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Impact of Voluntary Simple Lifestyle and Conspicuous Consumption on Happiness

Aysel KURNAZ¹

Abstract

Voluntary simplicity is a lifestyle in which individuals consciously prefer to consume less and adopt a simple life. On the other hand, conspicuous consumption refers to the pretentious purchase of luxury and expensive products in order to gain social status or attract attention. In this study, an answer is sought to the question of how lifestyle choices and consumption habits affect the happiness levels of individuals. In this context, the voluntary simple lifestyle and the conspicuous consumption orientation, which express two different approaches that can be effective on happiness, are examined. The basic objective of this research is to investigate the effects of individuals' voluntary simple lifestyle and conspicuous consumption orientation on their happiness. The ancillary objective of the research is to designate the differences in the effect of voluntary simple lifestyle and conspicuous consumption orientation on happiness by gender, educational status and age. In line with these objectives, 764 participants were accessed through an online questionnaire by way of using convenience sampling technique. When the basic findings were evaluated, the individuals' voluntary simple lifestyle averages were found to be at a high level. This was followed by the averages of the happiness variable. The averages of the conspicuous consumption orientation were at the lowest level compared to the other structures. While there were significant differences in individuals' happiness and voluntary simple lifestyles according to demographic characteristics, no differences were found in conspicuous consumption orientation. Hypothesis test results are demonstrate that voluntary simple lifestyle has a positive and significant effect on happiness. Yet, a significant effect of conspicuous consumption orientation on happiness could not be designated. Moreover, it has been designated that the effect of voluntary simple lifestyle on happiness differentiates based on gender, educational status and age. The effect of conspicuous consumption orientation on happiness differentiates only based on educational status.

Keywords: Consumption, Conspicuous Consumption Orientation, Happiness, Simplicity, Voluntary Simple Lifestyle

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2023, 12 (3), 2210-2234 | Araştırma Makalesi Gönüllü Sade Yaşam Tarzı ve Gösterişçi Tüketimin Mutluluk Üzerindeki Etkisi

Aysel KURNAZ¹

Öz

Gönüllü sadelik, bireylerin bilinçli bir şekilde daha az tüketim yapmayı tercih ettiği ve sade bir yaşam sürdürmeyi benimsediği bir yaşam tarzıdır. Gösterişçi tüketim ise, bireylerin sosyal statü kazanma veya dikkat çekme amacıyla lüks ve pahalı ürünleri gösterişçi bir şekilde satın almasını ifade eder. Bu çalışmada, yaşam tarzı seçimi ve tüketim alışkanlığının bireylerin mutluluk düzeyleri üzerinde nasıl bir etki oluşturduğu sorusuna cevap aranmaktadır. Bu kapsamda mutluluk üzerinde etkili olabilecek iki farklı yaklaşımı ifade eden gönüllü sade yaşam tarzı ile gösterişçi tüketim yönelimi incelenmektedir. Bu araştırmanın temel amacı, bireylerin gönüllü sade yaşam tarzının ve gösterişçi tüketim yöneliminin onların mutluluğu üzerindeki etkisinin incelenmesidir. Araştırmanın ikincil amacı ise; gönüllü sade yaşam tarzının ve gösterişçi tüketim yöneliminin mutluluk üzerindeki etkisinde cinsiyete, eğitim durumuna ve yaşa göre farklılıkların tespit edilmesidir. Bu amaçlar doğrultusunda, kolayda örnekleme tekniğinden faydalanılarak online anket aracılığı ile 764 katılımcıya ulaşılmıştır. Temel bulgular değerlendirildiğinde, kişilerin gönüllü sade yaşam tarzı ortalamaları yüksek düzeyde bulunmuştur. Bunu mutluluk değişkenine ait ortalamalar izlemiştir. Gösterişçi tüketim yönelimine ait ortalamalar ise diğer yapılara nazaran en düşük düzeyde gerçekleşmiştir. Demografik özelliklere göre bireylerin mutluluk ve gönüllü sade yaşam tarzlarında anlamlı farklılıklar bulunurken, gösterişçi tüketim yönelimlerinde farklılıklar tespit edilmemiştir. Hipotez testi sonuçları, gönüllü sade yaşam tarzının mutluluk üzerinde pozitif yönde anlamlı bir etkisi olduğunu göstermektedir. Fakat gösterişçi tüketim yöneliminin mutluluk üzerinde anlamlı bir etkisi tespit edilememiştir. Ayrıca gönüllü sade yaşam tarzının mutluluk üzerindeki etkisinin cinsiyete, eğitim durumuna ve yaşa göre farklılaştığı tespit edilmiştir. Gösterişçi tüketim yöneliminin mutluluk üzerinde etkisi ise sadece eğitim durumuna göre farklılaşmaktadır.

Anahtar Kelimeler: Tüketim, Gösterişçi Tüketim Yönelimi, Mutluluk, Sadelik, Gönüllü Sade Yaşam Tarzı

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Introduction

Despite the fact that the question posed to clarify the concept of happiness is basically a philosophical question, the search for revealing the origins of happiness and comprehending happiness has been a very significant research area for researchers throughout history. An answer is searched for the question of what happiness is in the fields of philosophy, sociology, psychology, economics, anthropology and politics (Besser, 2021, p. 3; Demiessie et al., 2021, p. 60). Various disciplines for the concept of happiness were developed and are developing various perspectives on the nature, sources and acquiring of happiness. Throughout the time, several approaches have emerged regarding how people will improve their happiness and well-being throughout their lives, and what attitudes and behaviors are going to lead to real well-being or happiness (Pawelski, 2013, p. 248). Eudaimonia and hedonism, and idealist and materialist values are among the most basic approaches in terms of clarifying happiness. Eudaimonism is a philosophical movement and term that asserts that happiness is linked to living a virtuous and meaningful life. Eudaimonism emphasizes personal growth, virtue, and health rather than temporary/fleeting pleasures. Hedonism, however, corresponds to the view that experiencing joy primarily comes from avoiding pain and searching satisfying experiences. Hedonism emphasizes searching instant gratification (Besser, 2021, p. 30; Deci & Ryan, 2008, p. 3). Within the frame of the approach which asserts that happiness can only be acquired with idealistic values, the search for real happiness that cannot be achieved with material elements is dominant. True happiness can be achieved by comprehending one's own nature and acting in line with this. The soul must maintain the true, virtuous, moral and decent life for happiness (Platon, 2002). However the materialistic values, on the other hand, imply that people attach significance and value to material elements. It is necessary to have material elements and to preserve this ownership as much as possible in order to achieve happiness. People achieve happiness by displaying who they are and who they wish to become through the elements they have (Belk, 1985, p. 274).

Voluntary simple lifestyle; prioritizes individual values by way of reducing consumption and excess as much as possible (Hook et al., 2023, p. 136). It enables inner peace and calmness to people by way of supporting personal characteristics and lifestyles like paying significance to internal values and having awareness, behaviors and consumption targeted at protecting the environment and nature (Valerio, 2013, p. 44). Consequently, with conspicuous consumption, individuals resort to a way of displaying their wealth by owning tangible assets. Accordingly, they send messages regarding their identity and social status to their environment and provide hedonic satisfaction by way of proving who they are (Bagwell & Bernheim, 1996, p. 350). In line with this information, it can be stated that the approach put forward by eudaimonia and idealist values, two of the primary approaches clarifying happiness, is similar to the approach put forward by the voluntary simple lifestyle. Then again, hedonist and materialist values are assumed to be parallel to the comprehending of conspicuous consumption. Based on these two basic approaches which clarify happiness, this research keeps primary and ancillary objectives.

The primary objective of this research is to investigate the effects of voluntary simple lifestyle and conspicuous consumption orientations on individuals' happiness levels. For this objective, the research targets to analyze in depth how happiness is dealt with

through different disciplines and different approaches and how this concept is associated with voluntary simple lifestyle and conspicuous consumption. The ancillary objective of the study is to designate the role of demographic factors like gender, educational status and age in the effect of voluntary simple lifestyle and conspicuous consumption orientation on happiness. In this regard, it will be investigated how gender, educational status and age, voluntary simple lifestyle and conspicuous consumption orientation shape the effects of individuals' happiness levels. In this research, individuals' voluntary simple lifestyle, conspicuous consumption orientation and happiness levels are included and it is also investigated whether these levels vary in terms of gender, educational status and age.

The significance of this research is that it aids us comprehend how consumption habits and lifestyle choices affect individuals' happiness levels. This is significant not only for individuals to lead their own lives and increase their happiness, however also for businesses and policy makers to better comprehend and manage consumers' needs and motivations. It can also enable marketing practitioners to develop more effective marketing strategies. Another significance of this research is to expand the knowledge on comprehending their effects on happiness by investigating consumption habits and lifestyle choices that are less recognized and understood to have an impact on happiness. This information can generate a basis for future research and help individuals, businesses and policy makers better comprehend the impact of consumption habits and lifestyle choices on happiness. Conclusively, the voluntary simple lifestyle and conspicuous consumption represent different aspects of happiness and greatly influence individuals' perceptions and experiences of happiness. In order to comprehend more deeply the impact of these two lifestyles on happiness, it is significant to consider individuals' values, beliefs, and life goals. It is also significant to note that demographic factors like gender, educational status, and age can also affect individuals' perceptions and experiences of happiness.

First of all, the variable of happiness, which is within the scope of the research, will be discussed, and the relationships between voluntary simple lifestyle, conspicuous consumption orientation and happiness will be discussed. Thus, the theoretical background of the research will be explained; research hypotheses and model will be developed. The sample, data collection process, measurement tools and how the data analysis will be carried out will be shared in detail about the method of the research. Finally, the research model will be tested empirically and the findings will be evaluated.

A Theoretical Background and Hypotheses Development

Happiness

The concept of happiness, which is deemed as the primary determining factor for good mental health in people, is strived to be clarified with positive emotions like satisfaction and joy (Diener, 2000, p. 35). The American Psychological Association (APA) Dictionary of Psychology, defines happiness as "an emotion of joy, gladness, satisfaction, and well-being". The question of how people will generate their happiness, joy and well-being throughout their lives has been one of the significant research topics discussed and strived to be clarified by different disciplines (Pawelski, 2013, p. 248). When taking into consideration the phenomenon of happiness, it should be assessed comprehensively and multidimensionally (Bastian et al., 2014, p. 640; Cohn et al., 2009, p. 363). It is

recognized that sociological, have a significant role in shaping individual and social happiness levels. The relations and interactions between individuals and their social and economic situations present a very complex situation. Accordingly, it is very significant to develop a holistic perspective by way of taking into consideration this complexity while clarifying happiness.

The social relations are first among the factors which affect happiness from a sociological view-point. The quality and quantity of family, friends, social ties and social relations positively affect happiness. The positive and supportive social relationships, a sense of belonging (Cheng & Furnham, 2002, p. 328; Demir, 2010, p. 308; Helliwell & Putnam, 2004, p. 1437), cooperation and solidarity (Moeini et al., 2018, p. 264; Tan et al., 2018, p. 135), a sense of participation in social activities and belonging to the community (Delhey & Dragolov, 2016, p. 165; Helliwell & Putnam, 2004, p. 1441), the belief in social justice and equality (Boshoff & Kotzeļ, 2011, p. 46; Zeng et al., 2019, p. 481) has a positive effect on happiness and well-being of individuals. When we analyze the concept of happiness in economic terms; economic stability, job security, income status (Easterlin & Sawangfa, 2010, p. 166; Stutzer, 2004, p. 90), job satisfaction, autonomy, work and life balance, and personal development opportunities generated by work (Wright & Cropanzano, 2000, p. 84) are deemed as significant determinants of a happy life. Also, the economic conditions or the level of development of the country to which the person pertains also positively influences the happiness of the individuals (Easterlin & Sawangfa, 2010, p.166).

Several approaches are utilized in order to clarify the phenomenon of happiness. One of the simplest approaches to the phenomenon of happiness is to relate it with the concepts of eudaimonia and hedonism. Eudaimonia was utilized in order to describe the highest good sought, and this concept was utilized to express the state of well-being focused on happiness or well-being. Hedonism emphasizes that individuals strive to acquire pleasure-based experiences (Besser, 2021, p. 18). While striving to clarify happiness with hedonism, it is emphasized that pleasure is the only good thing in life and experiencing physical and mental joy is a priority for happiness in life (Deci & Ryan, 2008, p. 3-4). Another approach to happiness is regarding whether the concept is subjective or objective. While personal feelings, satisfaction and experiences support subjective happiness; external factors such as social welfare, living conditions and adherence to moral standards promote objective happiness (Diener, 2000, p. 36; Veenhoven, 2015, p. 381). The concept of happiness has also been strived to be clarified with materialist and idealist values (Van Boven, 2005, p. 132). In line with the materialist approach, while happiness depends on the possession of material assets, wealth and external conditions; the idealist approach seeks true happiness. Accordingly, he asserts that happiness stems from the feeling of inner satisfaction and that spiritual enlightenment is significant. In line with the idealist approach, it is necessary to strive for high values and ideals to achieve true happiness (Tsang et al., 2014). There is also an approach that asserts that happiness is also shaped by an individualist or collectivist view-point. The individualistic approach focuses on personal happiness and self-development. In the collectivist approach, the significance of social harmony and social cooperation of individuals is emphasized and social welfare is prioritized for happiness (Ahuvia, 2002). These different perspectives and approaches in the literature are very significant in order to explore the complexities surrounding the concept of happiness in more depth and to clarify the concept in a comprehensive way.

Relation between Voluntary Simple Lifestyle and Happiness

Voluntary simple lifestyle is an anti-consumption lifestyle which is based on the deliberate, conscious, thoughtful and voluntary embracing/adoption of a simpler life by reducing consumption. The conscious consumption approach asserted by this lifestyle requires acting by taking into consideration the environmental and social consequences of consumers' consumption preferences. It is targeted to reuse the resources by careful consumption and without harming the nature. Consequently, a sustainable life in harmony with nature will be possible (Elgin & Mitchell, 1977, p. 24). The people who adopt this lifestyle are also motivated by the wish/desire to improve their quality of life and reduce the negative effects of excessive consumption on the environment and society (Mont & Power, 2010, p. 2235). Voluntary simplicity can lead to radical and widespread changes in consumer preferences. It is recognized that consumers living in welfare societies are more willing to adopt lifestyle changes since they give more significance to activities in line with their own values than competition (Eimerman et al., 2021, p. 2). The consumers' wish/desire to reach real satisfaction and generate a meaningful existence makes them move away from material objects and therefore materialist tendencies today. Focusing less on accumulating material objects, simplifying our daily routines, and developing a sense of liberation. The consumers who adopt the voluntary simple lifestyle are liberated to develop more meaningful, deeper social relationships and seek happiness in new experiences while striving harder for personal growth (Elgin & Mitchell, 1977, p. 22-23). This is because people who adopt voluntary simple lifestyle believe that the source of happiness is in non-material objects/elements in life. Accordingly, they care regarding being balanced in life and business life, spending more time with people in their social environment and being in nature by paying significance to social relations (McGouran & Prothero, 2016, p. 193).

The researches on the voluntary simple lifestyle demonstrate that many factors motivate those who adopt this lifestyle, like spirituality, environmental issues, finding balance with their inner self, morality, ethics, questioning capitalism, and having more intense relationships with family, friends, and society (Alexander & Ussher, 2012; Huneke, 2005; Walther et al., 2016). It can be stated that a simple lifestyle aids to reduce stress and anxiety by avoiding materialism and excessive consumption, thus bringing inner peace, calmness and happiness (Valerio, 2013, p. 60). In line with the findings of the study carried out by Monopolis (2010), it was ascertained that people who adopt a voluntary simple lifestyle have more life satisfaction and are happier than those who do not. Alexander and Ussher (2012) also obtained a similar finding with their study. Also, there are findings in the literature that voluntary simplicity has a positive effect on happiness (Ambrose, 2010; Balderjahn et al., 2020; Hook et al., 2023; McGouran & Prothero, 2016). Based on this information, the research hypothesis was generated as follows;

H1: People's voluntarily simple lifestyles have a positive effect on their happiness.

Relation between Conspicuous Consumption Orientation and Happiness

The concept of conspicuous consumption was first clarified by Veblen within the frame of the theory of conspicuous consumption. Unlike the economic opinion, Veblen also discussed the concept of consumption from a sociological and cultural view-point. He introduced the concept of conspicuous consumption in his book titled "The Theory of

Leisure Class” published in 1899. In this book, he discussed the phenomenon of consumption through social classes and meant the members of the wealthy and aristocratic class who wasted their time with the group he defined as the idle class. The aristocratic class is comprised of people who serve in military and religious services, which are deemed as honorable jobs. Veblen made class distinctions through the division of labor with this approach. He asserted that those engaged in military and religious affairs had an economic and social class advantage over those engaged in agriculture, industrial and similar occupations (Veblen, 1992). Veblen states that conspicuous consumption played a significant role in the social and economic development of the United States, specifically in the late nineteenth and early twentieth centuries (Patsiaouras & Fitchett, 2012, p. 155).

Veblen asserts that people in the idle class consume goods and services where they can publicly present their wealth with his theory of conspicuous consumption. These people consume in a way which generates a privilege for them, specifically by choosing high-priced, large quantities, quality or uniquely rare goods and services (Chaudhuri & Majumdar, 2006, p. 216; O’Cass & McEwen, 2004; p. 27). Whereas the conceptualization of the conspicuous consumption phenomenon was the end of the nineteenth century, the concept still maintains its relevancy in today’s society. Conspicuous consumption emerges as an effective motivating force with the wish/desire of consumers to acquire status, gain social prestige, form social self and satisfy ego in their choice of goods and services (Goldsmith et al., 1996, p. 309). The people with economic and social class superiority voluntarily incur high costs in products or services to distinguish themselves from those in the lower classes (Bagwell & Bernheim, 1996, p. 350). The people imitate the consumption patterns of the relevant social class in order to generate or develop their social class, to prove that they belong to a social class, or to be in a higher social class (Vickers & Renand, 2003, p. 463). By displaying their wealth with the products they consume, people gain power, gain status, create identity, develop their self, designate their social class, develop their social environment and social relations, and achieve success (Eastman et al., 1999, p. 41). These benefits of conspicuous consumption are regarding the hedonic needs of the people. In this regard, it can be stated that individuals make hedonic choices that can meet the need for prestige rather than utility or functionality in their product preferences (Podoshen & Andrzejewski, 2012, p. 322).

The studies analyzing the effect of conspicuous consumption on happiness can be ascertained in the literature. While some of these studies supported the positive relationship or effect between these two concepts, some of them did not reach a significant impact or relationship. Veblen (1992) and Charles, Hurst and Roussanov (2009) state that conspicuous consumption increases people’s happiness. DeLeire and Kalil (2010) ascertained the relationship between leisure consumption and happiness in their study. Perez-Truglia (2013) stated that there is a positive relationship between conspicuous consumption and life satisfaction. In a similar way, according to Hudders and Pandelaere (2012), luxury consumption has a positive effect on life satisfaction. Pyone and Isen (2011), on the other hand, stated in their study that individuals are less likely to perform conspicuous consumption in order to achieve happiness. In a similar way, Linssen et al. (2011) also ascertained that individuals who spend more for conspicuous consumption have lower subjective well-being levels. Aktaş et al. (2020), who investigated the effect of consumption on happiness, on the other hand,

ascertained that there is a negative relationship between average consumption and happiness. Gürbüz and Çetinkaya Bozkurt (2022) investigated consumption types and well-being in their study and ascertained that conspicuous consumption did not have a significant effect on subjective well-being. Despite the fact that there are different findings regarding these two concepts in the literature, the development of the hypotheses of this study was based on Veblen's theory and a research hypothesis was developed regarding the existence of the effect.

H2: Conspicuous consumption orientation of people have a positive effect on their happiness.

Moderator impact

It is recognized that demographic characteristics are effective on happiness, voluntary simple lifestyle and conspicuous consumption. In his research, Tsui (2014) concluded that income and demographic characteristics like gender, age, education level, marital status and occupation are effective on happiness. In line with the findings, women, young people or people in the adult (elderly) age group, married people and people with higher education levels were ascertained to be happier than the others. According to Tenaglia (2007), in terms of gender variable, the happiness level of men is lower than women. In line with the study findings of Çirkin and Göksel (2016), while women's happiness levels are higher, increases in age have a negative effect on happiness. As the education level of the people increases, the level of happiness also increases in a positive way. Although there are studies demonstrating that the voluntary simple lifestyle varies in terms of demographic characteristics (Cengiz & Torlak, 2021; Çınar, 2021; Eimermann et al., 2021; Kury, 2000; Özgül, 2011), there are also studies in the literature (Cengiz & Torlak, 2021; Johnston & Burton, 2003; Kury, 2000). When we study the conspicuous consumption literature in terms of demographic characteristics, it is seen that there are differences based on the education level (Özkan-Pir & Karaduman, 2017), age (Boğa & Başcı, 2016) and gender (Bagwell & Bernheim, 1996; Kruger & Kruger, 2018; O'Cass & McEwen, 2004; Segal & Podoshen, 2013). Excluding the study by O'Cass and McEwen (2004), that is one of the studies in which gender differences were set forth, it was ascertained that the conspicuous consumption orientation of men was higher. In the research carried out by Boğa and Başcı (2016), the tendency for conspicuous consumption increases as age increases. Yet, in this research, no significant difference was ascertained in terms of gender and educational status. A similar finding was clarified by Çetin and Yaylı (2019). In line with their study findings, no significant difference was ascertained in conspicuous consumption in terms of demographic characteristics.

There exist different findings in the studies in the literature regarding whether there is a difference in happiness, simple voluntary lifestyle and conspicuous consumption orientation based on gender, age and educational status, which are the moderator variables of this study. In the light of the information in the literature, it is assumed that demographic factors may be effective in the effect of both voluntary simple lifestyle and conspicuous consumption orientation on happiness. Accordingly, the following hypotheses were developed within the frame of this research. Moreover, the research model is also seen in Figure 1.

H3: The effect of people's voluntarily simple lifestyles on their happiness differentiates

based on gender, education status and age.

H4: The effect of people's conspicuous consumption orientation on their happiness differentiates based on gender, education status and age.

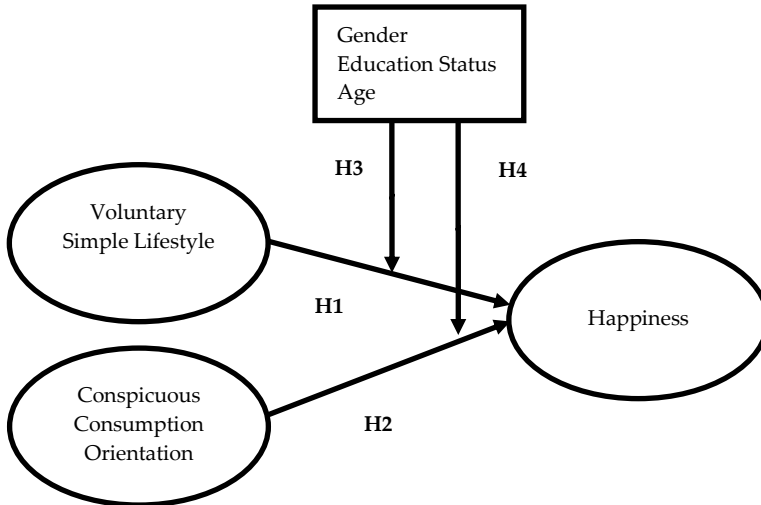


Figure 1. Research Model

Method

Sample and Data Collection

In this research, it was targeted to designate the effect of voluntary simple lifestyle and conspicuous consumption orientation on happiness. The sample of the study comprises of individuals aged 18 and over who are willing to participate in the research. Participants were reached by using convenience sampling techniques. Getting data from the participants was carried out through an online questionnaire. A number of advantages were considered in determining the sampling and data collection technique. Performing online surveys for convenience sampling is faster, cheaper, and has higher response rates than traditional data collection methods (Fricker & Schonlau, 2002, p. 348). In studies in which structural equation modeling will be carried out, it is recommended to work with a sample size of approximately ten times the number of items in the scale and it is deemed sufficient (Kline, 2011, p. 12). Since the total number of expressions belonging to the variables in the survey form of the research was 62, it was targeted to acquire data from 620 people. Prior to finalizing the generated structural questionnaire, a pilot study was carried out on 25 people and thus necessary arrangements and changes were conducted. Data were acquired from a total of 783 participants between 16-30 May 2023. 19 questionnaires that were filled in incorrectly were eliminated and analyzes were conducted on 764 questionnaires. Demographic characteristics of the participants are shared in Table 1.

Table 1. Demographic Variables

Gender	f	%	Education Status	f	%
Female	464	60.7	Secondary – High school degree	34	4.5
Male	300	39.3	College student	154	20.2
<i>Total</i>	<i>764</i>	<i>100</i>	College degree	276	36.1
Age	f	%	Graduate degree	300	39.3
18 to 28 years old	286	37.4	<i>Total</i>	<i>764</i>	<i>100</i>
29 to 38 years old	300	39.3			
39 years and older	178	23.3			
<i>Total</i>	<i>764</i>	<i>100</i>			

Approximately 61% of the 764 participants were women in total. The vast majority, 76.7% of the participants, are between the ages of 18 and 38. When the educational status is investigated, it is the majority of those who have a graduate degree at 39.3%. This was followed by college degree with 36.1% and college students at 20.2%. Those with a secondary - high school degree constitute the minority at 4.5%.

Measurement

In the study, three different scales were used in total. “The Voluntary Simple Lifestyle Scale (VSLS)” developed by Iwata (2006) was used to measure the voluntary simple lifestyle. The scale consists of 22 items. In order to measure the conspicuous consumption orientation of individuals, Chaudhuri, Mazumdar and Ghoshal (2011), “Conspicuous Consumption Orientation Scale (CCOS)” was used. The scale comprises of one dimension and 11 items. “The Oxford Happiness Questionnaire (OHQ)” form, which was developed by Hills and Argyle (2002) and comprises of 29 items, was utilized in order to measure the happiness levels of individuals. A 6-point Likert scale was utilized to designate individuals’ level of agreement with the statements in the voluntary simple lifestyle, conspicuous consumption orientation, and oxford happiness questionnaire scales (1=strongly disagree; 2=moderately disagree; 3=slightly disagree; 4=slightly agree; 5=moderately agree; 6=strongly agree).

The ethical approval was acquired with the decision of Bandırma Onyedi Eylül University, Social and Human Sciences Ethics Committee dated 15.05.2023 and numbered 2023-5, before proceeding to the data collection phase in this research.

Data Analysis

SPSS 26 package program was utilized for basic analysis of data. Within the frame of basic analysis, the mean (\bar{x}) and standard deviation (δ) of the constructs included in the research model were investigated. Independent samples t-test and one-way ANOVA test were utilized to analyze whether the mean of the constructs differed based on demographic variables.

AMOS 26 package program was utilized for measurement model and hypothesis testing. In the analysis of the data, the two-stage process proposed by Anderson and Gerbing (1988), in which the measurement model and the structural model were tested, was adopted. Within the frame of the measurement model, confirmatory factor analysis was implemented to the constructs in the research. Moreover, the internal consistency reliability and convergent and discriminant validity of the constructs were investigated. For the internal consistency reliability of the constructs, the cronbach alpha (α) and

composite reliability (CR) coefficients were assessed. Within the frame of convergent validity, standardized loadings, CR and average variance extracted (AVE) values are discussed. Finally, Fornell-Larcker criteria and Heterotrait-Monotrait Ratio (HTMT) values were investigated for discriminant validity. Structural equation modeling was implemented to the data to test the research hypotheses with the structural model. Model fit statistics were utilized for both the measurement model and the structural model. These statistics comprise of chi-square test statistic (χ^2), degrees of freedom (df), goodness of fit index (GFI), adjusted goodness of fit index (AGFI), tucker and lewis index (TLI), comparative fit index (CFI), root mean square error of approximation (RMSEA). Moreover, the intervals recommended by Schermelleh-Engel et al. (2003) were considered as data in the assessment of the fit indices.

Findings

Basic Findings

In this section, the average values of voluntary simple lifestyle, conspicuous consumption orientation and happiness levels, which constitute the research variables, are clarified. Moreover, the differences in the averages of the research variables based on gender, education status and age were also investigated. As the mean and standard deviations of the constructs in the research are investigated, voluntary simple lifestyle has the highest mean and it is followed by the happiness variable. The conspicuous consumption orientation level of the participants is quite low (please see Table 2).

Table 2. Mean and Standard Deviation of the Constructs

Construct	\bar{x}	δ
Voluntary Simple Lifestyle	4.089	1.112
Conspicuous Consumption Orientation	2.411	1.174
Oxford Happiness Questionnaire	3.876	0.990

The average differences in constructs based on demographic characteristics were investigated in Table 3. When the mean constructs by gender are considered, it is seen that male participants have higher voluntary simple lifestyle, conspicuous consumption orientation and happiness levels than females. Independent samples t-test was implemented to the data in order to test whether the stated difference was significant. As a result of the t-test, a significant difference was ascertained between the voluntary simple lifestyles of the male and female participants ($t=-2.178$; $p=0.030$). Men’s voluntary simple lifestyle level is higher than women’s. There was no significant gender difference found in individuals’ conspicuous consumption orientation ($p=0.094$) and happiness ($p=0.142$) levels.

Table 3. Means and Standard Deviations of Constructs by Gender, Educational Status and Age

	Voluntary Simple Lifestyle		Conspicuous Consumption Orientation		Oxford Happiness Questionnaire	
	\bar{x}	δ	\bar{x}	δ	\bar{x}	δ
Gender						
Male	4.020	1.183	2.353	1.211	3.833	0.996
Female	4.192	0.987	2.499	1.111	3.941	0.977
Education Status						

Secondary – High school degree	4.300	1.249	2.500	1.283	4.044	1.143
College student	3.966	1.048	2.360	1.163	3.661	0.990
College degree	4.072	1.148	2.409	1.226	3.880	0.972
Graduate degree	4.140	1.094	2.427	1.122	3.962	0.975
Age						
18 to 28 years old	3.898	1.130	2.422	1.226	3.680	0.997
29 to 38 years old	4.144	1.104	2.390	1.090	3.914	0.983
39 years and older	4.296	1.054	2.427	1.230	4.125	0.927

It can be seen from Table 3 that there is a difference in the averages of the constructs based on the education level and age. One-way ANOVA test was implemented to the data in order to investigate whether these differences were significant. As a result of the analysis, it was ascertained that the happiness levels of the individuals had a significant difference based on the education status ($F=3.536$; $p=0.014$). This significant difference occurred between college student and graduate degree education status ($p=0.024$), and no significant difference was obtained between the other groups. Individuals with graduate degree ($\bar{x}=3.962$) status have higher happiness levels than college students ($\bar{x}=3.661$). No significant difference was ascertained in individuals' voluntary simple lifestyles ($p=0.284$) and conspicuous consumption orientation ($p=0.910$) based on education level.

When the constructs based on age were investigated, it was seen that the mean of voluntary simple lifestyle ($F=7.794$; $p=0.000$) and happiness ($F=11.810$; $p=0.000$) had a significant difference. Yet, no significant difference was ascertained in the conspicuous consumption tendencies of individuals based on age ($p=0.926$). When the findings on the source of the difference are investigated, there is a significant difference in the mean voluntary simple life-style of the participants between the ages of 18 and 28 and those between the ages of 29 and 38 ($p=0.027$) and those aged 39 and over ($p=0.000$). Consequently, the simple voluntary lifestyle mean of the participants between the ages of 18 and 28 ($\bar{x}=3.898$) is lower than the participants between the ages of 29-38 ($\bar{x}=4.144$) and those over the age of 39 ($\bar{x}=4.296$). There is a similar difference in the happiness levels of individuals. A significant difference was ascertained in the happiness levels of the participants between the ages of 18 and 28 and those between the ages of 29 and 38 ($p=0.015$) and those aged 39 and over ($p=0.000$). Those with the lowest average happiness are those between the ages of 18 and 28. Finally, no significant difference was ascertained between the participants aged between 29 and 38 years and those aged 39 and over in terms of both simple voluntary lifestyle and average happiness.

Measurement Model

In the measurement model of the research; the constructs were subjected to confirmatory factor analysis for internal consistency reliability, convergent and discriminant validity. As a result of confirmatory factor analysis, expressions with low standardized loading were excluded from the analysis. Table 4 demonstrates the standardized loadings, cronbach alpha (α), CR and AVE values of the constructs included in the measurement model. The standardized loadings; have values between 0.619 and 0.839 for voluntary simple lifestyle, 0.648 and 0.854 for conspicuous consumption orientation, and between 0.640 and 0.811 for the Oxford happiness questionnaire. AVE values vary between 0.523 and 0.533. Standardized loadings values and AVE values of each construct in the measurement model were above >0.50 .

Moreover, the cronbach alpha and CR values of each construct are >0.70. Based on the standardized loadings, AVE and CR values of the constructs, convergent validity is ensured. Moreover, cronbach alpha and CR values show that internal consistency reliability is ensured (Hair et al., 2010).

Table 4. Confirmatory Factor Analysis Results of the Measurement Model

Construct	Standardized loadings	α	CR	AVE
Voluntary Simple Lifestyle (VSL)		0.846	0.831	0.533
1. I try to live a simple life and not to buy articles which are not necessary.	0.640			
2. I do not do impulse buying.	0.745			
3. When I shop, I decide to do so after serious consideration of whether an article is necessary to me or not.	0.839			
6. Even if I have money, it is not my principle to buy things suddenly.	0.784			
7. Except for traveling, I enjoy my leisure time without spending too much money.	0.619			
Conspicuous Consumption Orientation Scale (CCOS)		0.825	0.812	0.523
5. I would buy an interesting and uncommon version of a product otherwise available with a plain design, to show others that I have an original taste.	0.699			
7. By choosing a product having an exotic look and design, I show my friends that I am different.	0.854			
10. I often try to find a more interesting version of the run-of-the-mill products, because I wish to show others that I enjoy being original.	0.672			
11. I show to others that I am sophisticated.	0.648			
Oxford Happiness Questionnaire (OHQ)		0.900	0.900	0.530
3. I feel that life is very rewarding.	0.688			
7. I find most things amusing.	0.672			
9. Life is good.	0.811			
12. I am well satisfied regarding everything in my life.	0.767			
15. I am very happy.	0.788			
21. I feel fully mentally alert.	0.640			
22. I often experience joy and elation.	0.699			
25. I feel I have a great deal of energy.	0.742			

$\chi^2=247.823$, $df=108$; $\chi^2/df=2.295$; $GFI=0.963$; $AGFI=0.947$; $CFI=0.976$; $TLI=0.970$; $RMSEA=0.041$

For the discriminant validity of the constructs in the measurement model, the criteria proposed by Fornell-Larcker (1981) and the heterotrait-monotrait (HTMT) ratio (Henseler et al., 2015) were utilized. Based on Fornell-Larcker criteria, correlations between constructs and AVE values of constructs should be investigated in order to ensure discriminant validity. The square root of the AVE values for each construct should have a higher value than the correlation between constructs. When Table 5 is investigated, it is seen that this criterion is met.

Table 5. The Discriminant Validity according to Fornell-Larcker Criterion

Construct	VSL	CCOS	OHQ
VSL	0.730		
CCOS	-0.133***	0.723	
OHQ	0.165***	0.033***	0.728

Notes: *** p < 0.001; The bold values represent the square root of AVE.

In order to ensure discriminant validity by assessing the heterotrait-monotrait, the HTMT ratio should be <0.90 (Henseler et al., 2015). The findings in Table 6 demonstrated that the HTMT ratios of the constructs varied between -0.130 and 0.165. Consequently, the discriminant validity of the constructs was ensured based on the HTMT criterion.

Table 6. Discriminant Validity according to HTMT Criterion

Construct	VSL	CCOS	OHQ
VSL	-		
CCOS	-0.130	-	
OHQ	0.165	0.032	-

Structural Model

After ensuring the internal consistency reliability, convergent validity and discriminant validity of the constructs in the measurement model, the structural model in which the hypothesis tests were carried out was investigated. Despite the fact that the structural model results are seen in Table 7, it is observed that the model develops good fit values. When Table 7 was investigated, it was ascertained that voluntary simple lifestyle had a positive and statistically significant effect on happiness ($\beta=0.170$, $p<0.001$). Accordingly, H1 is confirmed. When the effect of conspicuous consumption orientation, which includes another research hypothesis, on happiness was investigated, it was ascertained that the stated effect was not significant ($\beta=0.053$, $p>0.05$). Accordingly, H2 is not supported.

Table 7. Structural Equation Modeling Results

	Std. β coefficient	t value	p value	Result
OHQ \leftarrow VSL	0.170	4.100	***	H1 supported
OHQ \leftarrow CCOS	0.053	1.292	0.197	H2 not supported

$\chi^2=257.539$, $df=109$; $\chi^2/df=2.363$; GFI=0.962; AGFI=0.946; CFI=0.975; TLI=0.968; RMSEA=0.042

Notes: p value; ***p < 0.001

Within the frame of this research, it was targeted to measure the moderator effect of demographic characteristics on the effect of voluntary simple lifestyle and conspicuous consumption orientation on happiness. The moderator effect is considered as the independent variable that affects the direction or strength/intensity of the relationship between the independent and dependent variable. The demographic characteristics like gender, age and educational status were investigated for the moderator effect (Table 8). When the effect of people’s voluntarily simple lifestyles on their happiness was assessed based on gender, there happened to be a positive and significant difference between male and female participants. The effect of voluntary simple lifestyle on happiness of

male participants ($\beta=0.249$, $p<0.001$) was ascertained to be higher than female participants ($\beta=0.129$, $p<0.05$). When it was investigated based on education level; there was a positive and significant difference between participants with a college degree and a graduate degree. The effect of voluntary simple lifestyle on the happiness of the participants with a college degree ($\beta=0.228$, $p<0.01$) was ascertained to be relatively higher than the participants with a graduate degree ($\beta=0.135$, $p<0.05$). No significant difference was ascertained in other education levels ($p>0.05$). Eventually, the effect of the voluntary simple lifestyle on the happiness of the participants was positive and significant between 29 to 38 years old and 39 years and older. In terms of age intervals, the effect of voluntary simple lifestyle on happiness ($\beta=0.233$, $p<0.01$) is stronger for those who are 39 years and older than those who are 29 to 38 years old ($\beta=0.153$, $p<0.05$). No significant effect was ascertained in participants between 18 to 28 years old ($p>0.05$). When the findings were assessed, H3 is supported, in which the effect of people's voluntary simple lifestyles on their happiness differentiates based on gender, age and educational status.

Table 8. Moderator Effect Results

Gender	Std. β coefficient	t value	p value
<i>Female</i>			
OHQ \leftarrow VSL	0.120	2.305	0.021
OHQ \leftarrow CCOS	0.017	0.313	0.754
<i>Male</i>			
OHQ \leftarrow VSL	0.249	3.577	***
OHQ \leftarrow CCOS	0.110	1.679	0.103
$\chi^2=369.455$, $df=218$; $\chi^2/df=1.695$; GFI=0.946; AGFI=0.924; CFI=0.974; TLI=0.968; RMSEA=0.030			
Education Status	Std. β coefficient	t value	p value
<i>Secondary – High school degree</i>			
OHQ \leftarrow VSL	0.117	1.105	0.269
OHQ \leftarrow CCOS	0.261	2.038	0.049
<i>College student</i>			
OHQ \leftarrow VSL	0.061	0.676	0.499
OHQ \leftarrow CCOS	-0.042	-0.466	0.641
<i>College degree</i>			
OHQ \leftarrow VSL	0.228	3.235	0.001
OHQ \leftarrow CCOS	0.020	0.301	0.764
<i>Graduate degree</i>			
OHQ \leftarrow VSL	0.135	2.066	0.039
OHQ \leftarrow CCOS	0.135	2.000	0.046
$\chi^2=726.775$, $df=436$; $\chi^2/df=1.667$; GFI=0.906; AGFI=0.868; CFI=0.952; TLI=0.940; RMSEA=0.030			
Age	Std. β coefficient	t value	p value
<i>18 to 28 years old</i>			
OHQ \leftarrow VSL	0.084	1.246	0.213
OHQ \leftarrow CCOS	0.056	0.828	0.408
<i>29 to 38 years old</i>			
OHQ \leftarrow VSL	0.153	2.336	0.020
OHQ \leftarrow CCOS	0.040	0.597	0.551
<i>39 years and older</i>			
OHQ \leftarrow VSL	0.233	2.716	0.007
OHQ \leftarrow CCOS	0.089	1.100	0.272
$\chi^2=542.209$, $df=327$; $\chi^2/df=1.658$; GFI=0.924; AGFI=0.893; CFI=0.963; TLI=0.954; RMSEA=0.029			

Moderating effects of people's conspicuous consumption orientation on their happiness were investigated based on gender, educational status and age. When Table 8 is investigated, no significant difference was ascertained in the effect of people's conspicuous consumption orientations on their happiness ($p>0.05$). A similar finding was acquired for the age variable, and no difference was ascertained based on age groups ($p>0.05$). There was a difference in the two groups based on the educational status of the participants. The effect of conspicuous consumption orientation on happiness of the participants with a secondary - high school degree ($\beta=0.261$, $p<0.05$) is relatively higher than the participants with a graduate degree ($\beta=0.135$, $p<0.05$). There was no significant effect in the college student and college degree groups ($p>0.05$). Based on the findings of Table 8, the effect of people's conspicuous consumption orientation on their happiness does not vary based on gender and age. There is a significant difference based on education level. The H4 hypothesis is partially supported.

Discussion and Conclusion

Prior to the hypothesis test regarding the research, basic analyzes were encompassed. Within the frame of the basic analysis, the averages of the research variables and the differences based on the demographic characteristics were assessed. When the averages of voluntary simple lifestyle, conspicuous consumption orientation and happiness constructs were investigated, individuals' voluntary simple lifestyle averages were ascertained to be higher, and the averages of the happiness variable were also seen to be higher. Yet, the averages of the conspicuous consumption orientation were quite low. High averages of the voluntary simple lifestyle indicate a tendency for individuals to adopt a simpler and more meaningful lifestyle. This is more related to inner happiness and accordingly it can be seen that the average of happiness is also high.

Independent samples t-test and one-way ANOVA test were implemented to the data in order to designate whether there was a difference in these constructs based on gender, educational status and age, which are demographic characteristics. As a result of the analyzes, significant differences were ascertained in the happiness levels of individuals based on their educational status and age. The people having a graduate degree were ascertained to have a higher level of happiness than those with college students. This finding is similar to the studies in the literature. Tsui (2014) and Çirkin and Göksel (2016) stated in their studies that those with higher education levels are happier. One of the significant factors which have a positive effect on happiness is income. It can be assumed that as the level of education increases, income will increase in parallel. From this view-point, it is quite normal for such a finding to occur. As the income level increases, people can generate their expenses as they wish, socialize more easily and act more easily in generating a budget for areas that support their personal development. Accordingly, an increase in their level of happiness is also expected. Significant differences were ascertained in the level of happiness based on age. People between the ages of 18-28 differed from those aged 29 and over and were in the age group with the lowest level of happiness. A similar finding was acquired in the voluntary simple lifestyle variable. Also, the voluntary simple lifestyle level of those between the ages of 18-28 is lower than those in the other age groups. Moreover, there was a significant difference based on gender in the voluntary simple lifestyle level, and men's voluntary simple lifestyle levels were ascertained to be higher than women. While there was no

significant difference in happiness levels based on gender, no significant difference was ascertained in voluntary simple lifestyle based on educational status. There was no significant difference in the conspicuous consumption orientation of the people based on gender, education level and age. This finding regarding conspicuous consumption is also consistent with the findings of the study carried out by Çetin and Yaylı (2019).

By way of analyzing the structural model, hypothesis tests were carried out and it was concluded that voluntary simple lifestyle had a positive and significant effect on happiness. As people's voluntary simple lifestyle level increases, their level of happiness also increases. This finding, which supports the H1 hypothesis, is also in line with the studies in the literature (Alexander & Ussher, 2012; Ambrose, 2010; Balderjahn et al., 2020; Hook et al., 2023; McGouran & Prothero, 2016; Monopolis, 2010). The relationship of the voluntary simple lifestyle to happiness can stem from many different factors. First, this lifestyle allows individuals to simplify their lives and avoid unnecessary stress and confusion. Thus, individuals can lead a more peaceful and satisfying life. Voluntary simple lifestyle helps individuals to reevaluate the purpose and values of their lives and to lead more meaningful lives. In addition, this lifestyle, which encourages individuals' environmental awareness and sustainable living, can increase individuals' sense of making a positive impact on the environment. Finally, the voluntary simple lifestyle allows individuals to discover and develop their own talents and potential by encouraging their personal development. It can be said that these positive outcomes, which will provide individuals by adopting a simple voluntary lifestyle, are effective in increasing their happiness levels. Yet, this relationship between a voluntary simple lifestyle and happiness also based on factors such as individuals' personal values, beliefs, and life goals. Accordingly, it is significant to consider that this lifestyle may not have the same effect for everyone.

When the effect of conspicuous consumption orientation, which was tested with H2, was investigated, it was concluded that the stated effect was not significant, and H2 was not supported. Based on the research findings, it was found that conspicuous consumption orientation has no significant effect on happiness. Despite the fact that there are different findings regarding this effect in the literature, the study demonstrating that there is no significant effect could not be obtained. This finding acquired with this research differentiates from the studies in the literature. Yet, Gürbüz and Çetinkaya Bozkurt (2022), who discussed subjective well-being and conspicuous consumption, which are concepts closely related to happiness, investigated the effect of conspicuous consumption on subjective well-being in the study they carried out with participants in Türkiye and concluded that there was no significant effect. Conspicuous consumption refers to the tendency to purchase and consume luxury goods, usually for the objective of gaining or maintaining social status. This type of consumption is often associated with extrinsic motivations, namely the wish/desire to gain the approval of others or increase social status. In the discovery of this finding, since such an extrinsic motivation may provide short-term satisfaction, it may not have increased the level of happiness in the long run.

Conclusively, these two basic findings demonstrate that individuals' happiness is mostly based on intrinsic values and a simple lifestyle, and simple lifestyle rather than conspicuous consumption is more associated with happiness. The insignificance of the relationship between conspicuous consumption and happiness may be due to the fact

that these two concepts reflect different motivations and values. It can be stated that while conspicuous consumption reflects a kind of social status based on extrinsic motivations, voluntary simple lifestyle is mostly nourished by internal motivations and reflects personal values. Consequently, voluntary simple lifestyle can enable individuals to find meaning in their lives and be satisfied, thus enabling the development of higher levels of happiness in the long run.

H3 and H4 hypotheses were utilized in order to test whether there were differences in the effects of individuals' voluntary simple lifestyle and conspicuous consumption orientations on happiness based on gender, educational status and age. In terms of the impact of individuals' voluntary simple lifestyle on their happiness; it was ascertained that men compared to women and those with a college degree were higher than those with a graduate degree. Compared to the people who are 29 to 38 years old, the effect of voluntary simple lifestyle on happiness was ascertained to be higher in those 39 years and older. Due to these differences, the H3 hypothesis was accepted. In other words, it can be stated that the effect of voluntary simple lifestyle on their happiness differentiates based on gender, education level and age. Based on the research findings, it can be stated that those in the more mature age range embrace the voluntary simple lifestyle, which encompasses sustainability, environmental awareness, search for meaning in life, and focuses on reducing consumption with the hope of leaving a more livable world to future generations. Consequently, this lifestyle increases happiness by providing inner peace, calmness, spiritual serenity and therefore an inner motivation.

When the effect of individuals' conspicuous consumption orientations on their happiness was investigated, a significant difference was ascertained in the two groups only based on their education level. Consequently, the effect of conspicuous consumption orientation on happiness is more strong for those who have a secondary - high school degree compared to those who have a graduate degree. Consequently, the H4 hypothesis is partially supported, with only the difference in educational status. As a result of the research, while no significant effect of conspicuous consumption orientation on happiness was designated, this effect became significant when analyzed based on education level. As the conspicuous consumption orientation of those who have a secondary - high school degree, which are in the lowest group in terms of education level, increase, their happiness increases positively.

The concept of happiness, which is strived to be clarified from different perspectives by different disciplines, and the question of what affects happiness, have been strived to be clarified on the basis of lifestyle and consumption with this research. Especially, it is significant for both researchers and practitioners to comprehend what motivates individuals or consumers for their happiness. In order for the concept of happiness to be more comprehensible and clear, it is needed to be dealt with holistically by different disciplines. It is assumed that the factors affecting happiness will be designated in the focus of lifestyle and consumption and will provide significant outputs for consumers in terms of developing suitable marketing policies and strategies. Also, determining what consumer differences and motivation sources are is significant at the point of generating consumer market segments. Identifying the factors affecting happiness in the focus of lifestyle and consumption allows practitioners to create more specific customer segments. Marketing communication practices such as advertisements and promotions to be developed for these customer segments can be made more qualified. Aligning

their brand values and brand images with consumers' preferences can increase the success of their marketing strategies. The fact that consumers turn to environmentally sensitive brands and prefer sustainable products can encourage businesses to make efforts in this area and to create marketing strategies that emphasize these values.

This research can aid the individuals to assess their own life and consumption habits by demonstrating the effect of voluntary simple lifestyle and conspicuous consumption orientations on happiness. Research findings demonstrate that individuals can increase their happiness by way of embracing a simpler lifestyle and avoiding unnecessary consumption. Moreover, this study ascertained that conspicuous consumption orientations do not have a significant effect on happiness. This finding may help individuals to question their conspicuous consumption orientations and perhaps increase their happiness by avoiding such consumption.

In terms of the businesses and policy makers, these research findings can help consumers to better comprehend their motivations and needs. Business and policy makers can enable consumers to increase their happiness by offering simpler and more sustainable products and services and avoiding marketing strategies that encourage conspicuous consumption. Research findings also showed that the effect of consumption habits and lifestyle choices on happiness may vary according to demographic characteristics. The businesses and policy makers can develop more targeted and effective marketing strategies and policies by taking into consideration the demographics of consumers.

Conclusively, this research provides a significant perspective on the concept of happiness by revealing the effect of voluntary simple lifestyle and conspicuous consumption on happiness. The relationship between these constructs may vary based on lifestyle, consumption motivations, values and social context. Conclusively, in order to comprehend the relationship between lifestyle, consumption and happiness, it is significant to consider the broader social and psychological context of consumption practices and motivations.

The data acquired in measuring the effect of voluntary simple lifestyle and conspicuous consumption orientations on happiness were carried out by applying convenience sampling method in this research. Therefore, there are limitations on the representativeness of the sample. Although it is not possible to generalize the research findings, some information has been shared for this community, since data were acquired from the participants in Türkiye. Moreover, how and in what way cultural and contextual factors affect happiness is one of the issues that should be investigated. Another limitation of the study is that the data were obtained at once, instantaneously and cross-sectionally, through an online survey. The following five different areas can be recommended for further studies;

1. The studies conducted on the examination of cultural factors; How do the consumption habits and lifestyle choices of individuals from different cultures affect their happiness levels? The answer to this question can deepen the comprehending of happiness from a global perspective.
2. Analyzing of different lifestyles and consumption patterns; Voluntary simple lifestyle and conspicuous consumption are just two examples of consumption habits and lifestyle choices. Future studies may investigate the impact of other

lifestyles and consumption patterns on happiness, like minimalist living, sustainable consumption, and luxury consumption.

3. More comprehensive examination of demographic factors; this study has designated the effect of demographic factors like gender, educational status and age on happiness. Yet, other demographic factors (income level, occupation, family status, etc.) can be investigated. Understanding how these factors shape the impact of consumption habits and lifestyle choices on happiness may allow for a more comprehensive model of happiness.
4. Analyzing the long-term effects; this study investigated the effects of voluntary simple lifestyle and conspicuous consumption orientations on happiness as a snapshot. Yet, long-term studies are required in order to learn more regarding the long-term effects of these lifestyles and consumption patterns on individuals' happiness levels.
5. Utilizing the different approaches to happiness; this research model deals with happiness on the basis of eudaimonia and hedonist approaches, as well as idealist and materialist values. Yet, there are other approaches to clarify happiness. It may be useful to use these different approaches and investigate how the results change in future studies.

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