

# Revisiting Impulsive Buying: The Role of Transformation Expectations and Status Consumption

## Dürtüsel Satın Almaya Yeniden Bakış: Dönüşüm Beklentileri ve Statü Tüketiminin Rolü.

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### ABSTRACT

Using the Expectation States Theory (EST), this study investigates the direct and indirect effects of consumers' transformation expectations about future purchases and status consumption (SC) on impulsive buying tendencies (IBT). For this purpose, the research hypotheses were tested through Structural Equation Modelling (SEM) on a valid sample of 387 consumers. The study's findings show that while consumers' transformation expectations positively affect SC, transformation expectations do not affect IBT. However, it was revealed that transformation expectations indirectly increase consumers' IBT through SC. In addition, it has also been proven that SC increases consumers' IBT. Therefore, when marketers elevate consumer expectations for transformation, it may provoke IB, motivated by SC. Due to the potential negative impact of IB on consumers' financial well-being, marketers should adopt a balanced strategy concerning transformation expectations and status-oriented consumption.

**JEL Codes:** M30, M31, M39

**Keywords:** Impulsive Buying, Transformation Expectations, Status Consumption, Expectation States Theory, Structural Equation Modelling

### Öz

Bu çalışma, Beklenti Durumları Teorisi'ni kullanarak, tüketicilerin gelecekteki satın almalarına ilişkin dönüşüm beklentilerinin ve statü tüketimlerinin dürtüsel satın alma eğilimi üzerindeki doğrudan ve dolaylı etkilerini araştırmaktadır. Bu amaçla, araştırma hipotezleri 387 tüketiciden oluşan geçerli bir örneklem üzerinde yapısal eşitlik modellemesi yoluyla test edilmiştir. Çalışmanın bulguları, tüketicilerin dönüşüm beklentilerinin statü tüketimini olumlu yönde etkilerken, dönüşüm beklentilerinin dürtüsel satın alma eğilimlerini etkilemediğini göstermektedir. Bununla birlikte, dönüşüm beklentilerinin statü tüketimi yoluyla tüketicilerin dürtüsel satın alma eğilimini dolaylı olarak artırdığı bulunmuştur. Ayrıca statü tüketiminin, tüketicilerin dürtüsel satın alma eğilimini artırdığı da diğer bulgular arasındadır. Bu nedenle pazarlamacılar, tüketicilerin dönüşüm beklentilerini yükselttiğinde, statü tüketiminden kaynaklanan dürtüsel satın alımları tetikleyebilir. Dürtüsel satın alımların tüketicilerin finansal refahı üzerinde potansiyel olumsuz etkisi nedeniyle, pazarlamacılar dönüşüm beklentileri ve statü odaklı tüketim konusunda dengeli bir strateji benimsemelidir.

**JEL Kodları:** M30, M31, M39

**Anahtar Kelimeler:** Dürtüsel Satın Alma, Dönüşüm Beklentileri, Statü Tüketimi, Beklenti Durumları Teorisi, Yapısal Eşitlik Modellemesi

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## Introduction

Impulsive buying (IB) is not a contemporary occurrence. It has been the subject of a comprehensive investigation for decades (Miao et al., 2020, p. 189). Early studies on impulsive buying behaviour (IBB) focusing on product characteristics and shopping atmosphere can be traced back to the 1950s and 1960s (Cai et al., 2015, p. 2). However, IB has been a research area that received attention in the 1990s. Especially in these years, it is estimated that impulsive purchases in some product categories in the USA reached up to 80% of all purchases. (Lin & Chen, 2012, p. 353). Starting from the mid-1980s, a large number of studies (Ahn et al., 2020; Bandyopadhyay, 2016; Beatty & Ferrell, 1998; Cai et al., 2015; Chung et al., 2017; Fenton-O’Creevy et al., 2018; Kacen & Lee, 2002; Lin & Chen, 2012; Luo, 2005; Rook, 1987; Rook & Fisher, 1995; Silvera et al., 2008; Verplanken et al., 2005; Verplanken & Sato, 2011; Zhang et al., 2010; Zheng et al., 2019) have been conducted in the field of IB. In parallel with the interest in the international literature, it is possible to find a similar interest in the national literature (Aytekin & Ay, 2015; Bayramoğlu et al., 2019; Caner, 2010; Ceylan & Alagoz, 2018; Cintamür, 2023; Ergin & Akbay, 2011; İşler, 2013; Kaş & Bozbay, 2017; Tokgöz, 2018, 2019; Yakın & Aytekin, 2019; Yılmazoğlu & Topal, 2019; Yüce & Güner, 2014). Thus, IB has been a long-standing research topic in consumer behaviour.

On the other hand, a large number of people believe that they will live a much better quality of life thanks to the products and services they have (Richins, 2011). In this context, although many factors push consumers to buy a product or service, such as rewarding themselves, the convenience of the internet, an attractive buying environment, etc., among these factors, consumers' expectations that they will be able to transfer the meanings of the product to their own lives by purchasing a product they desire is an essential motivational tool (Boonchoo & Thourungroje, 2017, p. 194). Thus, consumers' orientation towards consuming products and services with transformational expectations has recently gained momentum (Shaikh et al., 2023, p. 235). However, the benefits and transformations provided by products may differ based on their objectivity. Consumers are likely to agree on the benefits of a product. However, consensus on the meaningful contribution of the same product to consumers' lives is much less likely. Therefore, unlike perceptions of product benefits, transformational expectations are a personal belief unique to each consumer (Richins, 2011, p. 146).

Nevertheless, products possess significant symbolic functions. Consumers procure, possess, utilise, and exhibit particular products and services to augment their self-concept, convey an image of their identity, symbolise their thoughts and emotions, and facilitate the establishment of the social relationships they aspire to cultivate (Eastman et al., 1999, p. 42). In other words, products and brands possess the capacity to communicate information to external parties; consequently, these products influence the manner in which individuals who possess specific items are regarded by others (O’Cass & Frost, 2002, p. 70). Moreover, almost everyone finds belonging to a group necessary and psychologically satisfying. A potential group member seeks to be similar to others to be accepted. However, sometimes more than belonging to a group is needed; the desire to be recognised and distinctly distinguished within that group may occur in individuals. One of the ways to be recognised and distinguished in this way is by gaining status. In this context, some products and brands can provide status to individuals (Clark et al., 2007, p. 47). As societal density increases and individuals experience heightened anonymity, emblematic representations of status proliferate as mechanisms for individuals to exhibit the status they purport to possess rather than utilising goods exclusively based on their utilitarian attributes (Heaney et al., 2005, p. 86).

Impulsive buyers' shopping experiences are shaped by hedonistic considerations such as pleasure and excitement (Verplanken et al., 2005, p. 430). Similarly, hedonism is an important building block of transformation expectations (Richins, 2011; 2013). Therefore, consumers who believe they will derive hedonistic benefits from a product, or in other words, those who expect such benefits, are highly likely to exhibit IB. Furthermore, consumers who expect significant advantages (such as improving their social relationships, contributing to their professional life, etc.) from products they may desire these products more and show a greater tendency towards IB, based on the expectation that these products will cause a significant series of transformations in their lives (Boonchoo & Thourungroje, 2017, p. 197).

Nevertheless, self-transformation, relationship transformation, hedonic transformation, and efficacy transformation serves as a four building blocks and form transformation expectations (Richins, 2013), consequently, if there exists an anticipation that the procured products and services will enhance the self and fortify the relationships established with others within social contexts, engender pleasure, and augment one’s control over their existence, SC becomes possible. Because

hedonism, perfectionism (quality), self-rewarding, CC (Veblen effect), exclusivity (snob effect) and social conformity (mostly herd effect-bandwagon effect) significantly propel consumers towards SC as being the intrinsic and extrinsic motivations of SC (Eastman & Eastman, 2015).

Considering the explanations and arguments presented thus far, this study poses the following research questions and seeks answers to them.

RQ1: Do consumers' transformation expectations have a direct effect on SC?

RQ2: Do consumers' transformation expectations have a direct effect on IB?

RQ3: Does SC have a direct effect on IB?

RQ4: Do consumers' transformation expectations influence IB via SC?

IBB is known to affect a large number of consumers, often in a negative way. In this context, it is known that it can lead to adverse outcomes like guilt, social disapproval, and financial issues such as debt and bankruptcy (Hubert et al., 2013, p. 862). Moreover, a multitude of elements have played a significant role in augmenting the propensity for IB, including the emergence of consumer-centric societies worldwide and the advancement of electronic commerce (Lin & Chen, 2012, pp. 353–354). Therefore, under these circumstances, the marketing elements that promote IB behaviours warrant additional scholarly examination, especially in the context of cultures different from those in the US. In other words, reconsidering the factors affecting IB, especially in the context of different cultures, will contribute to understanding this behaviour (Kacen & Lee, 2002, p. 173).

On the other hand, the assertion that status-oriented products are exclusively acquired by affluent individuals in select nations is fundamentally flawed. A notable degree of SC is prevalent in nearly all global societies. This consumption pattern is crucial moulding consumer preferences for many products procured and utilised within the societal framework (Phau & Cheong, 2009, p. 110). It is, therefore, important to understand SC at every level of every culture and society. On the contrary, although the concept of transformation expectations originated in America, it has received relatively limited attention in American and international literature (e.g.

Alves et al., 2023; Boonchoo & Thourungrroje, 2017; Çam & Demir, 2022; Davidson et al., 2018; Mukerjee & Panda, 2025; Richins, 2011, 2013; Shaikh et al., 2023; Thourungrroje & Boonchoo, 2015). Therefore, a study that examines transformation expectations, which has limited empirical studies in the consumer behaviour literature, will contribute to the literature. In this regard, the present study aims to investigate the direct effects of transformation expectations on SC and IB, as well as the indirect effects on IB via SC. Furthermore, investigating IB by focusing on transformation expectations and SC of consumers may contribute to formulating strategies to alleviate the detrimental impacts of IB and enhance better financial and emotional well-being among consumers in different cultures besides the US. In this direction, the current study endeavours to enhance both the academic discourse and marketing professionals by understanding the role of transformation expectations and SC of consumers in IB in the context of a developing country.

## Literature Review of Related Construct

### Transformation Expectations

The notion that acquiring specific products may facilitate an individual's self-transformation is prevalent in the marketing literature (Boonchoo & Thourungrroje, 2017, p. 195). In particular, advertisements have long been a form of communication used to present the transformation expectations by acquiring the products directly or indirectly to consumers (Braun-LaTour & LaTour, 2005). However, Richins (2011) was the first author to empirically and systematically examine consumers' transformation expectations about the outcomes they expect to obtain from purchasing desirable products. Richins (2011, p. 145) defines transformation expectations as *“the belief that one's self or one's life will be changed in a significant and meaningful way by the acquisition and use of a product.”* Richins (2011) defines the five dimensions of transformation expectations in her study as follows (143-146):

*Self-Transformation:* Consumers' perception or experience of how the products they buy will strengthen their self.

*Appearance Transformation:* It refers to the extent to which consumers see themselves as more attractive from the perspective of others as a result of the purchase of the desired product.

*Relationship Transformation:* It refers to the favourable

alterations that will arise in consumers' interpersonal relationships due to a purchase. Such transformations correspond to changes in the number or quality of interpersonal relationships.

*Hedonic Transformation:* It includes a significant alteration in the level of pleasure encountered in the consumer's life due to purchasing a product.

*Efficacy Transformation:* It involves significant improvements in the abilities and competencies of a person, or the amount of control consumers have over their lives as a result of the purchase of a product. Such transformations markedly alter how consumers engage with their existence and correlate with enhanced competence, a sense of control, increased independence, and diminished stress levels.

The concept of transformation expectations has received minimal attention in the consumer behaviour literature. Although the essence of this concept is valid for many consumers, only a limited number of empirical studies have been published in the literature.

As previously stated, Richins (2011) was the first to define this concept theoretically and establish an operational definition. In a subsequent study, she revised his scale and restructured the transformation expectations scale, which she had previously presented as having five dimensions, into a four-dimensional structure. These dimensions are self-transformation, relationship transformation, hedonic transformation, and efficacy transformation (Richins, 2013). Boonchoo and Thumrungrroje (2017) demonstrated in their study of American and Thai consumers that transformation expectations positively affect conspicuous consumption and IB. Furthermore, they found that these effects are stronger in the context of Thai consumers than previously thought. Davidson et al. (2018) found that, in the context of American consumers, materialism influences the desire to participate in the sharing economy through transformation expectations, while for Indian consumers, materialism influences participation in the sharing economy through perceived utility. On the other hand, Çam and Demir (2022) proved that materialism increases transformation expectations, that transformation expectations increase conspicuous consumption, and that it plays a mediating role in the relationship between materialism and conspicuous consumption. Furthermore, Alves et al. (2023) conducted an interesting study, reporting that transformation expectations had a positive effect on consumers' willingness to use the sharing

economy during the COVID-19 period and that transformation expectations mediated the relationship between pro-environmental attitudes and willingness to use the sharing economy during COVID-19. Furthermore, the same study found that transformation expectations mediated the relationship between the willingness to use the sharing economy before COVID-19 and the willingness to use the sharing economy during COVID-19. On the other hand, Shaikh et al. (2023) conducted another study in the field of the sharing economy, and they found that participation intention in the sharing economy enhances transformation expectations, and materialism moderated the link between participation intention and transformation expectations among consumers. Finally, Mukerjee and Panda (2025) discovered that social connectedness enhances relational expectations, while ideal self-image boosts self-transformation expectations.

Unlike the studies mentioned and accessible here, the current study aims to contribute to the literature by addressing the direct and indirect relationships between transformation expectations, status consumption, and impulsive buying from a holistic perspective.

### **Status Consumption**

The SC is a concept in which consumers are driven by the desire for status in their lives and desire status symbols (O'Cass & Frost, 2002, p. 69). From this perspective, SC is *"the motivational process by which individuals strive to improve their social standing through the conspicuous consumptions of consumer products that confer and symbolize status both for the individual and surrounding significant others."* (Eastman et al., 1999, p. 42). Eastman and Eastman (2015) stated that many motives push people to SC and analysed these motives into two main categories: intrinsic and extrinsic. Intrinsic motives consist of three components: hedonic, perfectionist (quality), and self-rewarding, while extrinsic motives consist of three components: CC (Veblen effect), exclusivity (snob effect) and social conformity (mostly herd effect-bandwagon effect).

Individuals emulate group members to gain acceptance and belonging. Nonetheless, they also seek recognition and esteem within the group. Furthermore, individuals assess their life success through income and demonstrate financial prosperity through expenditures to attain respect. Consequently, consumers purchase items perceived to confer status among their social circles. This phenomenon embodies the core of SC (Eastman et al., 1999, p. 42).

Nevertheless, the status indicator was first analysed in Veblen's Theory of the Leisure Class (1899). Mason (1981) transformed this theory into the concept of conspicuous consumption (CC) and argued that people generally consume luxury goods to show their personal status (Phau & Cheong, 2009, p. 110). Generally, SC and CC are used interchangeably in the literature (O'Cass & Frost, 2002, pp. 68–69). However, these two concepts are different. SC is defined as a persistent individual difference that is present at different levels in different consumers. SC is conceptually different from CC in that it is not merely the purchase of prestigious products as an indicator of wealth and prosperity (Clark et al., 2007, p. 47). CC includes expenditures made for the purpose of inflating the ego and is multiplied by the ostentatious display of wealth. On the other hand, SC is the process of gaining status or social prestige through the ownership and consumption of products perceived as high status by individuals and other important people (O'Cass & Frost, 2002, p. 68).

Another point to be emphasised is that materialism and SC exhibit a close relationship, yet they represent distinct constructs. In other words, although status is an important component of materialism, these two concepts are seen as both related to and separate from each other (Eastman et al., 1997, p. 54). Materialism serves as a broader framework that encapsulates a value system wherein material possessions are paramount. Conversely, SC pertains to a proclivity to acquire goods that signify or enhance one's status. It is not a prerequisite for an individual to embody materialistic tendencies in order to pursue status. While individuals who adhere to materialism prioritise possessions over interpersonal relationships, those who engage in SC ascribe value to items specifically for the relative power they convey or suggest. Furthermore, SC frequently pertains to the cultivation of significant social connections. In its most extreme and pathological manifestation, known as hoarding, materialism fails to confer any form of status. The construct of materialism, in isolation, does not provide insights into relative social standing, nor does it impart any meaningful interpersonal significance. In stark contrast, SC fundamentally revolves around communication and social hierarchy dynamics (Flynn et al., 2016, p. 764).

### **Impulsive Buying**

IBB has been a research topic of great interest among marketers, behavioural economists and psychologists due to its impact on large consumer groups and possible effects (Cai et al., 2015, p. 2). Buying impulsiveness is *“a consumer's tendency to buy spontaneously, unreflectively,*

*immediately, and kinetically”* (Rook & Fisher, 1995, p. 306). In other words, IBT *“is the degree to which an individual is likely to make unintended, immediate, and unreflective purchases.”* (Lin & Lin, 2005, p. 216). Academics have generally accepted IB as a behaviour that occurs instantly and is affect-based, and the reasons for the purchase are not fully considered (Hubert et al., 2013, p. 862).

IB has been a broad field of study in marketing and consumer behaviour literature, or in other words, a popular research topic. This popularity actually reflects the importance of IB. Consequently, IB has been discussed in many different contexts, and its relationship with different research variables has been examined. For example, current scholarly investigations indicate that while many situational variables may instigate IBB, it is also evidently correlated with essential individual differences, encompassing age, values, personality traits, and the capacity to suppress impulses (Cai et al., 2015, p. 2). For example, according to the findings of the Dittmar et al., (1995) men exhibit a propensity to impulsively purchase utilitarian and recreational products that reflect independence and dynamism. In contrast, women show a propensity to purchase symbolic and self-expressive products related to aesthetics and emotional dimensions of identity. Furthermore, the effects of these individual differences can also vary in different cultural contexts. For example, Kacen and Lee (2002) reported that there was no change in IBT among American consumers based on age, but that younger Asian consumers were more prone to IBT than older consumers.

On the other hand, a meta-analytic study has indicated that consumer impulsiveness, materialistic consumption, purchase pleasure, hedonic value, income, gender, age, and store atmosphere serve as antecedents of IBB, whereas decision-making (consumption can result in both unplanned and planned behaviours) and positive emotions are the consequences (Santini et al., 2019). Another meta-analysis has demonstrated that characteristics (e.g., sensation-seeking behaviour, propensity for impulse purchases), motivations (e.g., utilitarian, hedonic), consumer resources (e.g., temporal availability, financial means), and marketing stimuli are identified as fundamental catalysts of IBB. Furthermore, self-control of consumers and mood of consumers mediate the relationships between the aforementioned triggers and IBB. Besides, the identity expression of the products and the price levels of the products can play roles as moderators in IBB (Iyer et al., 2020). Nevertheless another meta-analysis conducted on online IB has demonstrated

that the most effective factors on online IB are situational stimuli (urge to buy impulsively, enjoyment, perceived value, normative evaluation scarcity), marketing stimuli (such as product, price, promotion), customer-related factors (such as customer traits, motives like utilitarian or hedonic, emotional responses, post-purchase) and platform-related factors (such as visual appeal, ease of use, trust, privacy, risk, payment option etc.) (Anoop & Rahman, 2025).

Nevertheless, it is evident that IB causes negative consequences for consumers (Rook, 1987). In the domain of consumer behaviour, impulsive behaviour has been associated with the notion of feeling bad, as well as adverse ramifications in the domains of individual financial management, post-purchase gratification, societal responses, and comprehensive self-esteem (Rook & Fisher, 1995, p. 305). Nevertheless, the growth of e-commerce and the fact that many societies around the world are becoming increasingly consumer-oriented societies offer expanding opportunities for IB (Kacen & Lee, 2002, p. 163). Therefore, the need to investigate the variables associated with IBB in order to better understand this behaviour carries it forward into the future as an important consumer behaviour research topic.

### **Theoretical Background and Hypothesised Relationships**

EST represents a prominent theoretical framework that elucidates the dynamics of social influence within the realm of social psychology (Kalkhoff & Thye, 2006, p. 219). EST constitutes a framework comprising concepts and assumptions pertaining to group dynamics, serving as a foundational basis for the theoretical understanding of various social phenomena (Balkwell, 1991, p. 355). EST posits that group members form expectations about each other's competence, which influences their behaviour (de Gilder & Wilke, 1994, p. 245). When a person has an expectation of his or her own or someone else's performance, this expectation leads the person to engage in overt social behaviour (Balkwell, 1991, pp. 355–356). According to this theory, people's expectations about other people shape their behaviour in a social setting. Although EST is a theory used in social psychology, it has also been used to explain consumer behaviour (Boonchoo & Thoumrungrroje, 2017; Thoumrungrroje & Boonchoo, 2015). Therefore, it is possible to use EST to explain how consumer behaviour will be shaped based on the expectations of personal transformation created by the products and services purchased by individuals. In other words, EST can explain various consumer behaviours, such as SC and IB, according to the transformation expectations

consumers will obtain by purchasing products and services.

Among the intrinsic and extrinsic motives that lead consumers to SC are hedonism, perfectionism (quality), self-rewarding, CC (Veblen effect), exclusivity (snob effect) and social conformity (mostly herd effect-bandwagon effect) (Eastman & Eastman, 2015). On the other hand, transformation expectations consist of self-transformation, relationship transformation, hedonic transformation, and efficacy transformation (Richins, 2013). Therefore, if there are expectations that the products and services purchased will strengthen the self and the relationships built up with others in social environments, create pleasure and increase control over one's life, SC is possible. In other words, consumers with high transformation expectations believe that products and services can significantly alter their self-image, relationships, hedonism and efficacy, leading to increased SC. This statement corresponds to the EST in which people's expectations will shape their behaviour. Furthermore, it has been demonstrated that transformation expectations have a positive effect on CC, which is mostly used in the same sense as SC in the literature (Boonchoo & Thoumrungrroje, 2017; Çam & Demir, 2022).

On the other hand, impulsive buyers and non-impulsive buyers have different shopping experiences, cognitively and emotionally. While impulsive buyers have hedonic thoughts away from utilitarian thoughts in cognitive terms, their emotional shopping experiences are shaped by pleasure and excitement. However, non-impulsive buyers do not experience intense emotions and generally make their purchases on the basis of utilitarian thoughts (Verplanken et al., 2005, p. 430). Hedonism constitutes an important dimension of consumers' transformation expectations (Richins, 2011; 2013). Therefore, it is highly likely that consumers who have a high expectation that the purchased product and service will provide a hedonic benefit will exhibit IB. Furthermore, consumers' expectations that the product will facilitate the expression of their individuality, provide them with pleasure, enhance their social relationships, and contribute positively to their professional endeavours, the stronger their inclination towards impulsively acquiring the desired product. Thus, consumers with elevated expectations regarding the advantages conferred by the product will exhibit heightened enthusiasm towards obtaining the desired item (Boonchoo & Thoumrungrroje, 2017, p. 197). Based on the arguments presented so far, the following hypotheses can be stated:

H1: Consumers' transformation expectations positively affect their SC.

H2: Consumers' transformation expectations positively affect their IBT.

Consumers want to belong to a group and attract attention; in other words, they want to be recognised among group members. One of the ways to achieve this is to gain status by consuming certain products and brands (Clark et al., 2007, p. 47). Especially as society has become more crowded and the differences between individuals have diminished, consumers have started to use the products for the status that they provide them, beyond the benefits they provide (Heaney et al., 2005, p. 86). SC refers to the consumption made to gain status in society and depends on fulfilling at least two prerequisites. The first is that consumers should have shared beliefs about the status that certain products and brands will provide, and the second is that the consumption of their products is socially visible. In other words, social desirability and visibility are the two prerequisites for SC (Chao & Schor, 1998, p. 111). On the other hand, SC is a motivational process (Eastman et al., 1999, p. 42) and is shaped by some intrinsic and extrinsic motivations (Eastman & Eastman, 2015). Hedonism, exclusivity and social conformity may be important in terms of impulsive consumption. Because IB is a hedonic and complex buying behaviour (Kacen & Lee, 2002, p. 163; Rook, 1987, p. 191). Furthermore, suppose the issue is approached from the EST point of view. In that case, it is possible that consumers who have high expectations that the consumption of certain products will create a distinctive and recognisable position in society and provide hedonism will also have high incentives to purchase such products. In other words, if there are high expectations that certain products will help gain status, the likelihood of IB of such products will increase. Moreover, empirical support exists in the literature indicating that SC enhances IBT (Tokgöz, 2018, 2020; Yeniaras, 2016). Based on the arguments presented so far, it is possible to state the following hypothesis.

H3: SC positively affects IBT.

On the other hand, several consumer behaviour studies have proven that SC show a mediating effect between materialism and IB (Yeniaras, 2016), social media marketing and purchase intention of luxury brands (Husain et al., 2022), and materialism and brand engagement (Rehman et al., 2019). In this respect, it is also likely to show another mediating effect between transformation

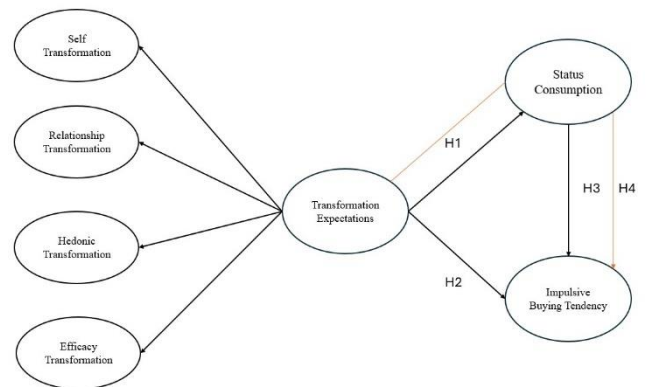
expectations and IBB in the research model. Therefore, it is feasible to establish the subsequent hypothesis:

H4: SC mediates the relationship between consumers' transformation expectations and IBT.

The research model delineates all research hypotheses, with dark arrows denoting direct associations between variables and coloured arrows illustrating indirect associations.

Figure 1 shows the research model.

**Figure 1.**  
*Research Model*



## Methodology

### Sampling and Procedure

The snowball sampling technique, classified among the non-random sampling methodologies, was employed to gather the research data. (Malhotra, 2010, p. 381). In the snowball sampling method, the response rate of the questionnaires increases when the questionnaires are sent from people considered reliable, such as spouses, friends, relatives or family members (Puri et al., 2011). Firstly, people from the author's close circle who wanted to voluntarily support the study and undergraduate and graduate students of a foundation university in Istanbul were reached. In addition, these people were asked to fill in the research questionnaire, forward it to their close circles over 18, and invite them to participate in the study. In this manner, the operation of the process was guaranteed till the desired number for the sample was reached (Salganik & Heckathorn, 2004).

This study was approved by the decision of the İstanbul

Bilgi University Ethics Committee dated December 31, 2024 and numbered E-89026508-050.04-42645. The online questionnaire method was utilised in the research, and the participants could fill it out independently. The questionnaires were delivered to potential respondents via an online link created through the Survey Monkey website during a two-week data collection period between 5 January 2025 and 18 January 2025. The first part of the questionnaire form was an informed consent form, which included the fact that participation in the study is voluntary and that the information obtained will be collected and stored anonymously. Furthermore, it is also stated that the OK button must be clicked to accept the explanations and start answering the questionnaire. Thus, the consent of the participants was obtained. Participants older than 18 and who will make purchases with the expectation of transformation in the future were incorporated in the scope. In this particular framework, three filter questions were created to include only the relevant participants' answers in the research scope. In the first of these questions, it was asked whether the respondents were over 18 years of age; in the second, the participants were prompted to inscribe the designation of a product that they dreamed of purchasing in the next few months or years, and in the third, the cost of this product was asked. In this way, the products that could create a transformation expectation with the participants older than 18 years of age were identified, and the answers of the participants who answered the questionnaire for these products were included in the analyses.

While consumers may turn to high-priced products to bring about a transformation in their lives, they also buy cheaper products, such as cosmetics, fitness equipment, perfumes, etc., with the expectation that they can bring about some transformations in their lives (Richins, 2011, p. 146). In this context, in addition to the expensive products with the potential to create transformation expectations, such as houses, cars, summer houses, etc., the answers of the participants who answered the questionnaire for the cheap products of the type mentioned above, which are also desired to be purchased with the potential to create transformation expectations, were also encompassed within the parameters of the study.

In the process of ascertaining the requisite minimum sample size, the analyses intended for application in the research are duly considered, and this methodology serves as a fundamental factor in the determination of the sample size when employing non-random sampling techniques (Malhotra, 2010, p. 374). In this context, deviations from the assumption of multiple normality and the complexity

of the model are among the factors that must be evaluated to ascertain the appropriate sample size for the SEM (Hair et al., 2019, p. 632). The research model is complex because it includes a second-level construct (transformation expectations). For this reason, it was aimed to reach at least 300 participants due to model complexity, possible multiple normality violations and the possibility of missing data (Hair et al., 2019, p. 633).

Five hundred fifty-eight (558) people clicked on the link to answer the questionnaire, but 159 closed the questionnaire without taking action. Accordingly, 399 participants answered the questionnaire. Twelve of the participants were eliminated due to filter questions. As a result, 387 questionnaire forms were used in the analyses.

### Measurements

All of the scales utilised in the research were selected among the scales already existing in the literature regarding the research variables. All scales are Likert-type scales prepared as 1=strongly disagree, 5=strongly agree. A parallel translation methodology was employed to render all scales. For this purpose, a translation team comprising three individuals, including the author and two marketing scholars proficient in Turkish and English, was established; various translation options were deliberated upon, and modifications were implemented until a version that garnered consensus was attained. (Malhotra et al., 2006, p. 24). To prevent a possible semantic error, a questionnaire was applied to 25 undergraduate students before they went to the field, and they were asked to evaluate the readability and comprehensibility of the questions. No serious feedback was received from the participants in this application, and the questionnaire forms obtained from the preliminary study were transferred to the field study.

In the study, the transformation expectations of the participants were measured through a scale consisting of 4 dimensions and 14 statements, namely self-transformation, relationship transformation, hedonic transformation and efficacy transformation, utilising Richins (2013). On the other hand, the SC of the participants was measured with a single dimension and five statements using Eastman et al., (1999) while the IBT of the participants were measured using the 5-statement version of the single dimension and 9-statement scale developed by Rook and Fisher (1995), which was obtained as a result of the simplification of Fenton-O'Creevy et al., (2018). The sample profile is given in Table 1.

**Table 1.**  
*Sample Profile*

		N	%
<b>Gender</b>	Female	261	67.4
	Male	122	31.5
	Do not want to specify	4	1.0
	Total	387	100
		N	%
<b>Education</b>	Primary School	4	1.0
	High School	24	6.2
	Associate Degree	53	13.7
	Graduate Degree	194	50.1
	Master Degree	85	22.0
	Ph.D.	27	7.0
	Total	387	100
		N	%
<b>Age</b>	18-23	99	25.6
	24-29	76	19.6
	30-35	60	15.5
	36-41	66	17.1
	42-47	52	13.4
	48-53	18	4.7
	54-59	12	3.1
	60-65	1	0.3
	65 over	3	0.8
	Total	387	100
		N	%
<b>Occupation</b>	Private sector employee	186	48.1
	Public employee	39	10.1
	Tradesmen	13	3.4
	Self-employment	26	6.7
	Businesspeople/Entrepreneur	11	2.8
	Retired	8	2.1
	Housewife	8	2.1
	Student	90	23.3
	Unemployed/Seeking Job	6	1.6
	Total	387	100
		N	%
<b>Personal Income</b>	Less than 20,000 TL	67	17.3
	20,001-35,000 TL	80	20.7
	35,001-50,000 TL	59	15.2
	50,001-65,000 TL	58	15.0
	65,001-80,000 TL	35	9.0
	80,001-95,000 TL	19	4.9
	95,001 TL above	69	17.8
	Total	387	100
		N	%
<b>Marriage Status</b>	Single	240	62.0
	Married	147	38.0
	Total	387	100

## Results

### Initial Data Analyses

Using SPSS 30, exploratory factor analysis (EFA) was

applied to reveal the scales' dimensionality and identify possible discriminant validity problems that may be encountered in testing the MM by determining the cross-loadings.

EFA was executed utilising the maximum likelihood (ML) approach in conjunction with promax rotation, with the researcher pre-emptively establishing the number of factors to be extracted as six, in alignment with the projections articulated in the existing literature. In EFA, it is feasible to ascertain the quantity of underlying factors predicated on theoretical frameworks prior to conducting the analysis (Hair et al., 2010). In this context, as a result of the first EFA, six factors explaining 63.607% of the total variance were obtained. The KMO statistic (0.895), alongside the results of Bartlett's test ( $p = .001$ ), indicated that the dataset was appropriate for EFA. The factor scores obtained ranged from 0.608 to 0.934, and it was determined that only one statement of SC had a very low factor loading (0.245) below 0.5. The analysis was repeated by removing the statement in question, and six factors explaining 65.402% of the total variance were reached. The KMO statistic, recorded at 0.893, alongside the results of Bartlett's test ( $p = .001$ ), substantiated the appropriateness of the dataset for the relevant analysis. The factor scores obtained ranged from 0.610 to 0.934, and no factor loading was below 0.50.

On the other hand, there was no cross-factor loading above 0.25, and the differences between all cross-loadings and the original factor scores were well above 0.20 (Hair et al., 2010). Thus, self-transformation was obtained as a construct consisting of five statements, relationship transformation consisting of three statements, hedonic transformation consisting of three statements, and activity transformation consisting of three statements and transferred to the MM test. On the other hand, one variable was removed from the SC dimension and transferred to the MM test as a unidimensional construct with four variables in total. Finally, the IBT was transferred to the MM test as a unidimensional construct of five variables.

### Measurement Model Testing

Confirmatory factor analysis (CFA) was applied to evaluate the validity and reliability relating to the measurement model (MM). Prior to conducting CFA, it was examined if the data showed multiple normal distribution, and it was determined that the calculated value of the multiple normal distribution test was above the accepted value of 5 (76,995) (Byrne, 2016). For this reason, the bootstrapping method, applied in case of violation of the

principle of multiple normal distributions and not affected by the sample size, was used in CFA and structural model tests (Kline, 2005).

In the testing of the MM, transformation expectations were defined as a four-factor secondary-level construct, and SC and IBT were defined as primary-level constructs. Under these conditions, the MM was evaluated employing the ML estimation technique and 5,000 bootstrap samples, and unsatisfactory results were obtained in terms of goodness of fit indices (GFI) ( $\chi^2_{(223)} = 648.051$ ;  $p < .000$ ;  $\chi^2/df = 2.906$ ; CFI=0.919; TLI= 0.909; IFI= 0.920; **RMSEA**<sub>0.064–0.077</sub>= 0.070; SRMR= 0.0725). For this reason, the correction modifications matrix was examined, and two proposed modifications were applied to the error terms between the observed variables of the constructs. Accordingly, one modification was made for self-transformation and IBT constructs. Since each modification was made between the observed variables of the relevant latent constructs, the unidimensionality of the constructs was not damaged. When the analysis was repeated with the relevant modifications, satisfactory GFI ( $\chi^2_{(221)} = 581.013$ ;  $p < .000$ ;  $\chi^2/df = 2.629$ ; CFI=0.932; TLI= 0.922; IFI= 0.932; **RMSEA**<sub>0.059–0.071</sub>= 0.065, SRMR= 0.0711) were obtained (Hair et al., 2010; Hu & Bentler, 1999). In addition, all factor scores obtained were statistically significant, and none contained the zero value of the confidence interval. CFA results of the MM and reliability and validity findings are presented in Table 2.

Upon careful examination of the results presented in Table 2, it becomes evident that the all SFL for all constructs exceed the threshold value of 0.50 (Bagozzi et al., 1991), the values for AVE surpass the minimum criterion of 0.50 (Fornell & Larcker, 1981), and all CR coefficients are in excess of the requisite minimum of 0.60 (Bagozzi & Yi, 1988). Therefore, the MM is substantiated by the presence of convergent validity. In addition, CA values of all dimensions are above 0.70, and it can be said that all dimensions have established sufficient reliability (Nunnally, 1978).

Fornell and Larcker's (1981) criterion was utilised to evaluate discriminant validity, and the related values are as in Table 3. In Table 3, the values written in bold and italicised characters on the diagonal axis are the square root of the mean explained variance values of the relevant latent variables. The values under the diagonal axis are the correlations between latent variables. In order to ensure discriminant validity, the correlations between all possible binary latent variables should be smaller than the square root of all AVE values of the latent variables. In this context, when Table 3 is analysed, it is seen that this condition is met, and it is possible to state that the MM has

discriminant validity.

### Common Method Variance

In order to evaluate the common method variance (CMV), firstly, Harman's single-factor test was conducted in the context of EFA and then in the context of CFA. As a result of the EFA in which no rotation method was used, it was observed that the single-factor structure derived accounted for 32.114% of the overall variance. Since this ratio is below the recommended value (0.50), it is possible to state that the CMV does not pose a significant problem. Similarly, as a result of the CFA performed by grouping all variables under a single factor, very poor GFI ( $\chi^2_{(230)} = 3166.805$ ;  $p < .000$ ;  $\chi^2/df = 13.769$ ; CFI=0.443; TLI= 0.387; IFI= 0.446; **RMSEA**<sub>0.176–0.188</sub>= 0.182, SRMR= 0.1610) were obtained. From this point of view, CMV does not significantly affect the research model (Malhotra, Kim, et al., 2006).

### Structural Model Testing

During the testing of the structural model, the theoretical constructs and modifications (improvements) specified in the MM were kept intact and tested as a fully latent model. Since the data did not meet the assumption of multiple normal distributions, the ML estimation method was used over 5,000 bootstrap samples. The test results and GFI using the AMOS 30 programme are summarised in Table 4.

Upon scrutiny of the values presented in Table 4, it becomes evident that the structural model produces satisfactory GFI ( $\chi^2_{(221)} = 581.013$ ;  $p < .000$ ;  $\chi^2/df = 2.629$ ; CFI= 0.932; TLI= 0.922; IFI= 0.932; **RMSEA**<sub>0.059–0.071</sub>= 0.065, SRMR= 0.0711 (Hair et al., 2010; Hu & Bentler, 1999). In addition, Table 4 delineates the findings pertaining to both the direct and indirect effects among the structures encompassed within the research framework. When the table in question is continued to be examined, it is seen that none of the 95% confidence intervals of all standardised paths, representing the direct relationships between the variables in the research model, contain zero, except the 95% confidence interval representing the direct relationship between transformation expectation and IBT. Besides, all significance levels of these paths, except the path between transformation expectation and IBT, are significant ( $p < .05$ ). Therefore, it is possible to state that hypothesis H1, which states that consumers' transformation expectations positively affect their SC, is supported ( $B=0.361$ ;  $p < .001$ ). Similarly, hypothesis H3, which states that SC positively affects IB, is also supported ( $B=0.391$ ;  $p < .001$ ). However, hypothesis H2, which suggests that consumers' transformation expectations positively affect IBT, is not supported ( $B=0.118$ ;  $p=0.056$ ).

Table 2.

CFA Summary Findings Pertaining to the Measurement Model.

Constructs (Factors)	Variables/ Items	Average	SD	SFL	CI 95%		p	AVE	CR	CA
					Lower	Upper				
Transformation Expectations	<b>ST</b>	<b>2.60</b>	<b>1.03</b>	<b>0.730</b>	<b>0.614</b>	<b>0.817</b>	<b>0.000</b>			
	ST1	2.37	1.16	0.826	0.773	0.872	0.000			
	ST2	2.34	1.18	0.865	0.819	0.906	0.000			
	ST3	3.15	1.35	0.727	0.659	0.788	0.000			
	ST4	2.43	1.21	0.796	0.740	0.846	0.000			
	ST5	2.73	1.29	0.641	0.559	0.713	0.000			
	<b>RT</b>	<b>2.22</b>	<b>1.00</b>	<b>0.856</b>	<b>0.771</b>	<b>0.926</b>	<b>0.000</b>			
	RT1	1.92	0.99	0.762	0.679	0.827	0.000			
	RT2	2.65	1.41	0.726	0.645	0.801	0.000	0.595	0.854	0.800
	RT3	2.08	1.08	0.879	0.823	0.924	0.000			
	<b>HT</b>	<b>3.25</b>	<b>1.17</b>	<b>0.770</b>	<b>0.660</b>	<b>0.873</b>	<b>0.000</b>			
	HT1	3.30	1.40	0.827	0.775	0.876	0.000			
	HT2	3.10	1.34	0.807	0.744	0.863	0.000			
	HT3	3.35	1.28	0.789	0.725	0.840	0.000			
	<b>ET</b>	<b>3.13</b>	<b>1.15</b>	<b>0.723</b>	<b>0.608</b>	<b>0.827</b>	<b>0.000</b>			
	ET1	2.83	1.31	0.789	0.723	0.847	0.000			
ET2	3.26	1.28	0.876	0.819	0.924	0.000				
ET3	3.29	1.34	0.776	0.708	0.836	0.000				
Status Consumption	SC 1	2.48	1.17	0.809	0.749	0.860	0.000			
	SC 2	2.75	1.17	0.866	0.818	0.909	0.000	0.625	0.868	0.864
	SC 3	2.68	1.18	0.842	0.788	0.890	0.000			
	SC 4	2.93	1.16	0.621	0.515	0.719	0.000			
Impulsive Buying Tendency	IBT 1	2.58	1.21	0.742	0.681	0.795	0.000			
	IBT 2	2.64	1.26	0.736	0.671	0.793	0.000			
	IBT 3	2.24	1.13	0.890	0.853	0.924	0.000	0.611	0.887	0.885
	IBT 4	1.93	0.98	0.815	0.761	0.860	0.000			
	IBT 5	1.93	1.06	0.713	0.622	0.789	0.000			

**Note:** SD: Standard Deviation, SFL: Standardised Factor Loading, CI: Confidence Interval, p: Significant Level, AVE: Average Variance Extracted, CR: Composite Reliability, CA: Cronbach's Alpha, ST: Self Transformation, RT: Relationship Transformation, HT: Hedonic Transformation, ET: Efficacy Transformation,

**Table 3.***Values for Discriminant Validity*

Latent Variables (Dimension)	TE	SC	IBT
TE	<b>0.772</b>		
SC	0.361	<b>0.790</b>	
IBT	0.259	0.433	<b>0.782</b>

**Note:** TE: Transformation Expectation, SC: Status Consumption, IBT: Impulsive Buying Tendency

**Table 4.***Overview of Structural Model Outcomes and Hypothesis Evaluations*

ET	Paths	SPC	%95 CI		p	Results
			LL	UL		
Direct	TE → SC	0.361	0.237	0.475	.000	H1 S
	TE → IBT	0.118	0.003	0.235	.056	H2 NS
	SC → IBT	0.391	0.273	0.498	.000	H3 S
Indirect Effects	TE → SC → IBT	0.141	0.084	0.204	0.000	H4 S

$(\chi^2_{(221)} = 581.013; p < .000; \chi^2/df = 2.629; CFI=0.932;$

$TLI=0.922; IFI=0.932; RMSEA_{0.059-0.071}=0.065,$

$SRMR=0.0711)$

**Note:** ET: Effect Type, SPC: Standardised Path Coefficients, CI: Confidence Interval, LL: Lower Limit, UL: Upper Limit, p: Significant Level, S: Supported, NS: Not Supported

Since SC is a mediating variable between transformation expectancy and IB in the research framework (Preacher & Hayes, 2008), this mediating effect was tested again in the AMOS 30 program by the bootstrapping method during the test of the structural model, and this effect is given in Table 4. In this context, upon scrutinising the data presented in Table 4, it becomes apparent that the path calculated for the indirect effect (B=0.141) does not contain the zero value of the 95% confidence interval and is statistically significant ( $p < .001$ ). Accordingly, hypothesis H4 states that SC mediates the relationship between consumers' transformation

expectations and IBT, which is supported.

## Discussion

The present study investigates the direct and indirect associations among consumers' transformation expectations, SC and IBT. Thus, the current study argues that consumers' transformation expectations may directly lead to SC and IBT, while they may influence IBT through SC. In this particular framework, the current study has made a significant contribution to the existing body of literature on IB by understanding the role of transformation expectations and SC of consumers in IB in a developing country.

The first finding of the current study revealed that transformation expectations can be modelled as a second-level construct consisting of four sub-dimensions: self-transformation, relationship transformation, hedonic transformation and efficacy transformation. This result is consistent with the study of Boonchoo and Thourrungrroje (2017). The authors defined transformation expectations as a second-order construct and proved that it is a valid and reliable construct in American and Thai consumers. Furthermore, Shaikh et al. (2023) demonstrated the validity and reliability of transformation expectations when defined as a second order construct for Indian consumers. Similarly, the current study revealed that transformation expectations exhibit valid and reliable psychometric properties when defined as a second-order construct for Turkish consumers. Therefore, consumers' transformation expectations may be defined as a second-order construct and included in the analyses.

The second important finding of the study is that transformation expectations positively affect SC; in other words, they increase it. This result proves that the expectation of the study that SC is possible if products and services fulfil the expectations that they will strengthen the self and relationships with others in social settings, create pleasure and increase control over one's life is justified. Therefore, the EST that people's expectations shape their behaviour can explain the relationship between consumers' transformation expectations and SC. On the other hand, although not the same, there is a finding in the literature that consumers' transformation expectations increase CC (Boonchoo & Thourrungrroje, 2017; Çam & Demir, 2022). CC and SC are separate but similar phenomena. Therefore, the terms SC and CC are employed synonymously within the scholarly discourse (O'Cass & Frost, 2002, pp. 68-69). SC refers to individuals' conspicuous orientation towards the consumption of

products and services in order to gain status in a social environment (Eastman et al., 1999, p. 42). Therefore, SC includes CC. When the issue is approached from this perspective, the current study's finding that transformation expectations will increase SC is again in line with the literature.

The third finding of the study does not coincide with the expectation of the study that consumers' transformation expectations regarding products and services will directly increase their IBT. The third finding of the study shows that transformation expectations do not significantly affect consumers' IBT. This finding does not coincide with the literature. Boonchoo and Thoumrungroje (2017) showed that transformation expectations positively affect IB. However, the authors did not hypothesise and test in their research model that consumers' transformation expectations may affect IB through CC. The present study, on the other hand, hypothesised, tested and proved that consumers' transformation expectations may affect IBT through SC. Therefore, the different findings between the two studies may be due to inclusion a mediating effect in the research model.

The fourth finding of the study is that SC increases the IBT of consumers. This finding is also among the study's findings that align with the literature (Tokgöz, 2018, 2020; Yeniaras, 2016).

The most important and the last finding is that consumers' transformation expectations increase the IBT through SC. However, according to the limited knowledge of the author, no studies have been found in the literature regarding this finding. The current study shows that the transformation expectations of consumers about products and services do not directly affect the IBT but increase the IBT by increasing the SC of consumers. Likewise, in the literature, it has been shown that SC plays a mediating role in various situations (Husain et al., 2022; Rehman et al., 2019; Yeniaras, 2016).

### Practical Implications

The present study reveals that Turkish consumers have a certain level of transformation expectations about future purchases and that these expectations increase their SC. Moreover, the results show that consumers' transformation expectations shape their IBT through their SC. Therefore, this provides a plausible rationale for marketing practitioners to focus on consumers' expectations about products and services. In particular, if

consumers' expectations about products and services are improved through positioning and communication strategies, consumers can make SC and thus increase their IBT. In other words, if positioning and communication initiatives that emphasise the positive contribution of a product or service to oneself, strengthening relationships with others, providing a sense of pleasure, and making it possible to be more practical and efficient in one's life are implemented, SC and IBT may increase. This is especially important for marketing practitioners interested in luxury brand marketing. That is because SC confers status in society through the consumption of products and services (O'Cass & Frost, 2002, p. 68). Luxury brands promise to provide status and prestige to individuals. For this reason, luxury brand marketing professionals 'focus on positioning, brand and communication strategies that can shape consumers' expectations of their products and services can enable consumers to make status consumption. Of course, at this point, promises, expectations, and the benefits provided should coincide. Otherwise, the company's reputation may be negatively affected (Boonchoo & Thoumrungroje, 2017, p. 203). However, marketing practitioners should also know that increased transformation expectations will increase consumers' impulsive buying tendencies through status consumption. Especially when we consider that impulsive buying behaviour, which harms consumers' financial well-being, will increase depending on their tendencies, it would be appropriate to recommend that marketing practitioners be balanced in their strategies relating to transformation expectations and status consumption of consumers.

### Conclusion and Recommendations

The current study has investigated and revealed the direct and indirect associations among consumers' transformation expectations, SC and IBT. Accordingly, consumers' transformation expectations increase their SC but do not affect their IBT. However, the transformation expectations of consumers increase the IBT by increasing SC. Therefore, it has been shown that consumers' transformation expectations indirectly affect IBT through SC. In addition, it has been found that SC of consumers increases the IBT.

Despite the significant findings of the present study, it can be asserted that certain limitations exist. In this regard, it is feasible to propose suggestions for forthcoming studies by regarding the constraints identified in the current investigation. A primary constraint of the study

pertains to the adoption of a non-random sampling methodology. Consequently, the conclusions drawn are applicable solely to the specific study sample. In this vein, subsequent studies should endeavour to re-evaluate the research model utilising a random sampling technique, if feasible.

Another notable constraint of the investigation is that the breadth of the inquiry is confined solely to the variables incorporated within the research framework. Future studies can test direct, indirect, and mediating effects by adding different variables and creating more holistic models. In this direction, materialism, self-confidence, self-esteem and fear of negative evaluation can be modelled as variables that mediate or regulate the relationships between transformation expectations and IBT.

Another considerable constraint of the investigation is that the research framework was evaluated utilising a single dataset. Nevertheless, investigating whether transformation expectations change over time will contribute to the literature and marketing practitioners' understanding of consumer behaviour. In addition, how transformation expectations change for different generations and how they shape successor consumer variables can be recommended for future studies as another research topic. Moreover, it is possible to design such research longitudinally.

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## Genişletilmiş Özet

Dürtüsel satın alma pazarlama ve tüketici davranışı literatüründe yeni bir kavram olmayıp onlarca yıldır farklı bağlamlarda incelenen bir araştırma alanıdır. Bu doğrultuda hem uluslararası hem de ulusal literatürde dürtüsel satın alma hakkında çok sayıda araştırmanın yapıldığını görmek mümkündür. Diğer taraftan, pek çok tüketici ürün ve hizmetlere sahip olduğunda hayat standartlarında bir iyileşmenin olacağı yönünde bir bekleyişe sahiptir. Özellikle bu bekleyişlerin tüketicilerin benlikleri, başka kişilerle kurdukları ilişkileri, elde ettikleri haz duygusu ve hayatlarındaki verimlilikte olduğu düşünülmektedir (Richins, 2011; 2013). Benzer şekilde tüketicilerin, ürün ve hizmetleri, sahip olduğu fonksiyonel özelliklerin ötesinde, sembolize ettiği düşünce ve duygular, sosyal ilişkiler kurmaya yardımcı olması ve iletmek istedikleri bir imajı ortaya koyması şeklindeki diğer nedenlerle de tükettikleri bilinmektedir (Eastman vd., 1999, s. 42). Özellikle sosyal açıdan birbirine benzerlik derecesinin artması durumunda, insanların bazı insanlardan ayrılmak ve bazı insanlara benzemek için özel bir tüketim türüne yönelindikleri görülmektedir (Heaney vd., 2005, s. 86). Diğer bir ifade ile insanlar statü kazanmak ya da bunu göstermek suretiyle tanınmak ya da ayrılmak istemekte ve bazı ürün, hizmet ya da markaların bunu mümkün kıldığına inanmaktadır (Clark vd., 2007, s.47). Statü tüketimi olarak adlandırılan bu tüketim türü, tüketici araştırmalarında incelenen bir diğer önemli araştırma konusu olarak yerini almıştır.

Dürtüsel satın almanın suçluluk duygusu, sosyal kabulü zorlaştırma, borç ve iflas gibi olumsuz sonuçlara yol açabildiği bilinmektedir (Hubert vd., 2013, s. 862). Ayrıca dünya çapında tüketim odaklı toplumların ortaya çıkması ve e ticaretin gelişmesi vb. faktörler, günümüz tüketicilerinin çok daha kolay bir şekilde dürtüsel satın alma davranışı sergilemesini mümkün kılmaktadır (Lin ve Chen, 2012, s. 353-354). Bu noktada dürtüsel satın almanın, özellikle Amerikan kültürü dışındaki diğer kültürlerde yeniden ele alınarak incelenmesi, günümüz tüketicilerin sergilediği bu davranış biçiminin anlaşılmasına katkı sağlayacaktır (Kacen ve Lee, 2002, s. 173). Diğer taraftan, statü tüketiminin yalnızca gelişmiş toplumlara özgü olduğu düşüncesi doğru değildir. Statü tüketimi çok sayıda farklı küresel toplumda görülen bir olgudur (Phau ve Cheong, 2009, s. 110). Dolayısıyla bu kadar yaygın bir tüketici davranışının da anlaşılması önemlidir. Bununla birlikte dönüşüm beklentileri kavramı Amerika'da ortaya çıkmasına rağmen, Amerika'da ve uluslararası literatürde son derece sınırlı bir ilgi görmüştür (Alves et al., 2023; Boonchoo & Thourungrroje, 2017; Çam & Demir, 2022; Davidson et al., 2018; Mukerjee & Panda, 2025; Richins, 2011, 2013; Shaikh et al., 2023; Thourungrroje & Boonchoo, 2015). Dolayısıyla sınırlı sayıda ampirik çalışmanın olduğu dönüşüm beklentileri alanında yapılacak bir çalışma, literatüre katkı sağlayacaktır. Sonuç olarak dürtüsel satın almanın, tüketicilerin dönüşüm beklentilerine ve statü tüketimlerine odaklanarak Amerikan kültürü dışında bir toplumda ele alınması, söz konusu davranışın hem daha iyi anlaşılmasını hem de olumsuz etkilerini hafifletecek ve tüketicilerin finansal refahını iyileştirecek stratejilerin oluşturulmasını sağlayabilir.

Bu çalışma Beklenti Durumları Teorisinden faydalanarak tüketicilerin gelecekteki satın almalarına ilişkin sahip oldukları dönüşüm beklentilerinin statü tüketimi ve dürtüsel satın alma eğilimi üzerindeki doğrudan ve dolaylı etkilerini incelemiştir. Çalışmada kartopu örnekleme ve online anket yöntemi kullanılarak 387 geçerli katılımcı görüşü elde edilmiştir. Çalışma kapsamına 18 yaş ve üzerinde, gelecekte dönüşüm beklentisi yaratacak satın alma planlayan tüketiciler bir dizi filtre soru yardımıyla dahil edilmiştir. Bu tüketicilerden elde edilen verilere keşfedici ve doğrulayıcı faktör analizleri uygulanmıştır. Faktör analizleri neticesinde ölçeklerin yeterli düzeyde geçerlilik ve güvenilirlik sergilediğine, dönüşüm beklentilerinin ikinci düzey bir yapı, diğer araştırma değişkenlerinin ise birinci düzey yapılar olarak modellenebileceği sonucuna ulaşılmıştır. Bunun ardından araştırma hipotezleri yapısal eşitlik modellemesi kullanılarak test edilmiştir. Elde edilen bulgulara göre tüketicilerin dönüşüm beklentilerinin statü tüketimini olumlu yönde etkilediği, fakat dürtüsel satın alma eğilimini etkilemediği görülmüştür. Bununla birlikte dönüşüm beklentilerinin, statü tüketimi yoluyla tüketicilerin dürtüsel satın alma eğilimini dolaylı olarak artırdığı bulunmuştur. Ayrıca statü tüketiminin, tüketicilerin dürtüsel satın alma eğilimini artırdığı da bir diğer bulgu olarak karşımıza çıkmıştır.