the name of modernity, and in order to raise a thoughtful generation that can resist these impositions, first of all, family elders should attach importance to this situation, and besides this, reconsidering the quality of education given in institutions and increasing its quality are among the important issues.

On the basis of brands, it has been observed that the purchasing rates of Apple, Samsung and Xiaomi brands are higher than other brands. It is thought that the most important reasons for choosing these three global phone brands are image and price performance. At this point, it is recommended to conduct research by academicians. Considering today's economic conditions in order not to lose their market share, brands that can offer price performance and image together to consumers will be one step ahead. When it comes to hedonic consumption and conspicuous consumption, human nature, emotions and desires come into play. For this reason, it is thought that there is a need for joint studies with the fields

of sociology and psychology in order to illuminate the causes of hedonic and conspicuous consumption, its connection with social culture, and its relationship with the social environment.

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