
THE EFFECT OF MOTHER-DAUGHTER CONNECTEDNESS AND SOCIAL COMPARISON MOTIVATION ON CO-SHOPPING AND CO-CONSUMPTION: A RESEARCH ON ADULT DAUGHTERS¹

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ABSTRACT

Although extensive research has been carried out on intergenerational effects related to consumption between adolescent daughters and their mothers, few studies have focused on consumption interaction between adult daughters and their mothers. Especially as adult daughters and mothers get older, the mother-daughter relationship evolves into one characterized by increased sharing. It is observed that the role of adult daughters in their mothers' choices is increasing. This study aims to determine whether social comparison motivation affects the relationship between the adult daughter-mother connectedness and their hedonic co-shopping, co-consumption of fashion products, and inclination to change mothers' clothing styles. In other words, the current study examines consumption interactions between adult daughters and their mothers from the perspective of social comparison theory, based on the opinions of adult daughters. Data for this study were collected employing survey methodology with 380 females aged 18-35 who shop with their mothers. The respondents were determined through the judgmental sampling technique. The structural equation modeling (SEM) approach was used to identify the causal relationships between variables. According to adult daughters, their connectedness with their mothers positively affects their mothers' social comparison motivation. Mothers' social comparison motivation positively and significantly influences hedonic co-shopping. It also positively affects the role of adult daughters in changing their mothers' clothing styles and the co-consumption of fashion products. However, the effect of social comparison motivation on these two variables is lower than the effect on hedonic co-shopping. The findings of this study suggest some practical clues for marketing communication messages that brands in the fashion sector will develop.

Keywords: Social comparison motivation, Connectedness, Hedonic co-shopping, Co-consumption, Clothing style in fashion products

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ANNE KIZ BAĐLILIĐI VE SOSYAL KARŐILAŐTIRMA MOTİVASYONUNUN BİRLİKTE ALIŐVERİŐ VE BİRLİKTE TÜKETİM ÜZERİNDEKİ ETKİSİ: YETİŐKİN KIZ ÇOCUKLARI ÜZERİNE BİR ARAŐTIRMA

ÖZ

Geçmiş çalıřmalar ergenlik çaėındaki kızlarla anneleri arasında tüketim ile ilgili kuřaklararası etkileri gösterirken, sınırlı sayıda arařtırma yetişkin kızlar ile anneleri arasındaki tüketim etkileşimlerine odaklanmıřtır. Özellikle yetişkin kızların ve annelerin yařları ilerledikçe anne-kız iliřkisi daha çok paylařımın olduėu bir yöne evrilmektedir. Yetişkin kızların annelerin tercihleri üzerindeki rolünün arttıėı gözlenmektedir. Bu arařtırmanın amacı, yetişkin kızlar ile anneleri arasındaki baėlılıėın, hedonik birlikte aliőveriő, moda ürünlerinde birlikte tüketim ve annenin stilini deėiřtirme eėilimi ile iliřkisinde sosyal karőılařtırma motivasyonunun etkisini belirlemektir. Diėer bir ifadeyle arařtırma, sosyal karőılařtırma teorisi perspektifinden yetişkin kızlar ile anneleri arasındaki tüketim etkileşimlerini yetişkin kızların görüşlerine dayalı olarak incelemektedir. Veriler, anneleriyle aliőveriő yapan, 18 ila 35 yař arası 380 kadın katılımcıdan anket yöntemi ile toplanmıřtır. Katılımcılar yargısal örnekleme tekniėi ile belirlenmiřtir. Deėiřkenler arasındaki iliřkileri belirlemek amacıyla yapısal eřitlik modelleme (SEM) yaklařımı kullanılmıřtır. Sonuçlar, yetişkin kızların anneleriyle olan baėlarının, annelerinin sosyal karőılařtırma motivasyonunu olumlu yönde etkilediėini göstermektedir. Annelerin sosyal karőılařtırma motivasyonu, hedonik ortak aliőveriő olumlu ve anlamlı bir şekilde etkilemektedir. Sosyal karőılařtırma motivasyonu, yetişkin kız çocuklarının annelerinin giyim tarzlarını deėiřtirme ve moda ürünlerini birlikte tüketmedeki rolünü de olumlu yönde etkilemektedir. Ancak sosyal karőılařtırma motivasyonunun bu iki deėiřken üzerindeki etkisi, hedonik ortak aliőveriő üzerindeki etkisinden daha düşüktür. Sonuçlar moda sektöründeki markaların geliřtirecekleri pazarlama iletiřim mesajları için ipuçları sunmaktadır.

Anahtar Kelimeler: Sosyal karőılařtırma motivasyonu, Baėlılık, Hedonik birlikte aliőveriő, Birlikte tüketim, Moda ürünlerinde giyim tarzı

1. Introduction

The shopping experience involves social interaction. Therefore, it strengthens the consumers' tendency to socialize in retail environments and leads them to shop with a companion, not alone (Chen et al., 2021). A shopping companion is a person accompanying the focal shoppers while shopping. Consumers shop with friends, family members, and colleagues (Borges et al., 2010). In co-shopping, there is a mutual interaction between consumers who are accompanying each other. A shopping companion helps the consumers during shopping, making the purchase decision easier. Consumers with little experience or confidence in evaluating products and brands benefit from their shopping companions (Mangleburg et al., 2004, p.103). They also aid consumers in obtaining social benefits by making shopping more fun and joyful in that conversations during shopping make consumers feel more comfortable and cheerful. Therefore, the consumers' communication with a companion in retail environments proposes practical and social benefits (Wenzel & Benkenstein, 2018). For consumers who care about the hedonic aspect of shopping, it is a socialization experience outside the home and an entertaining activity shared with a family member or friend (Guido, 2006).

Parents are agents for socialization with whom children experience their first shopping (Carlson et al., 1990, p.31). Previous research on consumer socialization and intergenerational effects has dealt with interactions between parents and children during shopping. These studies also focus on shopping interactions between mothers and their daughters. Previous research emphasizes that mothers are significant agents of socialization for their daughters and have the authority to manage them by using their social powers. Daughters are a vital component of mothers' extended selves. Mothers expect their daughters to achieve the ideal self-image they did not attain on their own (Sakashita & Kimura, 2011:284). However, traditional parental roles, built on control and authority until the 1980s, have evolved towards a more mutual and flexible relationship. This circumstance illustrates that the gap across generations has substantially declined today compared to the past (Ladwein et al., 2009). In addition, keeping youthfulness on the agenda, especially in Western societies, has commenced a shift in role modeling. Therefore, parents who desire to feel, behave, and look younger perceive their children as experts and models (Gavish et al., 2010, p.45). Hence, the mother-daughter relationship is usually a lifelong shopping partnership (Minahan & Huddleston, 2013).

Social comparison theory provides a useful framework for explaining the reverse socialization process in consumption issues as the mother and daughter get older. Researchers employ this theory in studies on human relations (Asıcı, 2022; Jung et al., 2022; Verduyn et al., 2020; Buyukmumcu & Ceyhan, 2020; Jang et al., 2016; Lewallen & Morawitz, 2016; Arroyo & Brunner, 2016; Fardouly et al., 2015; Vogel et al., 2014; Lee, 2014; Haferkamp & Kramer, 2011; Lin & Kulik, 2002). According to social comparison theory, people have an urge to evaluate their own opinions and abilities. The individual wants to evaluate whether his/

her thoughts are correct and how capable he/she is. In the absence of objective standards, people compare their opinions and abilities with those of others to make this assessment (Asıcı, 2022). Consumers also make social comparisons when evaluating their consumption decisions. And these comparisons may lead consumers to different consumption behaviors (Chan & Prendergast, 2008; Zhu et al., 2021; Zheng et al., 2018b; Günes et al., 2023). During childhood, mothers are role models for daughters' consumption decisions. As daughters get older, the reverse consumer socialization begins and mothers are more likely to compare themselves to their daughters. As a result of this comparison, the influence of the adult daughter on the mother's consumption decisions increases. The mother's comparison of her own consumption abilities with her adult daughter may also influence their tendency to go shopping and consume together. Adult daughters can also be a good shopping companions for their mothers. Shopping trips taken together by adult daughter-mother dyads may increase their hedonic satisfaction with shopping. In a limited number of studies, it is emphasized that the tendency of mothers with adolescent daughters to compare themselves with their daughters affects their consumption decisions. As mothers' tendency to socially compare themselves with their daughters increases, their tendency to shop and consume together with their daughters also increases (Gentina et al., 2013; Gentina et al., 2018). Mothers perceive their daughters as trendsetters (Gavish et al., 2010) and are interested in the hedonic aspect of shopping (Gillison et al., 2015). Daughters provide social support to their mothers regarding fashion and go shopping together (Kestler & Paulins, 2014). On the other hand, sufficient evidence has not been found regarding how comparisons between mothers and adult daughters are reflected in consumption. Therefore, it can be said that it is worth examining the level of social comparisons between adult daughters and their mothers and how this affects consumption decisions.

In addition to the outcomes of social comparison in terms of consumption, it is also worthwhile to understand the factors that affect the social comparison between adult daughters and their mothers. The mother-daughter relationship is a relationship that is redefined depending on age. The mother-daughter relationship in childhood and adolescence may differ from the mother-daughter relationship in adulthood. When studies on the mother-adult daughter relationship in the literature are examined, especially in recent years, studies on the role of adult daughters in the caring process of their mothers are encountered (Finster Úlfarsson et al., 2023; Fisher et al., 2023; Stepniak et al., 2022; Sendag Anafarta & Kutlu, 2019). Throughout their lives, adult daughters have an ongoing and active contribution throughout life in their relationships with their mothers (Alford, 2021). Frase et al. (2022), in their study on mother-adult daughter pairs, emphasize that in families with a higher number of female children, mothers receive more attention from their daughters. There are stronger emotional bonds between adult daughters and their mothers. Mothers prefer to have more emotional exchanges with their daughters than with their sons (Frase et al., 2022). As the daughter grows older,

the mother-daughter relationship becomes closer and resembles a friendship relationship (Arnett, 2007). The relationship between adult daughters and mothers as they get older becomes more positive (Jeon, 2023). Therefore, it is thought that the connectedness between adult daughters and their mothers will be effective on social comparison.

Another debate about social comparison and its impact on consumption is related to cross-cultural differences. Gentina et al. (2018) point out that French mothers who adopt individualistic values have a high tendency to compare themselves with their adolescent daughters, and this affects the consumption decisions of adolescent daughters. In contrast, Japanese mothers who adopt collectivist values have a lower tendency to compare themselves with their daughters. This result raises the question of the level of social comparison at the individual level in Turkish culture, which is neither fully individualistic nor fully collectivistic (Göregenli, 1995), and how this is reflected in consumption.

To summarize, it is noteworthy that there is an intensive body of knowledge on the influence of daughters on shopping and consumption interactions between girls and their mothers in childhood and adolescence (Carlsoln & Grossbart, 1988; Carlsoln et al., 1990; Grossbart et al., 1991; Haytko & Baker, 2004; Gavish et al., 2010; Ruvivo et al., 2013; Keller & Ruus, 2014; Gillison et al., 2015; Gentina et al., 2018). However, there appears to be limited knowledge about the antecedents and consequences of consumption and shopping interactions between adult daughters and their mothers at later ages. The questions that this research seeks to answer are as follows: To what extent is social comparison between adult daughters and their mothers influenced by mother-daughter connectedness? How the level of social comparison is reflected in the co-shopping and co-consumption tendencies of adult daughters and mothers? How is social comparison tendency reflected in the changing role of adult daughters in mothers' consumption styles? While research on social comparison theory in the marketing literature focuses on the influence of vicarious models (Martin & Gentry, 1997; Richins, 1991; Chan & Prendergast, 2008; Celik et al., 2022) or directly on adolescents (Gentina et al., 2013; Gentina et al., 2018), this research focuses on how the interaction between adult daughters and mothers can be explained in terms of social comparison theory. The research will contribute to the expansion of knowledge in the literature in the context of the social comparison-consumption relationship. The second theoretical contribution of our study is to provide insights into consumption by examining the intergenerational effect in terms of the adult daughter-mother relationship. Moreover, previous studies have revealed different inclinations among mothers in other cultures regarding social comparison motivations and adult daughter-mother relationships (Gentina et al., 2018; Rastogi, 2002). Thus, our study's third theoretical contribution is to provide further empirical results on the connectedness between adult daughters and Turkish mothers and their social comparison motivations, which cannot be classified as totally individualistic and

collectivist. The fourth contribution of the research to the literature is related to the consequences of adult daughter-mother interaction in the context of consumption. By combining issues related to the relationship and mutual sharing between adult daughters and mothers, social comparison theory and co-consumption, the study examines the consumption interaction between adult daughters and mothers from a more holistic perspective. Since the choice of clothing has an aspect of expressing one's self-image (Gillani et al., 2015), the study focuses on the joint consumption of adult daughters and mothers in the clothing category.

2. Theoretical Framework and Hypothesis

2.1. Social Comparison between Adult Daughters and Mothers

Social comparison means information search and utilization about other people's standing and ideas for self-assessment. A person's self-assessment aims to judge the accuracy of their ideas, beliefs, and capabilities (Suls & Wheeler, 2012). Social comparisons are a crucial source of self-assessment, especially in contexts consisting of ambiguities. Individuals compare themselves to others to better evaluate their achievements, opinions, and abilities (Carr, 2005). Gibbons and Buunk (1999) point out that two motives lead people to social comparison in addition to self-assessment: self-improvement and self-enhancement. People acting with the motive of self-improvement learn more about their abilities by comparing themselves to others and thus improve themselves. The need for self-enhancement affects the direction and amount of the comparison. The two concepts proposed in the self-comparison theory in the context of self-enhancement are upward comparison and downward comparison. In upward comparison, people strive to be higher than their current level of performance and more capable than the people they are comparing themselves to. They compare themselves to people who are better in capability and performance. An individual acts with an ego-enhancing motive to show himself more capable than others and makes a downward comparison. He compares himself with less fortunate or less capable individuals (Taylor & Lobel, 1989). In the social comparison process, individuals choose the comparison target and determine whether the comparison is upward or downward. As a result of downward or upward comparison, emotional states conceptualized as assimilative and contrastive emerge (Verduyn et al., 2020). In other words, upward and downward social comparisons evoke both positive and negative emotions (Buunk & Ybema, 1997). During the social comparison process if the individuals feel close to the target they tend to be assimilative. If the individual does not feel close to the target, the outcome of the process is likely to be contrastive (Mussweiler, 2001; Celik et al., 2022). Whether the outcome of social comparison is assimilative or contrastive depends on the proximity of the individuals to the comparison target. In assimilative the individuals get closer to their target, whereas in contrastive they move away from it (Verduyn et al., 2020). In the assimilative, upward comparison results in more positive emotions while downward comparison leads to more negative emotions. The emotions that emerge

in upward assimilative are inspiration, optimism, and admiration. Emotions such as sympathy, fear-worry and pity manifest in a downward assimilative. In the case of contrastive, negative emotions emerge in upward comparisons, whereas positive emotions appear in downward comparisons. The emerging emotions in the case of upward contrastive are depression- shame, envy and resentment. On the other hand, contempt- scorn, schadenfreude, and pride are the emotions that come out in the case of downward contrastive (Smith, 2000; Geber et al., 2017). A connection exists between distinct emotional states brought on by consumption and social comparison. Consumers who engage in a competitive relationship with the comparison target tend to display more conspicuous consumption behavior. Consumers making upward comparisons tend to exhibit more conspicuous (Zheng et al., 2018a) and materialistic consumption (Chan & Prendergast, 2008). These types of consumers are more inclined to expend money (Zheng et al., 2018b).

Research shows that culture, which influences one's beliefs, actions and relationship with the social environment (Cheng et al., 2021), can be effective in the social comparison process. Studies examining the relationship between social comparison and culture focus on the individualism-collectivism sub-dimension of culture. In individualism, which is seen in societies where ties between individuals are loose, everyone is expected to take care of themselves and their immediate family. In collectivism, which is the opposite of individualism, people are expected to integrate into groups to which they are connected with strong ties from birth and to continue to protect the group they are connected to in return for unquestioning loyalty throughout their lives (Hofstede & Hofstede, 2005). While Western individuals tend to be independent, individualistic, autonomous and separate, Eastern individuals tend to be interdependent, collectivistic and relational in community (White & Lehman, 2005). In terms of individualistic and collectivistic values, Turkey reflects neither fully individualistic nor fully collectivistic characteristics (Göregenli, 1995). Hofstede and Hofstede (2005) point out that Turkey ranks 41st among 74 countries in terms of individualistic characteristics. Whether the society is collectivist or individualist is reflected in the behavior of individuals. Since individuals in Eastern cultures are more concerned about their social position, they are more prone to social comparison than individuals in Western cultures (Sasaki et al., 2014). Accordingly, collectivist cultures are expected to be more prone to social comparison than individualistic cultures because they are interdependent individuals in interaction. White and Lehman (2005) state that individuals in collective cultures seek social comparison more than those in individualistic cultures. According to Cheng et al. (2021), Vietnam, India, Thailand, Philippines, Indonesia and Singapore, which are countries with collectivist cultures, rank first in social comparison tendencies on social media in 18 countries. These countries are followed by the United Kingdom, Norway, the United States, Brazil, and Sweden, which have individualistic cultures. Turkey ranks 12th in this ranking. In addition, while the frequency of social comparison is higher among young people in most countries, this situation

is the opposite in Turkey, with older people making more social comparisons. In terms of consumption, in collectivist cultures, dependence on others is at the forefront in consumption patterns, while in individualist cultures, consumers have a self-sufficient lifestyle (Hofstede & Hofstede, 2005). Gentina et al. (2018) emphasize that Japanese mothers, who are dominated by collectivist culture, exhibit group-level social comparison behavior in consumption issues, while French mothers, who are dominated by individualist culture, exhibit individual-level social comparison behavior.

2.2. Connectedness between Adult Daughter and Mother

O'Connor (1990) emphasizes that among social scientists, there is a tendency to equate the closeness of a relationship with feminine inclinations. Researchers indicate a special closeness between daughters and mothers at all stages in the life course (Fischer De, 1991). According to Horney (1967), the relationship between mothers and daughters is paramount in their lives (cited in Onayli, 2010). The significance of the relationship between daughters and mothers can be attributed to several factors. Firstly, mothers spend more time with their daughters than fathers. Secondly, mothers are often assumed liable for transferring values, and they equip their daughters for life to become a member of society (Onayli, 2010). Thirdly, it is suggested that mothers identify with their daughters rather than their sons. Daughters also have a higher tendency to be caregivers for their elderly mothers than sons (Fischer, 1991).

Researchers who study the mother-daughter relationship have used psychoanalytic theory, object-relations feminist theory, attachment theory, or intergenerational theory (Rastogi, 1995). Rastogi (1995), who has conducted the most comprehensive study on the adult daughter-mother relationship, constructed her study on the combinations of these theories. She defines connectedness as the ability to share feelings and thoughts and make sacrifices in an adult daughter-mother relationship. Although connectedness does not require frequent physical contact or verbal gestures of closeness between daughter and mother (Rastogi, 2002:146), physical contact offers a further perspective in measuring the closeness between daughter and mother.

Fischer (1991) underlines in a series of studies conducted on middle-class families that there are closer relationships between adult daughters and mothers than other intergenerational pairs. Thompson and Walker (1984) suggest that high reciprocal relationships among older generational pairs increase attachment compared to younger mothers and daughters. The relationship quality of daughter and mother can vary in different cultures (individualist vs. collectivist). The relationship quality may also be evaluated by daughters and mothers dissimilarly. Mothers perceive the quality more positively, whereas daughters may perceive it more negatively (Trommsdorff & Schwarz, 2007).

Social comparison theory assumes that a person gives priority to likeness when deciding to whom they compare themselves. People primarily use standards like theirs (Gentina et al., 2013). Daughters and mothers have a relationship history, so their self-schema networks overlap. They share similar schemes since they are both female and have similar roles. Therefore, they have a reciprocal influence (Curtis, 1990). Brown et al. (1992) point out that the nature of the social relationship between two people determines the effect of one's characteristics on the other's self. Suitor and Pillemer (2006) highlight that mothers do not favor adult daughters over sons only for closeness and emotional support; they also converse more with their daughters about their decisions. As stated by Gentina et al. (2013), mothers' relational proximity with their daughters is positively linked to the mother's social comparison motivation. Considering these relationships, we assume that the connectedness between adult daughters and their mothers affects the mothers' social comparison tendency with their daughters. The tendency of adult daughters and their mothers to share their thoughts and to make sacrifices for each other will influence the mothers' benefit from their daughters' ideas in decisions related to everyday life. Accordingly, we have developed the following hypothesis:

H₁: The connectedness of the adult daughter and her mother positively affects social comparison motivation.

2.3. Social Comparison and Consumption Behaviors

In some intergenerational effects studies, it has been postulated that the mother has a decisive role in transferring skills and knowledge related to consumption and that there is a correct transfer from mother to daughter. By ignoring the potential for reverse socialization, some consumer socialization research also suggests that the mother is her daughter's most significant socialization actor (Gentina et al., 2018). Recent research in consumer socialization stresses that the relationship between parent and child on issues related to shopping and consumption is not one-sided. In this process, just as parents take the role of teachers, children can teach their parents about consumption phenomena they did not know before. In this process, which is called "reverse socialization", parents apply the knowledge of their adolescent or adult children on issues related to the use, installation, and purchase of new products (Ekström, 2007). As the communication between adult daughter and mother increases, socialization tendencies also increase (Marcotte, 2013).

In the shopping experiences of adult daughters and mothers, both attach importance to the hedonic aspect of shopping. Daughters and mothers care about the multisensory, fantasy, and emotive aspects of the consumption experience (Hirschman & Hollbrook, 1982). Specifically, a consumer who has to uncover new styles in fashion products acts more with hedonic drives (Yim et al., 2014). However, it is emphasized that daughters and mothers value co-

shopping as an opportunity to spend quality and enjoyable time together and that they get away from the engagement in their daily lives through co-shopping. Co-shopping strengthens the bonds between daughter and mother (Gillison et al., 2015). Minahan and Huddleston (2010) point out that daughters in their 20s spending time together in co-shopping with their mothers is perceived as a value beyond buying and consumption. Minahan and Huddleston (2013) highlight that adult women evaluate their shopping experiences with their mothers as a leisure activity, not transaction-based routine shopping events. The experience of co-shopping is more related to the value of the mother-daughter relationship. In co-shopping, middle-aged women's pleasure in spending time with their daughters affects mother-daughter solidarity more than other factors (Park et al., 2019). Accordingly, we propose the following hypothesis:

H₂: The mother's social comparison of herself with her adult daughter positively affects their hedonic co-shopping.

According to Gentina et al. (2013), mothers' comparing themselves with their daughters is an influential motivation for engaging the mother in co-consumption and co-shopping with their daughters in clothing products. The social comparison also encourages the mothers to change their clothing style. It increases the mothers' inclination to change their clothing styles, preferred brands, and stores. Kestler and Paulins (2014) suggest that the close relationships between university students (18-23 years old) and their mothers are evident since the daughters provide social support to their mothers due to their bond. As a result of this social support, adult daughters and their mothers shop together, and daughters significantly influence their mothers' fashion styles. Mothers get fashion advice from their daughters, and adult daughters mentor their mothers. Therefore, many mothers pay attention to their daughters' ideas on fashion and perceive them as trendsetters in fashion products. Daughters and mothers shop from the same stores and use the same fashion products together (Gavish et al., 2010). Gentina et al., (2018) have examined this relationship through an intercultural comparison. The results show that French mothers living in an individualistic society prefer to compare themselves to their daughters. In contrast, Japanese mothers, members of a collectivist society, favor comparing themselves to other people, considering the expectations of their families and society. The fact that Japanese mothers compare themselves to others encourages them to clothing co-consumption and co-shopping with their daughters. It is noted that French mothers who compare themselves to their daughters change their style by being influenced by their daughters' clothing preferences and engage in clothing co-consumption and co-shopping. Regarding these relationships, we posit that mothers' motivation to seek their adult daughters' opinions on issues related to daily life can affect shopping and consumption-related behaviors. For this reason, we propose the following hypotheses.

H₃: The mother's social comparison of herself with her adult daughter positively affects their co-consumption behaviors.

H₄: Mother's social comparison of herself with her adult daughter positively affects the mother's inclination to change clothing style.

3. Methodology

3.1. Research Design, Sample, and Data Collection

Causal research design is used to obtain evidence of the cause and effect relationship between variables (Malhotra, 2007). Thus the present study employed, a causal research design to determine the nature of the effect between the variables of adult daughter-mother relationship, social comparison motivation, hedonic co-shopping, co-consumption behaviors, and inclination to changing style.

The study used judgmental sampling to select the participants. Judgmental sampling is a form of convenience sampling in which the population elements are purposely selected based on the judgment of the researchers. Using judgment and expertise, researchers are subject to specific criteria that they believe are appropriate for the research problem (Malhotra, 2007). In this study, consumption interactions between adult daughters and mothers are analyzed from the perspective of adult daughters. Accordingly, the first criterion taken into consideration in sample selection was the age criterion. An age range was determined for the inclusion of adult participants in the study. The lower limit of the age range is 18 years old, which is accepted as the age of transition to adulthood. The upper limit is 35 years of age. There are two reasons for choosing 35 as the upper limit. It has been observed that the tendency of adult daughters and their mothers to co-consume is lower when the mother is in late adulthood (over 60 years of age). In addition, it was thought that Turkish women in late adulthood would not be very open to the guidance of their daughters in their clothing preferences due to the influence of cultural values. Since the co-shopping and co-consumption tendencies of adult daughters and their mothers were examined in the study, a second criterion had to be determined in sample selection. For this reason, the criterion of shopping with her mother was also taken into consideration in determining the participants. So, the participants included in the sample in this research have the following characteristics: being between the ages of 18-35 and shopping with their mother. Adult participants who met the age criteria but did not shop with their mothers were not included in the sample. The sample consisted of adult daughters aged between 18 and 35 who engaged in co-shopping with their mothers. While determining the sample size of the study, Hair's suggestion of reaching a sample at least five times the total number of statements in the number of independent variables was taken into consideration (Hair et al., 2014). At the end of the field study, 380 respondents participated the study.

Throughout this study, research and publication ethics were observed. In all steps of the research, researchers followed the ethical principles. It was evaluated at the meeting (no: 27) by the Ethics Committee of Tokat Gaziosmanpasa University Social and Human Sciences Research on 29.12.2022 and found ethically accepted. The questionnaire technique was utilized for data collection. The study was conducted as an online survey, and the data were gathered via Google Forms. The reasons for preferring online surveys are researchers' desire to reach diverse participants (Nayak & Narayan, 2019), low response time, lower cost and flexibility (Granello & Wheaton, 2004). The disadvantages of online surveys are low response rate and measurement error (Granello & Wheaton, 2004). To increase the response rate, the data collection process was completed over a period of two months and the survey link was sent to potential respondents at regular intervals. In order to reduce measurement error, the survey questions were placed on the form so that they could be read comfortably on the vertical screen of the smartphone, and control questions were added. The data was collected between 30.12.2022-30.02.2023.

There were two main sections in the questionnaire. The first section included connectedness, social comparison motivation, the daughter's role in the inclination to change the mother's clothing style, hedonic co-shopping, and co-consumption behaviors, with 25 items. The items were measured on a 5-point Likert scale from (1) Strongly disagree to (5) Strongly agree. The second section involved eight open-ended and close-ended demographic questions about mothers and daughters.

The connectedness items were adapted from Rastogi (2002), while the items of social comparison motivation were adapted from Gibbons and Bunnk (1999). The items of the daughter's role in the inclination to change the mother's clothing style and co-consumption behaviors were adapted from Gentina et al. (2018). A new item was added for the daughter's role in inclination to change the mother's clothing style as "mother asks for an opinion on the outfit she will wear." Moreover, the hedonic co-shopping items were developed from the qualitative studies of Arnold and Reynolds (2003) and Minahan and Huddleston (2010).

3.2. Data Analysis and Research Model

Before the data analysis, three questionnaire forms out of 380 were excluded as they were filled out inaccurately. Thus, 377 questionnaire forms were analyzed using IBM SPSS 25 and AMOS 24 package programs. Cronbach's α and descriptive statistics were performed using IBM SPSS 25 AMOS 24 was utilized in data processing by applying confirmatory factor analysis (CFA) and structural equation modeling (SEM).

Figure 1 illustrates the research framework, which includes connectedness as the independent variable and social comparison motivation as the mediating variable. This research framework was used to investigate the effects of social comparison motivation on hedonic shopping, co-consumption behaviors, and inclination to change the style.

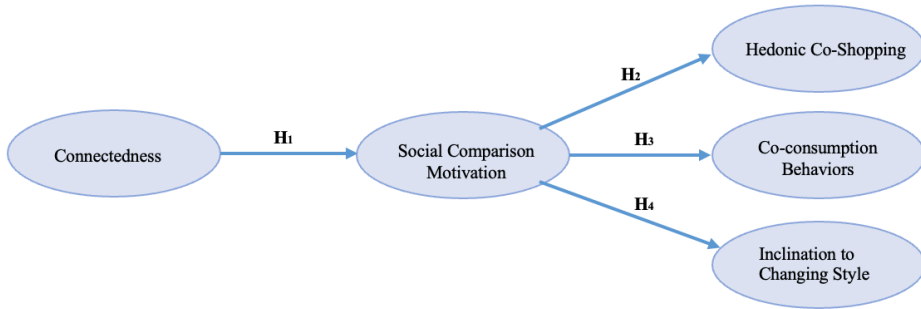


Figure 1. Research Model

Before the SEM analysis, whether the data showed a normal distribution according to kurtosis and skewness values was examined. George and Mallery (2010) emphasize that kurtosis and skewness values between ± 1.0 are excellent for most psychometric purposes. However, a value between ± 2.0 is also acceptable, depending on the specific application. The results of normality analyses are shown in Table 1. Accordingly, the skewness value of the data set varies between -0.214 and -1.012, whereas the kurtosis value varies between -0.099 and 1.731. These values are among the outliers George and Mallery (2010) specified, and the data set provides the normality assumption.

Table 1. Normality Analysis

	Skewness	Kurtosis
Connectedness	-0.989	1.452
Social Comparison Motivation	-1.012	1.731
Daughter's Role in Inclination to Changing Mother's Clothing Style	-0.218	-0.295
Hedonic Co-shopping	-0.492	-0.099
Co-consumption Behaviors	-0.214	-0.672

4. Results

4.1. Demographic Profile

Of the 377 participants, 155 (41.2%) are 18-25 years old, 114 (31.8%) are 31-35 years old, and 102 (27%) are 26-30. Of the participants' mothers, the majority (81%) are between 41 and 60 years old, 13% are over 60, and 6% are under 41. Regarding the participants' income, 45% earn 5,501-15,000 TL, 24% earn 15,001-25,000, %11 of them earn 25,001-35,000 TL, and 10% earn over 35,001 TL and under 5,500 TL. While 60% of the participants have an associate or bachelor's degree, 22% have a high school degree, 15% have a master's or doctorate degree, and 3% have a secondary or primary school degree. Their professions

vary as students, teachers, housewives, private-sector employees, civil servants, academicians, doctors/chemists/dentists, and architects/engineers.

More than half of the participants (57%) live in the same city with their mothers. Considering the frequency of phone calls with their mothers, 77% of the participants talk on the phone daily or several times a day, 20% several times a week, and 3% several times a month. According to the frequency of face-to-face meetings with their mothers, it was found that more than half of the participants (55%) meet daily or several times a week, 14% of them meet several times a month, 29% of them meet several times a year, and 2% of them meet once a year.

4.2. Measurement Model Analysis

CFA was performed to test the construct validity of the variables of connectedness, social comparison motivation, the daughter's role in inclination to change the mother's clothing style, co-consumption, and hedonic co-shopping.

The results of CFA are shown in Table 2. All factor loadings were sizable (λ was ranged from .50 to .92) (Hair et al., 2014). The relationship between them was significant ($p < 0.05$). According to the analysis results, the adult daughter-mother relationship, social comparison motivation, daughter's role in inclination to change mother's clothing style, hedonic co-shopping, and co-consumption variables have a single-factor structure as in other studies. To test the convergent validity, reliability coefficients (α), composite reliability values (CR), and average variance extracted (AVE) values for the dimensions were examined. The average variance extracted (AVE) values ranged from 0.40 to 0.83, and values were greater than 0.40 (Fornell & Larcker, 1981). Fornell and Larcker (1981) reported that although the AVE value is below 0.50, the AVE value below 0.50 can be accepted as the CR value is above 0.70. Cronbach coefficients also show that the factors have a high level of reliability (Hair et al., 2014). According to these values, it was observed that convergent validity is provided. The reliability of the constructs was examined by calculating the composite reliability (CR) score. CR values ranged from .72 to .91 and were greater than 0.70 (Hair et al., 2010: 710).

Table 2. Confirmatory Factor Analysis

Constructs	(λ)	CR	AVE	Cronbach α
Connectedness				
Share intimate secrets with mother.	0.57			
Share intimate secrets with me.	0.66			
Share personal feelings with me.	0.60			
Share personal feelings with mother.	0.79	0.88	0.46	0.88
Share opinions and values with me.	0.68			
Share opinions and values with mother.	0.74			

Be willing to make sacrifices when mother needs something	0.56			
Mother will always love me regardless of what I do.	0.68			
Consider mother and I to be very close	0.80			
Social Comparison Motivation				
Mother is not the type of person who compares herself often with me.	0.55			
Mother tries to find out what I think when she wants to learn more	0.84			
Mother wants to know what I do in a similar situation.	0.85	0.89	0.63	0.87
Mother wants to know my opinion when she encounters a problem	0.86			
Mother likes to exchange ideas with me	0.81			
Daughter's Role in Inclination to Changing Mother's Clothing Style				
Mother asks for an opinion on the outfit she will wear	0.52			
Mother changes clothing style by being influenced by me	0.68			
Mother buys new brands that I recommend to her	0.78	0.72	0.40	0.70
Mother learns about new brands and stores from me	0.50			
Hedonic Co-shopping				
Enjoy shopping with mother	0.80			
Get away from daily problems while shopping with mother	0.84			
Go shopping to keep up with the new fashions	0.78	0.88	0.60	0.88
Have a good time doing things that we do not have in mind while shopping with mother	0.82			
Even if we don't need anything, we go shopping with mother.	0.63			
Co-consumption Behaviors				
Clothes and accessories that use in common with mother	0.92	0.91	0.83	0.90
Exchange clothes and accessories with mother	0.90			

The results of the model's goodness of fit related to confirmatory factor analysis are given in Table 3. The goodness of fit values was between recommended limit values. χ^2/df score ranged to 3.375. The result suggested an acceptable fit, as the χ^2/df score was greater than 3 but less than 5 (Kline, 2011). The root mean square error of approximation (RMSEA) was 0.079. A value of 0.08 was the indicator of acceptable fit. The goodness of fit index (GFI) demonstrated an acceptable fit since it was higher than 0.80 (Simon et al., 2010). The comparative fit index (CFI) was 0.886, which indicates an acceptable fit (Dehon et al., 2005). Adjusted goodness of fit index (AGFI) indicated acceptable fit (Simon et al., 2010). Standardized root

mean square residual (SRMR) value also revealed an acceptable fit (Kline, 2011; Schermelleh-Engel et al., 2003).

Table 3. Confirmatory Factor Analysis Good Fit Values

		Excellent Fit Values	Acceptable Fit Values	Sources
χ^2/df	3.375	$0 \leq \chi^2/df \leq 3$	$3 \leq \chi^2/df \leq 5$	Kline, 2011; Simon et al., 2010
RMSEA	0.079	$0 \leq RMSEA \leq 0.05$	$0.05 \leq RMSEA \leq 0.08$	Simon et al., 2010
GFI	0.841	≥ 0.90	≥ 0.80	Simon et al., 2010
AGFI	0.804	$0.95 \leq AGFI \leq 1.00$	$0.80 \leq AGFI \leq 0.95$	Simon et al., 2010
CFI	0.886	$0.90 \leq CFI \leq 1.00$	$0.80 \leq CFI \leq 0.90$	Dehon et al., 2005
SRMR	0.0611	$0 \leq SRMR \leq 0.05$	$0.05 \leq SRMR \leq 0.10$	Kline, 2011; Schermelleh-Engel et al., 2003

Discriminant validity is defined as the degree to which a construct differs from other constructs, in terms of both how related it is to other constructs and in how much the measured variables represent exclusively this single construct (Hair et al., 2014). Table 4 illustrates the variables' correlation coefficients and the AVE's square root values (values in parentheses). The square roots of the AVE values were greater than the correlation coefficient values, and the constructs provide discriminant validity (Hair et al., 2014).

Table 4. Discriminant Validity

	Connectedness	Social Comparison Motivation	Inclination to Changing Style	Hedonic Co-Shopping	Co-consumption Behaviors
Connectedness	(0.68)				
Social Comparison Motivation	0.66**	(0.79)			
Inclination to Changing Style	0.35**	0.33**	(0.63)		
Hedonic Co-Shopping	0.59**	0.55**	0.44**	(0.77)	
Co-consumption Behaviors	0.29**	0.27**	0.27**	0.44**	(0.91)

** Correlation is significant at the 0.01 level

The structural model showed acceptable goodness of fit ($\chi^2/df=3.322$, $CFI=0.887$, $GFI=0.836$, $AGFI=0.801$, $SRMR=0.077$, $RMSEA=0.079$) (Kline, 2011; Simon et al., 2010). The structural model results illustrated that connectedness between adult daughter and mother positively affects social comparison motivation

($\beta=0.865$, $p<0.001$). Moreover, the social comparison motivation had a positive impact on hedonic co- shopping ($\beta=0.694$; $p<0.001$), co-consumption behaviors ($\beta=0.357$; $p<0.001$), and daughters’ role in inclination to change mothers’ clothing style ($\beta=0.482$; $p<0.001$) (see Figure 2, Table 5). Thus, the hypotheses of H_1 , H_2 , H_3 , and H_4 were accepted.

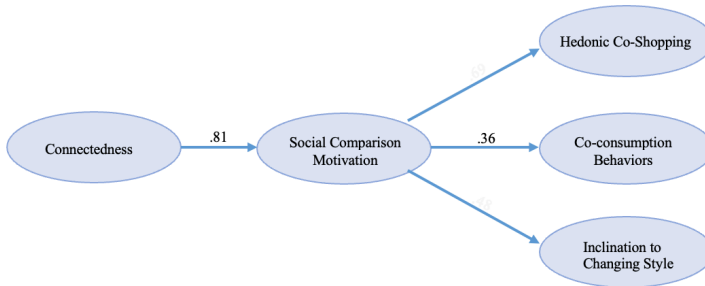


Figure 2. The Results of the Structural Model

According to R_2 values, connectedness between adult daughter and mother explained 75% of the social comparison motivation. Social comparison motivation explained 48% of the hedonic co-shopping variable, 13% of the co-consumption behaviors variable, and 23% of the inclination to changing style variable.

Table 5. The Results of Path Analysis

Impact	Path coefficient (β)	Standard Error	t	p	Results
Connectedness \rightarrow SocialComparison Motivation (H_1)	0.865	0.122	8.627	***	Supported
Social Comparison Motivation \rightarrow Hedonic Co-shopping (H_2)	0.694	0.102	9.352	***	Supported
Social Comparison Motivation \rightarrow Co-consumption Behaviors (H_3)	0.357	0.111	5.416	***	Supported
Social Comparison Motivation \rightarrow Inclination to Changing Style(H_4)	0.482	0.055	5.900	***	Supported
Connectedness \rightarrow Social Comparison Motivation $R_2= 0.75$					
Social Comparison Motivation \rightarrow Hedonic Co-Shopping $R_2= 0.48$					
Social Comparison Motivation \rightarrow Co-consumption Behaviors $R_2= 0.13$					
Social Comparison Motivation \rightarrow Inclination to Changing Style $R_2= 0.23$					

*** $p<0.001$

In summary, adult daughters believe that their connectedness with their mothers has a very strong effect on their mothers' motivation to compare themselves with their daughters. Moreover, mothers' hedonic experiences when shopping with their daughters are strongly and positively influenced by mothers' motivation to compare themselves to their daughters. For adult daughters, their mothers' inclination to compare themselves with their daughters strongly and positively affects the role of adult daughters in changing the mother's clothing preferences. Social comparison tendency has a low and positive effect on adult daughters' co-consumption behaviors with their mothers.

5. Discussion and Conclusions

In this research, we examined the role of adult women in changing their mothers' clothing style and their co-consumption and hedonic co-shopping tendencies in terms of social comparison motivations. The literature revealed that reverse consumer socialization between adolescent daughters and their mothers exists, daughters are perceived as trendsetters by their mothers (Gavish et al., 2010), and they provide social support to their mothers during shopping (Kestler & Paulins, 2014). The mother's social comparison motivation with her adolescent daughter leads mothers to shop and exchange clothes with their daughters (Gentina et al., 2013). The results of our research demonstrated that adult daughters influence their mothers, just like adolescents. According to adult daughters, when mothers make decisions about daily life, they care and want to learn their adult daughters' opinions and love exchanging ideas. Adult daughters are significant comparison agents for their mothers. Daughters' close relationship with their mothers strongly affects social comparison motivation. There is a close interaction between mothers and adult daughters. They mutually share secrets, feelings, and ideas and make sacrifices when necessary (Rastogi, 2002). Several adult daughters talk with their mothers on the phone daily, and most of them meet their mothers almost every day as they live in the same city. Since Turkish culture is not a truly individualistic society (Göregenli, 1995), children and parents have close relationships. In societies with collective values, family relationships are extremely important and decisions are made together with family members. Societies close to collective values prefer to do things with others and believe that cooperation is the best way to achieve goals (Chung & Mallery, 1999). In Turkish families, this relationship between children and parents proceeds even after the adult children leave home. Since children and parents gather frequently, they support each other in decisional processes (Onayli et al., 2010). It is assumed that the closeness between adult daughters and mothers is greater than between adolescent daughters and their mothers due to the reciprocal relationship in the former (Thompson & Walker, 1984). These interactions between adult daughters and mothers increase daughters' social support for their mothers and induce mothers to converse more with their daughters about their preferences (Kestler & Paulins, 2014; Suito & Pillemer, 2006). Emotional interaction between adult daughters and their mothers continues (Frase et al., 2022). Adult daughters have an active contribution to their mothers'

lives (Alford, 2021). According to adult daughters, mothers compare themselves with their daughters to evaluate their ideas and abilities. Self-enhancement motivates mothers to engage in social comparison (Carr, 2005; Gibbons & Buunk, 1999). Adult daughters assert that mothers benefit more from their dynamic and modern viewpoints as they get older. The effective interaction between the adult daughter and their mother encourages the mother to compare herself with her daughter. Adult daughters think that mothers find it pleasant to seek daughters' opinions to shape their daily decisions. Therefore, it can be noted that mothers who feel close to their daughters tend to assimilate (Mussweiler, 2001; Celik et al., 2022). Although Turkish society is not a fully individualistic culture, there is individual-level social comparison between adult daughters and their mothers. This result does not support the results of Gentina et al. (2018).

Social comparison motivation increases adult daughters' and mothers' hedonic feelings towards co-shopping, which is found to be the most significant effect in the current study. The mothers' being influenced by their daughters' opinions positively affects the pleasure they feel from discovering new fashion products during co-shopping (Yim et al., 2014) and their perception of co-shopping as a valuable activity (Minahan & Huddleston, 2010). Adult daughters and mothers do not consider shopping experiences as usual events they accomplish rationally (Minahan & Huddleston, 2010). It is understood that solidarity and support between young adult daughters and their middle-aged mothers increase their pleasure in spending time together (Park et al., 2019). The collectivist tendencies of Turkish society may also be effective in the effect of social comparison on co-shopping. The fact that social networks are the most important source of information in collectivist societies and that consumption patterns depend on other consumers (Hofstede & Hofstede, 2005) may affect this relationship.

What is more, under the influence of social comparison motivation, adult daughters teach their mothers new brands, make them buy these brands that they have not bought before, and are influential in changing their mothers' clothing styles. In addition, social comparison motivation positively affects the exchange of clothing and fashion products and the purchase of the products that both will use (Gentina et al., 2013; Gentina et al., 2018). However, the effect of social comparison on co-consumption and changing clothing styles is lower than hedonic co-shopping. The weaker effect of social comparison on the style change and co-consumption of fashion products may be due to the mother's concerns about social and religious values. In addition, mothers may prefer to have a similar clothing style to their peers. These results provide insight into middle-aged Turkish women's tendency towards collectivist values in terms of individualism-collectivism dimensions. That mothers and adult daughters do not favor dressing the same may also be because of dissimilar clothing sizes, which change with aging.

6. Managerial Implications and Limitations

It is believed that the results obtained in this research offer essential clues for brands whose target audience is female consumers. The research results confirm that the

daughter-mother relationship, which was more hierarchical in the past, has become more mutual and amicable. For mothers, adult daughters are companions with whom they spend a pleasant time. They perceive co-shopping as entertainment through which they escape everyday life's problems. In co-shopping, they not only adore discovering new products but also allocate time for social events. Thus, shopping mall and retail store managers can design advertising campaigns with hedonic messages to boost the number of customers in shopping malls. These campaigns may target fashion brands and retail services in a shopping mall. Shopping mall managers can organize social events based on daughter-mother interaction.

Most women's brands have diverse age groups as their target audience. With the transformation of the parent-child relationship to become more mutual and adaptable, the dissimilarities between daughters' and mothers' styles have also lessened. Mothers who have a strong affinity for their adult daughters, compare themselves to them, and desire to look younger want to take advantage of their daughters' power of guidance more. Hence, fashion brands can design marketing communication messages based on daughter-mother solidarity and interaction due to the connectedness of adult daughters and mothers. Fashion brands can also design communication messages depending on the everyday conversations between mothers and adult daughters. The role of adult daughters in influencing their mothers can be highlighted in advertisements that tell the stories of mothers' purchasing decisions in fashion products. Fashion brands targeting middle-aged women can take advantage of the influence of adult daughters in communication messages aimed at increasing brand awareness. They can design dynamic and innovative clothing products that will meet the expectations of middle-aged women to look younger and dress like their daughters. The communication messages of fashion brands may also include statements emphasizing the changeful and dynamic aspect of middle-aged women.

Certain limitations to the present study need to be acknowledged. A limitation of this study is that the sample consisted only of adult daughters. Future research on mother-daughter pairs will provide comprehensive data regarding daughters' and mothers' views and allow researchers to compare and contrast. Secondly, the participants were only Turkish women. As Turkish society does not display individualistic behaviors, further research can be designed based on comparing individualistic (such as in European countries) and collectivist (such as in Asian countries) cultures besides Turkish culture. Moreover, given that group-level comparisons are more intense in collectivist cultures, causal studies can be designed to measure mothers' group-level social comparison with friends and companions and its effect on consumption. The third limitation is that this research focused on the clothing category. To reach more comprehensive results, further studies may address the diverse product categories that daughters and mothers shop together (e.g., furniture, furnishings, home accessories, and home textiles). Finally, the current study was conducted with quantitative research methodology, with no data variation. In future studies, a qualitative research design can be undertaken to reveal the impediments to adult daughters' and mothers' co-consumption of fashion products.

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