

The Effect of Electronic Word of Mouth Marketing on Luxury Consumption Preference: A Research in the Tourism Sector*

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Abstract: The purpose of the study is to define the impact of electronic word of mouth marketing on luxury consumption preference in accommodation establishment preference. Individuals aged 18 and older who have experienced in accommodation in the accommodation establishments constitute the population of the study. The research sample was determined by judgmental (deliberate, purposeful, decisional) sampling technique. In the study, data was collected from 427 people via online survey method. In addition to descriptive statistics, multiple deviant analysis, multiple normal distribution, reliability, factor analysis, simple linear regression and multiple regression analyses were performed on the data obtained. As a result of the study, it was defined that eWOM had a statistically significant effect on luxury consumption behaviour in accommodation establishment preference. With the regression analysis, it was revealed that the "Predisposition to Online Product Reviews" dimension, one of the eWOM sub-dimensions, does not have a significant effect on the "Luxury" dimension in the luxury consumption dimension, but has a important effect on the "status" dimension. Based on the findings, it was decuded that the "General Reliability" dimension, one of the eWOM sub-dimensions, has a significant effect on the "Luxury" and "Status" dimensions in the luxury consumption dimension.

Keywords: Electronic word of mouth marketing, Luxury consumption, Luxury brand

Jel Codes: M31, M310, Z330

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Elektronik Ağızdan Ağıza Pazarlamanın Lüks Tüketim Tercihine Etkisi: Turizm Sektöründe Bir Araştırma

Öz: Araştırmada konaklama işletmesi tercihinde elektronik ağızdan ağıza pazarlamanın lüks tüketim tercihinde etkisini belirlemek amaçlanmıştır. Konaklama işletmelerinde konaklama deneyimi yaşamış 18 yaş ve üstü bireyler çalışma evrenini oluşturmaktadır. Araştırma örneklemini ise yargısal (kasıtlı, amaçlı, kararsal) örnekleme tekniğiyle belirlenmiştir. Araştırmada veriler çevrimiçi anket yöntemiyle 427 kişiden toplanmıştır. Elde edilen veriler üzerinde tanımlayıcı istatistiklerin yanı sıra, çoklu sapan analizi, çoklu normal dağılım, güvenilirlik, faktör analizi, basit doğrusal regresyon ve çoklu regresyon analizleri yapılmıştır. Araştırma sonucunda konaklama işletmesi tercihinde eWOM'un lüks tüketim davranışı üzerinde istatistiksel olarak anlamlı bir etkisi bulunduğu tespit edilmiştir. Yapılan regresyon analizi ile eWOM alt boyutlarından "Çevrimiçi Ürün İncelemelerine Yatıklılık" boyutunun lüks tüketim boyutunda yer alan "Lüks" boyutu üzerinde anlamlı bir etkiye sahip olmadığı ancak "statü" boyutu üzerinde anlamlı bir etkiye sahip olduğu saptanmıştır. Bulgulardan hareketle eWOM alt boyutlarından "Genel Güvenirlik" boyutunun lüks tüketim boyutunda yer alan "Lüks" ve "Statü" boyutları üzerinde anlamlı bir etkiye sahip olduğu tespit edilmiştir.

Anahtar Kelimeler: Elektronik ağızdan ağıza pazarlama, Lüks tüketim, Lüks marka

Jel Kodları: M31, M310, Z330

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1. Introduction

It is almost impossible to remain indifferent to technology in the developing and changing world order. In today's society, the conveniences that technology brings to human life are undeniably numerous. The most important convenience among these is the use of the internet. The emergence of the internet has significantly changed and shaped our communication preferences, interaction style, purchasing and marketing activities (Jalilvand et al., 2011, p. 44; Eken & Gezmen, 2019, p. 184; Özhan, 2022, p. 143). With this changing and embodiment, the internet also creates an effective environment for broader marketing activities (Park et al., 2011, p. 74). According to the Digital January 2023 report, the world population is about 8.01 billion people. Today, there are about 5.16 billion internet users in the world, which means that about 64.4 by percent of the world's total population is now online (Wearesocial, 2023). This large number of users provide eWOM with significant potential power for marketers (Schindler & Bickart, 2005, p. 1). Electronic word of mouth marketing (eWOM) is defined to as the dynamic and continuous process of information exchange between potential, current or prior consumers about a good, service, brand or company that is made available to many people and institutions via the internet (Ismagilova et al., 2020, p. 1203; Asnawatia et al., 2022, p. 83). In another sense, eWOM is the evaluations that consumers make about goods or services (Nawi et al., 2020, p. 4079). Thanks to electronic word of mouth marketing on the Internet, consumers can communicate with each other about goods or services. With this communication, people can influence each other both ways. Consumers engage on social media platforms, media sharing sites, internet forums, etc. They can share their own experiences and experiences in media (Nawi et al., 2020, p. 4079; Özhan, 2022, p. 144). All these developments regarding the internet, smartphones and social media sites make it possible for the emergence of new consumer types and consumption habits (Bahri-Ammari et al., 2020, p. 2). One of the new consumption habits that emerged in the light of developments is luxury consumption.

Luxury is a versatile concept (Özgüngör, 2013, p. 8). The concept of luxury gives people the perception of comfort, satisfaction, happiness or convenience. At the same time, the concept also includes meanings that are not necessary in line with need (Heilman et al. cited in Tengiz, 2010, p. 57). It also represents affluent people with luxurious, opulent lives, a kind of privileged and unattainable way of living. While luxury products represent a kind of exclusive and inaccessible lifestyle, they are relatively expensive products that provide prestige and status without providing any advanced functional benefits (Semaan et al., 2019, p. 166). Luxury consumption, on the other hand, expresses a need driven by social qualities such as self-expression and self-presentation and the require to display a social position (Pantano et al., 2018, p. 95). Psychological and sociological factors play a role in luxury consumption. The important psychological factor regarding luxury consumption is brand awareness. Perfect quality, very high price, scarcity and uniqueness, aesthetics and very emotionality, ancestral heritage and unnecessaryness define a luxury brand (Sharda & Bhat, 2019, p. 801). Luxury brands offer a hedonic, multi-sensory appeal in terms of the superior materials, knowledge and symbolic value they provide and attract consumers on an emotional level (Pantano et al., 2018, p. 96; Sezgin, 2021, p. 59). For this reason, luxury brands can be seen as a symbol of personal and social identity. Luxury consumption benefits consumers especially during social interactions, that is, it helps them show off by displaying luxury brands (Çelebi & Pınar, 2017, p. 366-367; Sharda & Bhat, 2019, p. 801). Regarding luxury consumption, luxury brands can fully represent their identities and virtual values on social media sites (Bahri-Ammari et al., 2020, p. 2). Regarding the value represented, consumers share information on social media sites, etc. Positive or negative evaluations can be made in environments. These positive or negative evaluations made via the internet are electronic word-of-mouth marketing activities. Based on this, the purpose of this research is to determine the effect of electronic word of mouth marketing on luxury consumption preference.

2. Conceptual Framework

Under this heading, respectively; Information is given about the relation among electronic word of mouth marketing (e-WOM), luxury consumption and luxury brand, electronic word of mouth marketing and luxury consumption.

2.1. Electronic Word of Mouth Marketing

Word of mouth marketing is defined as informal verbal communication about a good or service that takes place in person, by phone, e-mail or other communication methods (Keni & Kristiawan, 2020, p. 246). Consumer-to-consumer communication about goods and services, commonly known as "word of mouth marketing" (WOM), is an important source of market information (Schindler & Bickart, 2005, p. 1). Sharing information and opinions between individuals influences individuals in making choices. Therefore, word of mouth marketing directs the purchasing and decision-making process of consumers (Cheung & Thadani, 2010, p. 330; Keni & Kristiawan, 2020, p. 246). Before the internet entered our lives, word of mouth marketing (WOM) had marketed that was generally done face to face with minor community, that is, limited to close and recognizable people (Lestari & Gunawan, 2021, p. 76). However, the improving of the Internet has to cause the emergence of new forms of word-of-mouth marketing. The way word of mouth information is transmitted to on the internet as electronic word of mouth marketing (Schindler & Bickart, 2005, p. 1). Due to the developing internet, one of the most frequently used tools in online marketing communication is eWOM (Bao et al., 2019, p. 5).

Electronic word of mouth marketing; It is a marketing that includes statements made by real, potential or previous users about a good or service and this information is delivered to people or institutions via the internet (Rakhmawati et al., 2019, p. 14; Asnawatia et al., 2022, p. 83; Yunikartika & Harti, 2022, p. 114). In other words, electronic word of mouth marketing (eWOM) refers to all kinds of positive or negative statements made by consumers about a good or service that is made available to many people and institutions via the internet (Jalilvand et al., 2011, p. 44; Keni & Kristiawan, 2020, p. 246). There are dimensions that can be used to measure electronic word of mouth marketing. These; intensity, positive valence, negative valence and content (Lestari & Gunawan, 2021, p. 77). Electronic word of mouth marketing is now the most effective and efficient marketing communication medium because it does not require large costs, has wide access and allows rapid information dissemination (Lestari & Gunawan, 2021, p. 76). With electronic word of mouth marketing, individuals can read the comments of other consumers published on the internet (Park et al., 2011, p. 74). Thanks to electronic word of mouth marketing (eWOM), consumers' awareness of products has increased. For this reason, electronic word of mouth marketing is an advertising tool that helps users share their perspectives with each other (Hussain et al., 2018, p. 23; Nawi et al., 2020, p. 4079). Electronic word of mouth marketing (eWOM) can occur in a variety of media. Consumers post on social media accounts, break sessions, product review websites, etc. They can make comments about goods and services in this concept. (Cheung & Thadani, 2010, p. 330). Electronic word of mouth marketing activities among people take place through online platforms through product reviews, comments and individual complaints that used by other people (Bao et al., 2019, p. 5; Matusin et al., 2023, p. 812). Consumers can now easily publish their ideas, feelings, emotions and opinions about goods and services by using the internet (Schindler & Bickart, 2005, p. 1). Then, after receiving information from eWOM forums, consumers can read comments or reviews made by different people about the benefits or harms of products on web pages or websites. Users' buying behavior is affected by their reviews, and comments and reviews help them in choosing goods/services (Hussain et al., 2018, p. 23). E-WOM is a very important to the reference for consumers to form their buying decision-making process. Thanks to this important reference, consumers can gain superiority over each other, etc. For these reasons, people tend to consume luxury through luxury brands (Asnawatia et al., 2022, p. 83).

2.2. Luxury Consumption and Luxury Brand

The basis of consumption is that people meet their needs to sustain their lives. However, over time, consumption has gained both a social and cultural dimension instead of economical dimension. (Kaya, 2022, p. 25). People have begun to consume for more extrinsic focused rewards such as money, popularity or personal satisfaction. In other words, spending has become an indicator which is meted biological needs. Thus, luxury consumption was emerged (Truong et al., 2010, p. 346; Kaya, 2022, p. 25). The roots of the word luxury derive from the Latin word 'luxus'. The origin of luxury dates return to the period when our rudimentary ancestors used objects to decorate themselves in order to differentiate themselves from others in their communities with respect to their social positions (Jiang et al., 2014, p. 245; Çetin et al., 2020, p. 594). The concept of luxury extends to Adam Smith (1776), who divided consumption into subcategories; well essential, fundamental, wealthy and luxury categories. Over the years, singulars' attention has begun to shift from elementary crops to luxury products due to the wish to construct and present the self. People define their 'selves' by using what they have, so that the things they own become an extension of people's self (Dogan et al., 2022, p. 934). Luxury is generally described as products and brands that are at the highest level of the product and brand hierarchy (Goor et al., 2020, p. 3). Luxury is a way of life that is mostly determined by goods or services (Wang et al., 2022, p. 240). High quality, uniqueness, rarity and exclusivity are among the concrete features of luxury. But, luxury must also carry a affluent heritage and historical value, provide pleasure as a central benefit and promise provide to the world of dreams. All these features must evident themselves in goods and services that spite of their high prices, provide very low functional benefits for consumers (that is, have a low functional benefit-price ratio) (Brandão & Barbedo, 2022, p. 204). Luxury, in a sense, functions as differentiation and separation. At the end of the 19th century, Veblen (1994, first published in 1899) defined richness industrial barons as follows: "Since the consumption of more perfect goods is a proof of wealth, it becomes honorable, and, conversely, failure to consume in the required quantity and quality becomes a sign of pettiness and defect." income" (Jiang et al., 2014, p. 245; Çetin et al., 2020, p. 594). Since the 19th century, people have consumed luxury in order to gain status and show off, and people have turned to luxury spending in order to gain prestige by displaying the products they purchased (Kaya, 2022, p. 25).

Luxury consumption is someone the common practices used by contemporary individuals to expand their identities (Dogan et al., 2022, p. 934). Luxury consumption is defined as a type of consumer goods that are unique, scarce, rare and have other characteristics further the scope of people's survival and improving wants (Husic & Cicic, 2009, p. 231-232). At the same time, luxury consumption is also called a non-life necessity (Wang et al., 2022, p. 240). Luxury consumption has various dimensions. These; uniqueness, expensiveness, symbolic meaning, arbitrary desire and belonging to a privileged minority (Dogan et al., 2022, p. 937-938). Both economic (increased disposable income) and social factors (increased perception that high-end products are necessary due to personal comparison) play a role in the increasing trend of luxury consumption (Ciornea, 2021, p. 8; Brandão & Barbedo, 2022, p. 202). Luxury consumers are perceived as having desirable qualities such as power, success and influence. These perceptions arise from the fact that having luxury represents a higher status for consumers than others, and therefore luxury consumption symbolizes being superior, privileged and better than others (Sestino, 2020, p. 1; Goor et al., 2020, p. 3). Consumers now tend to purchase luxury goods for their symbolic content such as status and prestige rather than functionality (Truong et al., 2010, p. 346). Luxury consumer goods are associated with superior quality, high price, craftsmanship, service, design, scarcity, exclusivity, indulgence and aspirational lifestyle. In the strict sense, expensive and rare goods are called luxury goods (Yavuz & Erciş, 2022, p. 912). Luxury consumer goods have become widespread with the understanding of the importance of "branding". Now, not only "aristocratic souls" but also the broad masses of people want to consume luxury products, buy luxury houses, buy

luxury home appliances, ride luxury cars, eat in luxury places, be in luxury places, and shop in luxury places. The key to being a luxury good or service is to be perceived as a "luxury brand" in every category (Hız & Hız, 2011, p. 153).

In the context of growing globalization, increasing competition and differentiation, the importance given to brands and their qualities is increasing. Brands are becoming increasingly important in creating a sense of identity, identification and achievement for consumers (Baumgarth et al., 2008, p. 536). Some brand dimensions and associations are important to increase market recognition and economic success, resulting in the value consumers place on them. This means that consumers' status and luxury consumption tendencies are important in establishing relationships between consumers with these characteristics and brands and products that confer certain status (O'cass & McEwen, 2004, p. 25; Jha, 2021, p. 222). Luxury brands are brands that maximize the quality perceived by the consumer by raising brand awareness with a well-known brand identity (Habiboglu & Uslu, 2019, p. 1682). Delivering powerful and positive experiences is crucial to the success of a luxury brand. Luxury brands offer unique, exclusive and differentiating brand experiences (Kapferer et al., 2017, p. 11). In other words, if everyone owns a particular brand, the prestige erodes and therefore the luxury component disappears. In short, the 'luxury brand' is considered to be the extreme end of the prestigious brand category (Phau & Prendergast, 2000, p. 123). Consumers interact with luxury brands through numerous marketing tools, each of which can shape the brand experience. Designing, managing and monitoring the consumer experience is an important duty for luxury brands (Deneçli, 2022, p. 766). At the same time, for luxury brands, it is important for consumers to share their experiences with the brand for the reputation and future of the brand. It is possible to share brand-related experiences through electronic word-of-mouth marketing activities. This leads to the establishment of a relationship between electronic word of mouth marketing and luxury consumption (Kural, 2011, p. 33; Kapferer et al., 2017, p. 12).

2.3. The Relationship Between Electronic Word of Mouth Marketing and Luxury Consumption

The internet, which allows us to access comprehensive information, is defined as a network of computer networks that can provide almost instant access to a wide repository of information for all the world (Parlak & Balık, 2005, p. 11; Kutup, 2010, p. 13). Today, thanks to the internet which is changing and developing, consumers have the opportunity to purchase any goods/services and easily share their experiences about the goods/services in question (Çetin et al., 2020, p. 592). On December 31, 2022, the population of Turkey is approximate 85 million 279 thousand 553 people (TUIK, 2023). The number of internet users among the 85 million population in Turkey is about 71.38 million. The number of active social media users in our country is about 62.55 million people. The average of daily time spent by internet users AT aged 16-64 on different media and devices is 7 hours 24 minutes in internet use and 2 hours 54 minutes in social media use (Wearesocial, 2023). The main reason why internet users between the ages of 16 and 64 use the internet is to find information, with a rate of 73.20% (Wearesocial, 2023). Not only internet helps consumers find vast amount of information, but also it enables them to engage in purchasing behavior. It even provides the opportunity to comment on various platforms about the purchased goods/services (Forsythe & Shi, 2003, p. 867-868). Among the primary reasons why internet users aged 16-64 use social media platforms (in percentage), finding products to buy is 33.0%; the rate of sharing and discussing opinions is 29.5%; the rate of inspiration for things to do and to buy is 32.3% (Wearesocial, 2023). However, consumers search for more information online than the actual purchase. Consumers research purchases online but they do not make the purchase. It is seen that the internet has an impact on consumer behavior, which begins to vary over time (Forsythe & Shi, 2003, p. 867-868). The development of the Internet makes it possible to share content created by users, providing two-way communication as opposed to

traditional one-way communication. Interaction increases thanks to two-way communication. Now everyone can share their experiences and informations on every subject on the internet. Word of mouth information exchange, which used to be done only with close circle, is now done with wider audiences on the internet (Çetin et al., 2020, p. 592). Word of mouth marketing (WOM) is recognized as having a significant impact on what people know, feel, and do. Word of mouth marketing is defined as informal marketing to other consumers about the characteristics of certain goods and services (Schindler & Bickart, 2005, p. 1; Yan et al., 2016, p. 63). Word of mouth marketing (WOM), one of the oldest forms of communication; It is defined as consumers' desire to share their positive or negative experiences about the goods/services they purchased and their information about the goods/services with their environment (Türker, 2014, p. 151; Keni & Kristiawan, 2020, p. 246). With the development of the internet, word of mouth marketing has become possible through electronic items (Minh & Do, 2017, p. 1694).

Consumers make comments on electronic word of mouth marketing about a good, service or company through networks. These comments can be positive or negative, but they can also be made for informative purposes. The comments can have an impact on consumers' trust and the behavior of purchasing (Abdulmanafov, 2018, p. 45; Asnawatia et al., 2022, p. 83). Electronic word of mouth marketing (eWOM) is, in a sense, the form of word of mouth marketing on the internet. While word of mouth marketing is marketing done verbally from person to person, electronic word of mouth marketing is marketing done through internet platforms rather than face to face or verbally (Park et al., 2011, p. 74). Electronic word of mouth marketing can occur in many ways. On social media platforms or internet environments; Influencers, bloggers or forum members may intentionally comment or post about brands and products. In this way, consumers can get information from people who have had previous experience with the goods or services they may be interested in (Minh & Do, 2017, p. 1694). Consumers conduct research and read comments on social platforms such as Instagram, Facebook, Twitter and similar forums to evaluate goods and services before purchasing them. Thus, content on social media turns into a vital data source that influences product selection and helps shoppers meet their consumption needs (Matusin et al., 2023, p. 810).

Humanity has had a need for consumption since the humanity existed. People have to consume meaningfully in order to sustain their lives (Öz, 2018, p. 1). Maslow (1943, 1954) stated that people are motivated to meet certain needs in the hierarchy of needs and that some needs are more prioritized than others. Our most basic needs are physiological needs. Physiological needs enable people to survive on the biological needs. These are physiological needs such as food, drink, shelter, sleep, clothing, air, warmth, reproduction and sex (Gambrel & Cianci, 2003, p. 145; McLeod, 2007, p. 3-4). While in pre-modern times mostly people met their physiological needs to sustain their lives, only a small minority group, the elite class, engaged in consumption that expressed luxury, waste or ostentation. However, since the industrial revolution, as a result of the democratization of luxury, that is, the mass spread of quality and expensive products lower in the social layer, luxury and, as a result, luxury consumption have become the activities of many groups (Öz, 2018, p. 1). With respect to the traditional view of user behavior, users act rationally in the purchasing process by choosing goods that provide the highest value at the least cost. However, consumers do not every time act rationally and sometimes become completely emotional, seeking pleasure, happiness, etc. through buying behavior. They can focus on emotions (Durmaz et al., 2011, p. 117). People consume to obtain charm, high-quality, interesting and luxury goods and gain some rational and hedonic values as a result of this consumption activity. Nowadays, thanks to the conditions of the modern age, the demand for luxury consumption is increasing as individuals earn more income and benefit from more consumption opportunities (Bilge, 2015, p. 35). Of late years, the concept of luxury has expanded from materialism to time and passion, and has finally become more accessible. Consumers have satisfied with their feelings of enjoyment and satisfaction with luxury consumer products, and existing luxury consumer products have increased

their appeal for consumers (Telli et al., 2022, p. 66). The reason for luxury consumption is the consumer's need to feel special, that is, to experience the illusion of being privileged (Hız & Hız, 2011, p. 153; Bilge, 2015, p. 35). The most important factor behind the luxury consumption trend is status anxiety, because it is accepted by many social layers how important luxury consumption is in determining people's identities within family, relatives and society. In addition, sharing luxury consumption on social media platforms creates a new channel of vanity (Öz, 2018, p. 1). The majority of people impress others by showing their luxury consumption on social media platforms. Thus, electronic word of mouth marketing is carried out on the internet and social media channels. In electronic word of mouth marketing, people influence each other and tend to consume luxury. Social channels are used extensively because they provide people with electronic word-of-mouth marketing opportunities (Kaya, 2022, p. 41). In this regard, the studies on electronic word of mouth marketing and luxury consumption were examined by literature review.

In his research, Özkebaççı (2017) examined the relationship between electronic word of mouth marketing (eWOM) and hedonic consumption. The research was conducted on 500 people residing in Kayseri. As a result of the study, a significant and positive weak relationship was detected among eWOM and hedonic consumption in the purchasing decision. According to this data, it has been commented that consumers who apply to eWOM at the purchasing decision stage tend towards the hedonic consumption type. In their research, Shaltoni (2018) empirically examined cultural factors related to luxury consumption in Saudi Arabia. As a result of focus group interviews with 19 Saudis from the middle and upper middle class, it was determined that social factors (social pressure) play a more important role than internal motivations and religious beliefs when purchasing a luxury product. Interviewees stated that Islamic values do not encourage luxury consumption, while Arab culture tolerates this type of consumption. Marmaya et al. (2018) examined the effects of active social media use, innovation and trust on electronic word of mouth marketing (eWOM) behavior in Malaysia. The research was conducted on 120 Malaysian people. As a result of the research, it was determined that there is an important relationship among active social media use, innovation and trust and electronic word of mouth marketing when it comes to a successful marketing strategy. Practically, the result shows that electronic word-of-mouth marketing behavior through social media and mobile technology can be part of a company's marketing strategy in promotion to increase product sales and influence the buyer. Cetin et al. (2020) examined the effect of electronic word-of-mouth marketing on the relationship between celebrity usage on social media and social media usage intensity and luxury consumption tendency. The research was conducted with a focus on 368 university students. In the research conducted with the focus on students, it was concluded that the effect of social media usage intensity and celebrity use on luxury consumption is greater than the effect of eWOM on luxury consumption tendency.

In his research on 402 Y generation tourism students, Kaya (2022) found that electronic word of mouth marketing affects conspicuous consumption in the choice of accommodation establishment. In his study, Özhan (2022) investigated the impact of social media usage intensity and electronic word of mouth marketing on conspicuous consumption. The research was conducted with 238 people over the age of 18 living in Tekirdag province. In the study, the intensity of social media use has an important impact on electronic word of mouth marketing; it has been concluded that electronic word of mouth marketing also has a significant effect on conspicuous consumption. In his research, Urmak (2022) investigated the mediating role of electronic word of mouth marketing in the impact of brand image on brand preference. The research was conducted on 525 notebook computer users over the age of 18 living in Istanbul and Ankara. According to the results of the research, it has been determined that electronic word of mouth marketing has a mediating role in the impact of brand image on brand preference.

Matusin et al. (2023) in their research, they analyzed the role of consumer loyalty in mediating the impact of social media marketing on electronic word of mouth marketing.

The research was conducted on 230 people who actively use and follow social media. In the research, they concluded that social media marketing has a positive impact on consumer loyalty and electronic word of mouth marketing. They also found that consumer loyalty plays a role in mediating the impact of social media marketing on electronic WOM. Jayadi et al. (2023) examined the effects of electronic word-of-mouth marketing and social media marketing variables on purchase intention. The research was conducted on 250 Indonesians with existing income who were interested in purchasing and using cosmetics through e-commerce. As a result of the research, it was determined that electronic word of mouth marketing has a positive and important impact on brand image and purchasing interest. Additionally, social media marketing has been found to have a positive effect on brand image and purchasing interest. Zhang et al. (2023) aimed to understand the motivations behind luxury consumption in their research. Based on the answers given by the 12 people interviewed, the motivations behind luxury consumption are; they determined these as relevance, competence and autonomy.

3. Purpose, Importance and Limitations of the Research

The aim of this research is to determine the impact of electronic word of mouth marketing on luxury consumption preference in accommodation establishment preference. When the existing studies in the literature are examined, it is seen that very few of the studies focus on determining the impact of electronic word of mouth marketing on luxury consumption preference in accommodation establishment preference. Among these studies; Kaya's (2022) study on Y generation tourism students titled 'The impact of electronic word of mouth marketing (ewom) on conspicuous consumption in the choice of accommodation establishment', Yıldırım's (2021) study 'The impact of interpersonal interaction on conspicuous consumption behavior in holiday services and the fear of missing out' Keleş's (2021) study on the Y generation titled 'the impact of luxury consumption products on consumer purchasing intention', and Abdulmanafov's (2018) study on determining the effects of electronic word of mouth marketing on consumers' purchasing decisions is taking. However, in the literature, which is directly the subject of this research; It has been determined that no research has been conducted to determine the impact of electronic word-of-mouth marketing on the luxury consumption preference of people aged 18 and over who have experienced accommodation.

Although there are studies on electronic word of mouth marketing and luxury consumption on different generations and only in a certain field in the literature review, no research has been put forward to determine the impact of electronic word of mouth marketing on the luxury consumption preference of people aged 18 and over who have experienced accommodation, this makes this research important. The research topic was determined to fill this gap in the literature. In this context, the final results and findings are important in terms of determining the impact of electronic word-of-mouth marketing on luxury consumption preferences in consumers' choice of accommodation establishments and making recommendations to accommodation establishments and consumers. The contribution of the research to accommodation businesses is to learn the expectations of consumers and provide better quality service through electronic word-of-mouth marketing to have a positive perspectivism in the minds of consumers with luxury products, and to gain more customers by recommending accommodation establishments to their circle. Its contribution to consumers is to provide better service and to make feel psychologically better in the choices which customers make use of these information and they obtain through electronic word-of-mouth marketing.

The research was only limited to accommodation establishments. The number of people participating in the study is 427. It would be better to do it with more participants for generalizability. The web survey applied in the research was filled out by participants between on 15 December 2023 and on 15 February 2024. Therefore, the data reflects on the opinions of participants over a certain period of time. Another limitation is that the data

in the research were collected using judgmental (deliberate, decisional) sampling, one of the non-probability sampling techniques.

4. Method of the Research

The research conducted is a descriptive study and a study in the relational screening model. Relational screening model is a research model that aims to detect the existence and/or degree of change between two or more variables (Karasar, 2021, p. 114). Since the universe is a very broad and comprehensive concept, researchers have divided the universe into two: one of them is the research universe and the other one is the study universe. While the research universe refers to the universe in which the research results are theoretically generalized; the study universe refers to situations where it is not possible to reach the entire universe because it is abstract and very large. As a result, the study population is a narrowed version of the research universe (Baştürk & Taştepe, 2013, p. 132). While all individuals who have experienced accommodation in accommodation establishments constitute the research population, individuals at aged 18 and over who have experienced accommodation in accommodation establishments also constitute the study population. The process of selecting a piece from the universe, selected according to certain rules and representing the universe is called sampling (Baştürk & Taştepe, 2013, p. 133). Sampling methods are divided into probability-based and non-probability-based techniques (Coşkun, et al., 2017, p. 145). In the study, data were collected by judgmental (deliberate, decisional) sampling, one of the non-probability sampling techniques. Judgmental (deliberate, decisional) sampling is the inclusion of units in the sample that the researcher believes will answer the research problem. In other words, the criterion in determining the participants is the researcher's judgment. Participants are not selected randomly (Coşkun et al., 2017, p. 148). As of December 31, 2022, the population of Turkey was about 85 million 279 thousand 553 people (TUIK, 2023). According to Yazıcıoğlu and Erdoğan (2004, p. 50), the required sample size for this universe (with a universe size of 1 million) at 95% reliability and 5% acceptable error level is stated as 384. In this research, which will be conducted on individuals at aged 18 and over who have experienced accommodation in accommodation establishments using a web survey, the recommended sample size of 384 people was taken into account as the lower limit.

The data of the research consists of primary data sources. Primary data sources are people or events from which the researcher obtains information firsthand (Yayınoglu, 2005, p. 208). Research data was collected via web survey. A web survey is the placement of questions on a page on the internet. This page may be encrypted or open to the public (Coşkun et al., 2017, p. 89). The survey form, prepared using the literature, consists of 3 parts. In the first part, there are a total of 8 questions, 7 closed-ended and 1 multiple-choice question, to determine the demographic characteristics of the participants, social networking sites and the time spent on these sites. The electronic word-of-mouth marketing scale in the second part of the survey form was adapted to the study by benefiting from the studies of Kaya (2022) and Moqadamsalımı (2019). The scale in question consists of 16 items. In the last part of the research, there is the "Luxury Consumption Tendency Scale", which was adapted to the study by taking advantage of Kaya (2022)'s study and was created to determine the luxury consumption tendency. The scale in question consists of 18 items. As a result, there are a total of 34 items in the survey form. Altunışık (2008) emphasizes that the survey to be used in the research should be pre-tested with a pilot study in order to find out whether it poses a problem. The survey form created in this research was piloted in a group of 30 people with similar characteristics to the sample in December 2023, before being applied to the sample of the research. The web survey applied in the research was filled out by participants between on 15 December 2023 and on 15 February 2024. SPSS 22 statistical package program was used to analyze the hypotheses determined in line with the aim of the research. In line with the aim of the research, the following hypotheses and sub-hypotheses were developed:

H1: eWOM has a statistically important impact on luxury consumption behavior in accommodation establishment preference.

H1a: The "Predisposition to Online Product Reviews" dimension of eWOM has a statistically important impact on the "luxury" dimension of luxury consumption in accommodation establishment preference.

H1b: The "Predisposition to Online Product Reviews" dimension of eWOM has a statistically important impact on the "status" dimension of luxury consumption in accommodation establishment preference.

H1c: The "General Reliability" dimension of eWOM has a statistically important impact on the "luxury" dimension of luxury consumption in accommodation establishment preference.

H1d: The "General Reliability" dimension of eWOM has a statistically important impact on the "status" dimension of luxury consumption in the choice of accommodation establishment.

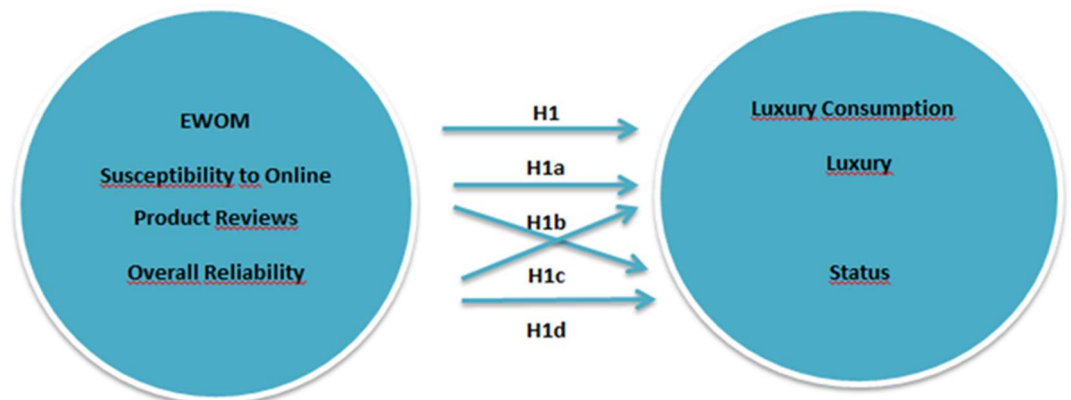


Figure 1. Symbolic Model of Research

5. Findings

20,476 people participated in the research conducted to determine the effect of electronic word-of-mouth marketing on luxury consumption preference in accommodation establishment choice. In the survey form applied for the research, the first question was "Have you been involved in tourism activities before?" (Accommodation)" question was asked. While those who answered yes to the question were able to continue the survey, the survey ended for those who answered no. 20,425 people answered yes to this question and 51 people answered no. However, out of 20,425 people, only 427 people completed the entire survey.

Table 1. Results Regarding the Demographic Characteristics of the Participants

Demographic Characteristics of Participants	N (Number)	Percentage(%)
1. Gender		
Woman	268	62,8
Male	159	37,2
Total	427	100
2. Marital Status		
Married	211	49,4
Single	216	50,6
Total	427	100
3. Age		
18-24	67	15,7
25-34	167	39,1
35-44	111	26,0
45-54	64	15,0
55 and over	18	4,2
Total	427	100
4. Education Level		
High school	29	6,8
Associate Degree	19	4,4
Licence	193	45,2
Postgraduate	186	43,6
Total	427	100
5. Profession		
Public Employee	208	48,7
Private Sector Employee	98	23,0
Student	15	3,5
Tradesman / Self-Employed	14	3,3
Employee	9	2,1
Academician	4	9,0
Retired	4	9,0
Housewife	3	7,0
Data Entry Specialist	1	2,0
Ground Hostess	1	2,0
Not Working	70	16,4
Total	427	100
6. Income		
8506 TL and Below	81	19,0
8507-15000 TL	62	14,5
15001-25000TL	82	19,2
25001-35000 TL	117	27,4
35001-45000 TL	56	13,1
45001 TL and Above	29	6,8
Total	427	100
7. How much time do you spend on social networking websites per day?		
1 hour or less	99	23,2
2-6 hours	301	70,5
7-11 hours	27	6,3
12-16 hours	0	0
17 hours and more	0	0
Total	427	100
8. What Social Media Tools Do You Use Most? (Multiple selection)		
Facebook	98	8,4
Instagram	337	28,8
Twitter	153	13,1
Youtube	225	19,2
Whatsapp	330	28,2
Tiktok	19	1,6
Snapchat	3	0,3
Linkedin	3	0,3
Ekşi Sözlük	1	0,1
Telegram	1	0,1
Total	1170	100

Of the 427 participants in the research; while 62.8% (268) were women and 37.2% (159) were men, 49.4% (211) of the participants were married and 50.6% (216) were single. Additionally, 15.7% (67) of the participants are between the ages of 18-24, 39.1% (167) are between the ages of 25-34, 26% (111) are between the ages of 35-44, and 15% (167) are between the ages of 45-54, 4.2% (18) are between the ages of 55 and over. At the same time, 6.8% (29) of the participants are high school students, 4.4% (19) are associate degree students, 45.2% (193) are undergraduate students, and 43.6% (186) are graduate students. 19% (81) of the participants have a monthly income of 8506 and below, 14.5% (62) have a monthly income of 8507-1500 TL, 19.2% (82) have a monthly income of 15001-25000 TL, 27% have a monthly income of 15001-25000 TL, it was determined that 4 of them (117) had a monthly income of 25001-35000 TL, 13.1% (56) of them had a monthly income of 35001-45000 TL and 6.8% (29) of them had a monthly income of 45001 TL and above.

When the professions of the participants are examined, 48.7% (208) are Public Employees, 23.0% (98) are Private Sector Employees, 3.5% (15) are Students, 3.3% (14) are Tradesmen/ Self-Employed, 2.1% (9) Worker, 9% (4) Academician, 9% (4) Retired, 7% (3) Housewife, 2% (1) Data entry specialist, 2% (1) are Ground Hostess. Additionally, 16.4% (70) of the participants stated that they were not working.

When the social media usage levels of 427 participants in the research were examined; 23.2% (99) use social media for 1 hour or less, 70.5% (301) use social media for 2-6 hours, and 6.3% (27) use social media for 7-11 hours. When the social media applications most used by the participants were examined, it was seen that the most frequently marked application was on Instagram with a rate of 28.8% (337) (Table 1).

Table 2. Multiple Deviation Analysis Results by Variables

By number of items	N	427
	Number of items	31
	α : 0.001; t value ^a	3,646
	MD2b largest	5,49
	Number of deviated surveys	6
	Slings poll numbers	62,222, 320, 331, 357, 376
Survey numbers that need to be deleted		62,222, 320, 331, 357, 376
Number of remaining surveys ^c		421
<p>a: It is the t-value at the significance level of α:0.001, based on the number of items.</p> <p>b: In order for an observation to be considered as a multiple outlier, the MD2 value must be greater than the t-value at the α:0.001 significance level, based on the number of items/dimensions.</p> <p>c: It is the number of surveys remaining after deleting observations with multiple deviations, determined according to the number of items and dimensions.</p>		

According to the multiple deviance analysis, the t value at 0.001 significance level at 31 degrees of freedom is 3.646. Consequently, the multiple deviation analysis conducted in this direction, Mahalanobis values greater than 3.646 are seen in 6 observations (Table 2). These 6 observations (62, 222, 320, 331, 357, 376) were removed from the data set.

Table 3. Test Results for Multiple Normal Distribution

By number of items	N	421
	Number of items	31
	α : 0.005; theoretical value ^a	0,939
	Correlation (r) ^b	0,964
Multiple Normal Distribution ^c		Provided
<p>a: It is the theoretical value at the α:0.005 significance level, based on the number of items (Kalaycı, 2009, p. 231).</p> <p>b: It is the correlation coefficient between ordered Mahalanobis values and chi-square inverse values.</p> <p>c: If the calculated correlation coefficient is greater than the theoretical value, the condition of multiple normal distribution is said to be fulfilled (Kalaycı, 2009, p. 215-216).</p>		

The Pearson Correlation coefficient for the 31-item scale is 0,964. The multiple normal distribution coefficient at 31 degrees of freedom is 0,939 (Table 3). In this context, it can be stated that the scale shows multiple normal distribution since its coefficient of 0,964 is greater than 0,939 (Kalaycı, 2009, p. 216).

Table 4. Test Results for Reliability Analysis

Scales Coefficients	
Sample size	421
Starting number of items	31
Substances removed	Q8
Number of items released	1
Number of remaining items	30
Alpha coefficient for the entire scale	0,943
Alpha coefficient for the first half of the scale	0,884
Alpha coefficient for the second half of the scale	0,955
0.250<Smallest and largest item-whole correlation value<0.900	0,145-0,743
Negative item-whole correlation value	No
Smallest and largest multiple R2 value>0.300	0,172-0,970
Minimum and maximum values of Cronbach Alpha when the item is deleted	0,940-0,945
Average	2,92
Standard deviation	0,73
Response categories	1=Strongly disagree....5=Strongly agree.

Item 8 in the scale needs to be removed. The reason for this is that the item-total correlation coefficient of item 8 is 0.145 (less than 0.300) (Büyüköztürk, 2007). After item 8 is removed from the scale, the Cronbach Alpha coefficient of the scale becomes 0.945. The alpha coefficient for the first half of the scale is 0.884. However, the alpha coefficient for the second half is 0.955. It is desired that the alpha coefficient should not fall below 0.600 for half of the scale. The alpha coefficient in the scale did not fall below 0.600 (Table 4). However, the alpha coefficient for the first half of the scale is lower than the second half. The reason for this is that item 8 is in the second half of the scale.

Table 5. KMO and Bartlett Test Results

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,936
Bartlett's Test of Sphericity	Approximate Chi-Square Value	13773,191
	Degrees of Freedom	435
	Significance Value	0,000

According to the results of KMO and Bartlett test, KMO sample adequacy is 89%; Bartlett's test is also significant (Table 5). Therefore, the data set is suitable for factor analysis.

Table 6. Explanatory Factor Analysis Results for the EWOM Scale

	Homogeneity	Load	EigenValue	Explained Variance	Average	Alpha
Susceptibility to Online Product Reviews (8 Items)			5,604	56,039	3,98	0,946*
Q1. I think consumers' online comments have an impact on their choice of accommodation establishment.	0,790	0,875			4,21	0,935
Q2. Before choosing a hospitality business, I look at websites to learn about other consumers' opinions.	0,810	0,872			4,27	0,934
Q4. I trust other consumers' comments about the business.	0,740	0,859			3,71	0,939
Q8. To choose the right business, I look at online reviews from other consumers.	0,803	0,858			4,03	0,935
Q10. Before choosing a particular business, I collect information from online consumers' reviews of the business.	0,810	0,846			3,99	0,934
Q3. I think online reviews from consumers are reliable.	0,696	0,835			3,67	0,942
Q5. I often read online reviews from consumers to know the impressions businesses leave on others.	0,665	0,806			3,86	0,942
Q12. I usually pay attention to recent consumer reviews.	0,642	0,702			4,07	0,945
General Reliability (2 Items)			1,917	19,165	3,20	0,751*
Q9. When reading online comments, if there are spelling/grammar errors it makes it difficult for me to take the comment seriously.	0,786	0,883			3,04	-
Q11. The fact that the comments are written in accordance with the spelling rules shows the quality of the comments.	0,778	0,858			3,37	-
Factor extraction method: Principal components analysis; Rotation method: Varimax; KMO Sampling Adequacy: 89.1%; Chi-Square for Bartlett's Test of Sphericity: 3531.272; sd:645; p<0.0001; Total variance explained: 75.20%; Reliability coefficient for the entire scale: 0.914; Overall average: 3.82; standard deviation: 0.804; n:421; Response categories: Strongly Disagree, ..., 5: Strongly Agree *: Reliability coefficient of the factor when the item is deleted.						

The 'varimax rotation' method was used for all scales on which factor analysis was applied, the reason for this is to ensure that factor variances are maximized with fewer variables (Wood, Tataryn & Gorsuch, 1996). For inter-item overlap, factor loadings on at least two factors were taken as 0.50 and above (Costello & Osborn, 2005). At the same time, items with factor loadings above 0.500 were included in the factor analysis (Todman & Dugard, 2007). The number of factors was determined by taking into account eigenvalues over 0.700 (Jolliffe, 1972).

Factor analysis for the eWOM scale, which consists of 13 items in total, was carried out by removing the 8th item, which had to be deleted as a result of the reliability analysis (Büyüköztürk, 2007). Articles 6 and 7 were removed because their co-originality coefficients were below 500. In this context, the first factor of the eWOM scale, which consists of 2 factors in total, is called 'Predisposition to Online Product Reviews' and the second factor is called 'General Trustworthiness'. When the first factor is reviewed; It can be seen that the first factor consists of a total of 8 items. Since all items have factor loadings over 0.700, it can be stated that they are major items (Özdamar & Dinçer, 1987). The first factor explains 56% of the total variance explained (Dancey & Reidy, 2007). When the second factor is reviewed; It can be seen that the second factor consists of 2 items. Additionally, it was determined that all items had factor loadings over 0.700. This shows that all items are major items (Özdamar & Dinçer, 1987). The second factor explains 19.1% of the total variance explained (Dancey & Reidy, 2007). When the averages of the two factors in the EWOM scale are reviewed; It is seen that the first factor with eight items (Susceptibility to Online Product Reviews) has the highest mean (4.24), while the second factor with two items (General Trustworthiness) has the lowest mean (3.04) (Table 6).

Table 7. Explanatory Factor Analysis Results for the Luxury Consumption Scale

	Homogeneity	Load	EigenValue	Explained Variance	Average	Alpha
Luxury (11 items)			8,356	49,152	2,04	0,973*
Q20. I make luxurious choices to be accepted by everyone around me.	0,929	0,934			1,90	0,968
Q19. I make luxurious choices to be accepted by my family and relatives.	0,909	0,929			1,89	0,969
Q21. I make luxurious choices to show off to my friends and attract attention.	0,902	0,918			1,89	0,968
Q18. I make luxurious choices to be accepted by my close friends.	0,883	0,915			1,93	0,969
Q26. I prefer luxury businesses to look more attractive than other people.	0,857	0,854			2,03	0,854
Q15. I prefer luxury businesses to show that I am modern.	0,813	0,837			2,09	0,970
Q29. I prefer luxury establishments because they are more expensive than others.	0,763	0,831			1,99	0,971
Q14. I prefer accommodation establishments where I can influence other people.	0,687	0,755			2,23	0,972
Q13. I prefer foreign businesses to increase my personal image.	0,638	0,753			2,07	0,973
Q27. I think choosing luxury establishments increases popularity among close friends.	0,748	0,709			2,23	0,833
Q28. Choosing luxury businesses allows me to gain respect from others.	0,718	0,705			2,22	0,822
Status (6 items)			4,378	25,751	2,92	0,883*
Q16. I like to stay in luxury establishments.	0,691	0,821			3,22	0,864
Q17. Staying in luxury establishments makes me feel important.	0,694	0,758			2,84	0,855
Q30. I think everyone would prefer luxury businesses if they had enough financial means.	0,576	0,755			3,36	0,879
Q23. I think choosing luxury businesses means wealth.	0,680	0,731			2,76	0,852
Q22. I think that choosing a luxury business is an indicator of social status.	0,651	0,670			2,57	0,858
Q24. I think that choosing a business is a symbol of success and prestige.	0,596	0,637			2,76	0,865
actor extraction method: Principal components analysis; Rotation method: Varimax; KMO Sampling Adequacy: 94.9%; Chi-Square for Bartlett's Test of Sphericity: 9220.558; sd:136; p<0.0001; Total variance explained: 74.903%; Reliability coefficient for the entire scale: 0.961; Overall average: 2.35; standard deviation: 1.001; n:421; Response categories: 1: Strongly Disagree, ..., 5: Strongly Agree *: Reliability coefficient of the factor when the item is deleted.						

Factor analysis for the luxury consumption scale, which consists of 18 items in total, was carried out as a result of the reliability analysis (Büyüköztürk, 2007). It can be stated that the 25th item in the scale is not included in any factor because it is overlapping (Costello & Osborn, 2005). In this context, the first factor of the luxury consumption scale, which consists of 2 factors in total, is called 'luxury' and the second factor is called 'status'. When the first factor is reviewed; It can be seen that the first factor consists of a total of 11 items. Since all items have factor loadings over 0.700, it can be stated that they are major items (Özdamar & Dinçer, 1987). The first factor explains 49.152% of the total variance explained (Dancey & Reidy, 2007). When the second factor is reviewed; It can be seen that the second factor consists of 6 items. It was determined that the 16th, 17th, 30th, and 23rd items had a factor loading of over 0.700, while the 22nd and 24th items were minor items with a factor loading of less than 700 (Özdamar & Dinçer, 1987). The second factor explains 25.751% of the total variance explained (Dancey & Reidy, 2007). When the averages of the two factors in the luxury consumption scale are reviewed; It is seen that

the second factor (status) with six items has the highest mean (2.92), while the first factor (luxury) with eleven items has the lowest mean (2.04) (Table 7).

Table 8. EWOM – Summary of Luxury Consumption Model

Model Summary			
Model	R	R Square	Std. Prediction Error
1	,235a	0,055	0,97467
a. Independent Variable: (Constant), EWOM			

Electronic word of mouth marketing explains luxury consumption behavior by 5.5% (Table 8). So the model has an explanation ratio of 5.5 (R²=0,055).

Table 9. EWOM– Luxury Consumption ANOVA Result

ANOVAa						
Model		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
1	Regression	23,203	1	23,203	24,425	0,000b
	Residual	398,045	419	0,950		
	Total	421,248	420			
a. Dependent Variable: Luxury Consumption						
b. Independent Variable: (Constant), Electronic Word of Mouth Marketing						

It is seen that electronic word of mouth marketing affects luxury consumption behavior (p<0.05) (Table 9). In this respect, H₁ hypothesis is supported.

Table 10. Regression Analysis Result on the Effect of EWOM on Luxury Consumption Behavior

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Linearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Constant	1,234	0,231		5,345	0,000		
	EWOW	0,292	0,059	0,235	4,942	0,000	1,000	1,000
a. Dependent Variable: Luxury Consumption								

There is a significant difference between electronic word of mouth marketing and luxury consumption behavior (p<0.05) (Table 10). The regression equation to be created in this context;

$$Y(\text{Luxury Consumption}) = 1.234 + 0.235 \times 0.292 * (\text{EWOM}).$$

As can be seen from the table, a 1 unit rise in electronic word of mouth marketing increases luxury consumption behavior by 0.235 units. Additionally, there is no multicollinearity problem in the model. Because there is no tolerance value below 200 and the variance inflation factor is less than 5 (Table 10).

Table 11. EWOM Factors – Luxury Dimension Model Summary

Model Summary			
Model	R	R Square	Std. Prediction Error
1	0,243a	0,055	1,04488
a. Independent Variable: (Constant), Overall Reliability, Susceptibility to Online Product Reviews			

It is seen that the dimensions of susceptibility to online product reviews and general reliability explain 5.5% of the luxury dimension (Table 11). That is, the model has an explanation ratio of 5.5 (Adjusted R²=0.055).

Table 12. EWOM Factors – Luxury Dimension ANOVA Result

ANOVAa						
Model		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
1	Regression	28,716	2	14,358	13,151	0,000b
	Residual	456,362	418	1,092		
	Total	485,078	420			
a. Dependent Variable: Luxury						
b. Independent Variable: (Constant), Overall Reliability, Susceptibility to Online Product Reviews						

Since the F value is significant (p<0.05) according to the EWOM factors-luxury dimension ANOVA result, it can be said that at least one of the independent variables affects and predicts the dependent variable (Table 12).

Table 13. Regression Analysis Result on the Effect of EWOM Factors on the Luxury Dimension

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Linearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Constant	1,501	0,248		6,063	0,000		
	Predisposition to Online Product Reviews	-,060	0,063	-,049	-,955	0,340	0,866	1,155
	Overall Reliability	0,244	0,048	0,257	5,039	0,000	0,866	1,155
a. Dependent Variable: Luxury								

As can be seen from the table, the overall reliability variable is significant (p<0.05). However, the variable of susceptibility to online product reviews is insignificant (p>0.05) (Table 13). The regression equation to be created in this context;

It is written as $Y(\text{Lux})=1.501-0.060*(\text{Susceptibility to Online Product Reviews Dimension})+0.244*(\text{General Credibility Dimension})$.

According to the table, a 1-unit increase in the “Proneness to Online Product Reviews” dimension will reduce the “Luxury” dimension by -0.060 units; A 1 unit increase in the “General Reliability” dimension will increase the “Luxury” dimension by 0.244 units. Additionally, there is no multicollinearity problem in the model. Because there is no tolerance value below 200 and the variance inflation factor is less than 5 (Table 13).

Table 14. EWOM Factors – Status Dimension Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Prediction Error
1	0,428a	0,183	0,179	1,00066
a. Independent Variable: (Constant), Overall Reliability, Susceptibility to Online Product Reviews				

According to the summary of the EWOM factors – status dimension model, it is seen that the dimensions of susceptibility to online product reviews and general trustworthiness explain the status dimension by 17.9% (Table 14). So the model has an explanation ratio of 17.9 (Adjusted R2=0.179)

Table 15. EWOM Factors – Status Dimension ANOVA Result

ANOVAa						
Model		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
1	Regression	93,645	2	46,822	46,760	0,000b
	Residual	418,555	418	1,001		
	Total	512,199	420			
a. Dependent Variable: Status						
b. Independent Variable: (Constant), Overall Reliability, Susceptibility to Online Product Reviews						

EWOM factors – status dimension Since the F value is significant (p<0.05) according to the ANOVA result, it can be said that at least one of the independent variables affects and predicts the dependent variable (Table 15).

Table 16. Regression Analysis Result Regarding the Effect of EWOM Factors on the Status Dimension

Model		Coefficients ^a				Linearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t			Sig.
		B	Std. Error	Beta		Tolerance	VIF	
1	Constant	0,752	0,237		3,173	0,002		
	Susceptibility to Online Product Reviews	0,364	0,061	0,286	6,010	0,000	0,866	1,155
	Overall Reliability	0,225	0,046	0,230	4,849	0,000	0,866	1,155

a. Dependent Variable: Status

According to the table, the variables general reliability and susceptibility to online product reviews are significant (p<0.05). However, the susceptibility factor to online product reviews with a higher t value has relatively more impact than the other (Table 16). The regression equation to be created in this context;

It is written as $Y(\text{Vanity})=0.752+0.364*(\text{Susceptibility to Online Product Reviews Dimension})+0.225*(\text{General Credibility Dimension})$.

As can be seen from the table, a 1-unit increase in the "Susceptibility to Online Product Reviews" dimension increases the "Status" dimension by 0.364 units; A 1 unit increase in the "General Reliability" dimension will increase the "Status" dimension by 0.225 units. Additionally, there is no multicollinearity problem in the model. Because there is no tolerance value below 200 and the variance inflation factor is less than 5 (Table 16).

Table 17. Results of Research Hypotheses

H ₁ : eWOM has a statistically significant effect on luxury consumption behavior in accommodation establishment preference.	SUPPORTED / ACCEPTED
H _{1a} : The "Predisposition to Online Product Reviews" dimension of eWOM has a statistically important impact on the "luxury" dimension of luxury consumption in accommodation establishment preference.	NOT SUPPORTED / REJECTED
H _{1b} : The "Predisposition to Online Product Reviews" dimension of eWOM has a statistically important impact on the "status" dimension of luxury consumption in accommodation establishment preference.	SUPPORTED / ACCEPTED
H _{1c} : The "General Reliability" dimension of eWOM has a statistically important impact on the "luxury" dimension of luxury consumption in accommodation establishment preference.	SUPPORTED / ACCEPTED
H _{1d} : The "General Reliability" dimension of eWOM has a statistically important impact on the "status" dimension of luxury consumption in the choice of accommodation establishment.	SUPPORTED / ACCEPTED

6. Conclusion

In today's society, social media platforms are important channels for people to exhibit the places they visit, the products they eat and drink, and the places they have fun, due to their vanity-oriented structure. Individuals can effectively spend time on social media channels via the internet (Kaya, 2022, p. 73). They can also see, comment on and like the posts made by other people. Thus, individuals can interact with their social media environment. However, they communicate with each other thanks to this interaction, people can share posts to show off to each other. They can show this vanity by sharing the

goods or services they consume, the brands they use, and the luxury places they visit on social media platforms (Kural, 2011, p. 51; Öz, 2018, p. 129).

This study was created to measure the impact of electronic word of mouth marketing (eWOM) on luxury consumption preference in accommodation establishment preference. While all individuals who have experienced accommodation in accommodation establishments constitute the research population, individuals aged 18 and over who have experienced with accommodation in accommodation establishments also constitute the study population. In the study, data were obtained from 427 people with judgmental (deliberate, decisional) sampling, one of the non-probability sampling techniques. Data were collected via web survey.

When the demographic characteristics of the participants are examined; it was found that the majority of the participants were women and single individuals, their age range was 25-35, their education level was undergraduate, and they had a monthly income of 2500-35000 TL. In addition, it has been determined that their professions are generally public employees and they spend 2-6 hours a day on social networking sites. It has been observed that the most used social media application is Instagram.

Simple linear regression and multiple regression analysis were used to test 1 main and 4 sub-hypotheses established for the purpose of the study. As a result of the study, it was determined by simple linear regression analysis that eWOM had a statistically significant effect on luxury consumption behavior in accommodation establishment preference ($p < 0.05$). When the results of the study were compared with the literature, it was seen that Kaya (2022) reached the same result in his research to measure the effect of eWOM on conspicuous consumption. In the research conducted by Karayev & Kırgız (2020) to measure the effect of WOM on luxury consumption, the effect of word of mouth marketing on luxury consumption was accepted.

Multiple regression analysis was conducted to define the impact of eWOM on luxury consumption in accommodation establishment preference. The relationship of these two variables with each sub-dimension was examined. With the regression analysis, it was found that the "Proneness to Online Product Reviews" dimension, one of the eWOM sub-dimensions, did not have a important impact on the "Luxury" dimension in the luxury consumption dimension ($p > 0.05$), but had a important impact on the "status" dimension ($p < 0.05$) was observed. Based on the findings, it was concluded that the "General Reliability" dimension, one of the eWOM sub-dimensions, has a significant effect ($p < 0.05$) on the "Luxury" and "Status" dimensions in the luxury consumption dimension.

When the analysis results are compared with other studies, Sarıışık & Özbay (2012) found in their literature review on electronic word-of-mouth marketing and applications in the tourism industry that many potential tourists decide to buy or not to buy by evaluating the opinions of experienced people in the virtual environment. In his study, Özhan (2022) investigated the effect of social media usage intensity and electronic word of mouth marketing on conspicuous consumption. In the study, the intensity of social media use has a important impact on electronic word of mouth marketing; it has been concluded that electronic word of mouth marketing also has a important effect on conspicuous consumption. Widjajanta et al. (2018) found in their study that social media use and self-esteem have a high impact on luxury consumption behavior. In their research, Wai & Osman (2019) found that social media use significantly affects conspicuous consumption and that self-esteem significantly regulates the relationship between social media use and conspicuous consumption. In his research, Ülker (2021) found that there is a important relationship between narcissistic personality traits and luxury consumption tendency.

The following suggestions were developed in the study, which aims to measure the effect of eWOM on luxury consumption preference in accommodation establishment choice:

- Consumers obtain information by using social media platforms during the decision-making process. In other words, social media has an impact on consumers'

purchasing decisions. For this reason, accommodation businesses can use social media sites effectively and up-to-date. Considering that many businesses use social media accounts effectively, consumer preferences and trends need to be followed more closely. It can be said that businesses that know consumers better in this intensely competitive online environment, create richer visual content that can attract their attention by taking advantage of the latest technological opportunities and artificial intelligence in the light of changing consumer expectations, and manage social media effectively will make a difference. For this, businesses; They can share regularly, give importance to the production of quality content, and communicate with their followers.

- On the other hand, social media applications can also be used effectively in accommodation businesses. Many transactions (reservation, online check-in, orders and requests, etc.) can be carried out through mobile applications, preventing loss of time. These services, which will be provided with advanced technologies, will also support a more positive perception of service quality.

- Accommodation businesses can promote and market the goods or services they offer to consumers on social media sites. Thanks to new technologies, highly effective visual presentations can be prepared and personalized messages can be created.

- Accommodation businesses may attach importance to branding, providing quality goods/services and developing standard procedures for this. At the same time, investments in the employment of qualified personnel, such as recruitment and training practices, will support the process.

- As a result of the research, it was seen that the most used social media application is Instagram. For this reason, you can benefit from quality story sharing, raffles and live broadcasts on Instagram.

- Investment can be made in influencer marketing activities. The gradual use of artificial intelligence in this field shows that the market is ready for this. At the same time, thanks to artificial intelligence technology, more creative application areas can be found by going beyond classical applications with artificial intelligence influencers.

- The use of tags for photos shared on Instagram can be increased, the image quality of the photos can be taken into consideration, and other social media applications can be connected. In addition, the time when a photo or video is shared can be determined well and the caption can be eye-catching.

This research was limited to accommodation establishments only. In future research, studies can be conducted with different businesses operating in tourism. In the research, the effect of eWOM on luxury consumption in accommodation establishments was tried to be measured, and future studies can be carried out with different variables. The number of samples can be expanded, and using diverse sampling techniques may be beneficial in terms of generalizability.

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