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An Examination of Impulsive Buying, Utilitarian Consumption, Hedonic Consumption, and Conspicuous Consumption Habits in Consumers' Mobile Shopping Behavior: The Case of Temu**

Tüketicilerin Mobil Alışveriş Davranışlarında Plansız Satın Alma, Faydacı Tüketim, Hedonik Tüketim ve Gösterişçi Tüketim Alışkanlıklarının İncelenmesi: Temu Örneği

ABSTRACT

This research explores how mobile shopping platforms affect consumer behavior by focusing on the example of Temu. The main goal is to understand the relationship between impulsive buying and three types of consumption: utilitarian, hedonic, and conspicuous. As mobile shopping becomes more common, people tend to make quicker and more emotional purchase decisions. This often causes them to move away from logical and planned shopping. A mixed-method approach was used in this study. Survey data were collected to gain numerical insights, while semi-structured interviews provided more detailed, personal views. The survey results were analyzed using SPSS software. The interview data were examined with descriptive content analysis. The results show that hedonic and conspicuous consumption have a strong effect on impulsive buying. In contrast, utilitarian consumption is more connected to purchases that are planned and based on actual needs. The interview findings also support these results by revealing the deeper reasons behind these shopping habits. This study helps us better understand consumer behavior in digital environments. It also gives useful information for researchers and businesses working in marketing and online shopping.

Keywords: Mobile shopping, impulsive buying, utilitarian consumption, hedonic consumption, conspicuous consumption

ÖZ

Bu araştırma, Temu örneğine odaklanarak mobil alışveriş platformlarının tüketici davranışlarını nasıl etkilediğini incelemektedir. Temel amaç, dürtüsel satın alma ile üç tüketim türü olan faydacı, hazcı ve gösterişçi arasındaki ilişkiyi anlamaktır. Mobil alışveriş yaygınlaştıkça, insanlar daha hızlı ve daha duygusal satın alma kararları verme eğilimindedir. Bu durum genellikle mantıklı ve planlı alışverişten uzaklaşmalarına neden olur. Bu çalışmada karma yöntem yaklaşımı kullanılmıştır. Sayısal içgörüler elde etmek için anket verileri toplanırken, yarı yapılandırılmış görüşmeler daha ayrıntılı, kişisel görüşler sağlamıştır. Anket sonuçları SPSS yazılımı kullanılarak analiz edilmiştir. Görüşme verileri betimsel içerik analizi ile incelenmiştir. Sonuçlar, hedonik ve gösterişçi tüketimin dürtüsel satın alma üzerinde güçlü bir etkiye sahip olduğunu göstermektedir. Buna karşılık, faydacı tüketim planlı ve gerçek ihtiyaçlara dayalı satın alımlarla daha bağlantılıdır. Görüşme bulguları da bu alışveriş alışkanlıklarının ardındaki daha derin nedenleri ortaya çıkararak bu sonuçları desteklemektedir. Bu çalışma, dijital ortamlarda tüketici davranışlarını daha iyi anlamamıza yardımcı olmaktadır. Ayrıca pazarlama ve çevrimiçi alışveriş alanında çalışan araştırmacılar ve işletmeler için faydalı bilgiler sunmaktadır.

Anahtar Kelimeler: Mobil alışveriş, plansız satın alma, faydacı tüketim, hedonik tüketim, gösterişçi tüketim

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** Ethics Committee approval was obtained for this study in accordance with the decision numbered 22 and dated 21.05.2025 of the Scientific Research and Ethics Committee of Antalya Belek University.

Introduction

The fast growth of digital technologies and the widespread use of mobile devices have deeply changed how people shop. Mobile shopping apps, in particular, allow users to make purchases anytime and anywhere. This freedom can lead to more impulsive buying and increase pleasure-focused (hedonic) shopping behaviors (Kim et al., 2017: 60). In consumer behavior studies, shopping motivations are usually grouped into two main types: utilitarian and hedonic. Utilitarian consumption is based on practical and logical benefits. On the other hand, hedonic consumption is driven by enjoyment, emotional satisfaction, and fun during the shopping process (To, Liao & Lin, 2007: 776). Research shows that people with hedonic tendencies are more likely to make unplanned purchases (Hausman, 2000: 406). Conspicuous consumption, on the other hand, involves buying luxury or branded products to gain social recognition and status. This type of consumption has become more common, especially among younger people, partly due to social media influence (Ünal & Ceylan, 2008: 156). It is often linked to hedonic motives and can also lead to impulsive buying behavior (Akın, 2021: 221).

In recent years, China-based e-commerce platforms have experienced rapid global growth. Brands such as AliExpress, Temu, and Shein have gained strong competitive positions in international markets. Temu, operated by China-based PDD Holdings along with Pinduoduo, is one such platform. Launched in September 2022, Temu has quickly expanded globally and has become a market leader in regions such as the United States and South Korea (Lee et al., 2024: 701). Driven by technological advancements, the acceleration of cross-border e-commerce has provided consumers with wide access to global markets and has brought about structural changes in the retail sector (Tariq & Chen, 2024: 2). Temu has been selected as the focal point of this study due to its rapid rise, emphasis on extensive product variety, and competitive pricing strategy (Tan, 2024: 5; URL1, 2025).

The primary aim of this study is to examine consumers' mobile shopping behaviors through the case of Temu, with a focus on how impulsive buying tendencies are shaped and how utilitarian, hedonic, and conspicuous consumption patterns contribute to this process. The significance of this research lies in its ability to reassess how digitalization is transforming consumer behavior, and in its provision of both theoretical and practical insights for academic literature and digital marketing strategies. The study's originality stems from its multidimensional approach to consumer behavior within the context of mobile shopping, by simultaneously exploring the interrelationships between impulsive buying and different consumption orientations-namely, utilitarian, hedonic, and conspicuous consumption.

Due to the limited number of studies focusing on the Temu platform, this research offers a timely and detailed look at digital consumption habits by using both quantitative and qualitative methods. The mixed-methods approach allows for a broader understanding of consumer behavior supported by up-to-date data. In addition, there is a lack of comprehensive research examining how mobile shopping behavior connects with different consumption tendencies. This study addresses that gap by focusing on recent data collected in the Turkish context. In doing so, it adds to the current literature and offers valuable insights for future research.

In this mixed-methods study, quantitative data were collected through surveys, while qualitative data were obtained via semi-structured interviews, allowing for an in-depth analysis of consumer behavior. Following the introduction, the conceptual framework elaborates on the relevant theoretical foundations and key concepts. The subsequent sections detail the methodology, data collection tools, sampling, and analysis procedures. The findings section presents both quantitative and qualitative results, and the discussion and conclusion provide an overall interpretation and offer recommendations based on the results.

1. Conceptual Framework

Temu focuses on delivering localized products and services tailored to the expectations of consumers in different countries and regions. To enhance user experience, the platform develops locally adapted product selections and operational strategies. In addition, Temu has established

localized warehouses and logistics centers across various countries and regions to ensure fast and reliable product delivery (Tan, 2024: 11). Lee and Sung (2024), in their study analyzing the factors influencing relationship continuity among AliExpress and Temu users, found that low prices, product variety, and perceived value significantly enhance satisfaction and trust-where trust, in particular, emerged as a stronger predictor of platform loyalty (Lee & Sung, 2024: 111).

Bury (2025) revealed a strong correlation between gamification and user engagement. Interactive reward mechanisms and time-limited discounts were found to increase both user interaction and spending. Moreover, personalization was identified as a key factor in enhancing the effectiveness of gamification; users who responded positively to Temu's AI-driven recommendations tended to engage more frequently and exhibited a higher propensity to make purchases. Despite these advancements, financial incentives remained the most dominant motivator, with discounts and coupons continuing to trigger repeat interactions and impulsive shopping behavior. Overall, the case study demonstrated that AI-powered gamification serves as a strategic tool for influencing consumer behavior, reinforcing brand loyalty, and enhancing profitability in e-commerce.

A review of the literature reveals diverse approaches to understanding consumer motivations in online shopping. Accordingly, the conceptual framework of this study is structured around the key variables investigated and includes brief definitions of the relevant concepts:

Impulsive Buying Behavior: Impulsive buying refers to consumers' spontaneous and unplanned purchase decisions, typically driven by emotional reactions and triggered by environmental stimuli in the shopping context (Rook, 1987: 191). Prior research indicates that hedonic consumption tendencies can intensify impulsive buying behavior (Akturan, 2010: 110).

Utilitarian Consumption: This type of consumption is driven by functionality, necessity, and rational decision-making. Utilitarian purchasing behavior emphasizes fulfilling basic needs and solving problems (To et al., 2007: 775). Consumers focused on product quality, price, usability, and cost–benefit considerations are typically engaging in utilitarian consumption (Batra & Ahtola, 1991: 161). Utilitarian consumption is often associated with planned purchasing behavior, as consumers intentionally seek to meet pre-defined needs. Thus, its relationship with impulsive buying behavior may be limited or even inversely correlated.

Hedonic Consumption: Hedonic consumption involves pleasure, enjoyment, excitement, and emotional satisfaction derived from the shopping experience. In this context, shopping is not merely a functional act but also a form of leisure and personal gratification (Holbrook & Hirschman, 1982: 134). Hedonic motives often give rise to impulsive and unplanned purchases (Hausman, 2000: 406). Individuals with stronger hedonic tendencies are more likely to engage in impulsive shopping, especially through mobile platforms, which offer speed and ease of access. Key motivators include brand prestige, product aesthetics, the enjoyment of shopping, and the desire for self-reward (Ünal & Ceylan, 2008: 154).

Conspicuous Consumption: This type of consumption describes the act of buying luxury or well-known branded products to gain social approval or show one's status. It is especially common among younger consumers and is often shaped by social media (Ünal & Ceylan, 2008: 156). This behavior is strongly connected to hedonic motivations and can also lead to impulsive shopping (Akın, 2021: 221).

Mobile Shopping Behavior: Mobile shopping includes online purchases made through smartphones or tablets. Karaoğlan and Durukan (2022) created a scale to examine what factors affect mobile shopping behavior. The ease of access and time-saving nature of mobile shopping can make people more likely to buy on impulse and follow more pleasure-driven consumption habits (Kim et al., 2017: 60).

2. Methodology

This section explains the study's purpose, research design, data collection tools, sample group, data analysis process, and ethical issues.

2.1. Purpose of the Study

The main goal of this study is to explore what influences consumers' impulsive buying in mobile shopping settings. It focuses on how utilitarian, hedonic, and conspicuous consumption habits relate to impulsive purchases. The research takes Temu, a fast-growing mobile shopping app, as a case to better understand consumer behavior in mobile commerce. The study aims to uncover how mobile platforms change the way people shop and how these changes affect decision-making. It especially looks at the connection between rational (utilitarian) and emotional (hedonic and conspicuous) drivers and how these relate to sudden buying decisions.

This research is important because it offers timely insights during a period when mobile commerce is shaping new digital marketing strategies. Learning how apps like Temu impact consumer behavior can help both researchers and marketers. By looking at the psychological and social sides of mobile shopping, the study also hopes to support better consumer-focused design, more personalized marketing, and ethical selling approaches.

While the literature on consumer behavior frequently addresses concepts such as impulse buying, utilitarian consumption, and hedonic consumption (Beatty & Ferrell, 1998; Babin, Darden, & Griffin, 1994), these consumption patterns are often examined in isolation and primarily within the framework of traditional e-commerce. Despite the rapid growth of mobile shopping applications in recent years and their substantial influence on consumer behavior, research on how these digital environments shape multi-faceted consumption motivations remains limited (Wang, Malthouse, & Krishnamurthi, 2020).

Conspicuous consumption has often been addressed through the lens of luxury goods (Veblen, 2007; Eastman, Goldsmith, & Flynn, 1999). However, the implications of this consumption style in affordable and easily accessible mobile shopping environments have been largely unexplored. This research attempts to fill the gap in the field by examining how impulsive buying behavior emerges in the increasingly popular Temu app. It also focuses on finding evidence regarding utilitarian, hedonic, and conspicuous consumption patterns.

2.2. Research Design

This study used a mixed methodology that included both quantitative and qualitative data. The mixed method is an important way to obtain in-depth information about the research topic (Creswell & Plano Clark, 2018). A questionnaire compiled from the literature was used in the quantitative part of the study. A semi-structured interview form was used in the quantitative part of the study.

2.3. Data Collection Instruments

This research was designed using a mixed method approach using quantitative and qualitative data. The data collection process was conducted sequentially, as required by the mixed method approach. Furthermore, due to the nature of mixed research, the research focused on gathering in-depth information. Therefore, all data obtained are complementary. The data collection tools used in the study are described below, in the order they were applied and in detail throughout the process.

Quantitative Data Collection Instruments: A two-part survey was used in the quantitative data collection phase. The first part collected basic information such as participants' age, gender, education level, and income. The second part evaluated the main topics of the research. Scales developed by Açıkalın and Yaşar (2017) were used to measure impulsive buying and utilitarian, hedonic, and conspicuous consumption habits. These scales have been previously tested with Turkish consumers and are known to be reliable. The mobile behavior scale developed by Karaoğlan and Durukan (2022) was used to measure mobile shopping behavior.

Qualitative Data Collection Instrument: Semi-structured quantitative interview questions were created to further deepen the research results. Questions were designed to explore participants' views on mobile shopping, their decision-making processes, and their consumption motivations (utilitarian, hedonic, and conspicuous). Participants were selected through purposeful sampling.

All interviews were audio-recorded and transcribed for analysis. This qualitative approach made it possible to uncover themes and insights that could not be fully captured through quantitative methods alone, thus offering a more comprehensive understanding of the research questions.

2.4. Sample and Study Group

In line with the mixed methods research design, the sample for this study was determined in two distinct phases. Both the quantitative and qualitative parts of the research included participants living in Turkiye who had made at least one purchase through the Temu mobile shopping app.

Quantitative Phase: Participation in the quantitative study required having shopped on the Temu app at least once. Therefore, individuals with mobile shopping experience were deliberately selected. Participants shared their data through an online survey. A total of 488 people completed the survey. This number is sufficient for reliable statistical analyses. This method was chosen to ensure rapid and accurate data collection and to reach the right target audience.

Qualitative Phase: In the qualitative phase, semi-structured interviews were conducted with 50 people living in Antalya who actively use the Temu app. Participants were selected from diverse age, gender, education, and income groups. This selection was aimed at reflecting diverse perspectives. The interviews were conducted face-to-face, recorded with participant permission, and transcribed verbatim. Interviews continued until no new themes emerged. This ensured data saturation. The data were analyzed through content analysis, and key themes were identified. This method added depth to the quantitative findings and helped us better understand consumer behavior in Temu.

2.5. Data Analysis

Because the research was based on a mixed-methods design, quantitative and qualitative data were analyzed together. In this context, the dataset was created by collecting quantitative and qualitative data in a two-stage process. The resulting datasets were then analyzed. Appropriate statistical analyses were evaluated for each data type, and the most appropriate analysis techniques for the research objective were applied.

Quantitative Data Analysis: The quantitative data in the study were collected between May 22 and June 1, 2025, through an online survey developed by the researcher based on literature. Analyses were conducted using SPSS and AMOS statistical packages. The dataset was subjected to the following processes: initial data processing, checking for missing values, outlier detection, normality testing, and descriptive statistics evaluation.

To examine the relationships between the variables:

- Confirmatory factor analysis (CFA) and Cronbach's alpha coefficients were calculated to assess the validity and reliability of the measurement scales.
- The effects of hedonic, utilitarian, and conspicuous consumption tendencies on impulse buying behavior were tested using regression analysis and/or structural equation modeling (SEM).
- Correlation analysis was performed to evaluate the basic relationship levels among the variables.

All analyses were conducted with a 95% confidence level, and the threshold for statistical significance was set at $p<.05$.

Qualitative Data Analysis: The qualitative data of the study were collected between May 25 and June 6, 2025, through semi-structured interviews. Each interview was audio-recorded and subsequently transcribed verbatim. The textual data were analyzed using MAXQDA, a qualitative data analysis software.

A thematic analysis approach was employed, involving the following steps:

- Pre-coding, in which the data were reviewed line-by-line,
- Creation of codes under meaningful expressions,
- Grouping of codes into themes based on their similarities.

An inductive (data-driven) approach was adopted throughout the analysis process. Patterns and themes were developed directly from the participants' statements without the use of pre-determined categories. To ensure the trustworthiness of the findings, an inter-coder reliability check was conducted, and consistency in interpretations was achieved through collaborative comparison among researchers. This analytical process yielded qualitative insights that helped explain and support the quantitative results. The integration of both data types contributed to enhancing the validity, credibility, and depth of the overall study.

2.6. Ethical Considerations

This study was conducted in accordance with the principles of scientific research and publication ethics. Prior to the data collection phase, ethical approval was obtained from the Scientific Research and Ethics Committee of Antalya Belek University (Decision No: 65/22, dated May 21, 2025).

All participants were clearly informed about the purpose, duration, and voluntary nature of the study, and that their data would be used solely for scientific purposes. Informed consent was obtained from each participant.

The quantitative data were collected online. Before beginning the survey, participants were presented with an information sheet and provided their consent electronically. For the qualitative phase, participants were informed that the interviews would be audio-recorded, and both verbal and written consents were obtained.

Participants' identities were kept confidential, and all personal data were anonymized during the analysis process. The research was conducted in compliance with the Scientific Research and Publication Ethics Directive of the Council of Higher Education (YÖK) and the provisions of the Turkish Personal Data Protection Law (KVKK No. 6698).

3. Findings

The findings of the research are presented under two main categories: quantitative findings and qualitative findings.

3.1. Quantitative Research Findings

In the initial phase of the study, demographic evaluations were conducted to describe the demographic characteristics of the participants. The findings obtained from this analysis are presented in Table 1.

Table 1. Demographic Characteristics of the Participants

Age	**Frequency (n)**	**Percentage (%)**		**Profession**	**Frequency (n)**	**Percentage (%)**
20 and under	170	34,84		Student	62	12,70
21-30	190	38,93		Housewife	57	11,68
31-40	64	13,11		Private Sector Employee	218	44,67
41-50	48	9,84		Public Employee	151	30,94
51 and over	16	3,28		**Working Time**	**(n)**	**(%)**
Gender	**(n)**	**(%)**		Less than 5 years	199	40,78
Female	271	55,53		6-10 years	216	44,26
Male	217	44,47		More than 11 years	73	14,96
Total	**488**	**100**		**Total**	**488**	**100**

When examining the demographic characteristics of the 488 individuals who participated in the study, as presented in Table 1, it is evident that the age distribution is predominantly composed of young individuals. Specifically, 38.93% of the participants are between the ages of 21 and 30, while 34.84% are 20 years old or younger. This indicates that the sample primarily consists of younger individuals. In terms of gender, 55.53% of the participants identified as female, while 44.47% identified as male. Regarding occupational distribution, the highest proportion of participants were private sector employees at 44.67%, followed by public sector employees (30.94%), students (12.70%), and homemakers (11.68%). When evaluated by work experience,

40.78% of participants had less than 5 years of experience, 44.26% had between 6 and 10 years, and 14.96% had 11 years or more. These data suggest that the study sample predominantly comprises young individuals actively involved in professional life and in the early stages of their careers.

In line with the purpose of the research, participants were asked several basic questions to determine their shopping experience on the Temu platform. The findings obtained from these items are presented in Table 2.

Table 2. Findings Regarding Temu Shopping Experience

Shopping Experience Variables		**Frequency (n)**	**Percentage (%)**
Frequency of shopping from Temu in a month 1-2	1-2	204	41,80
	3-4	125	32,17
	5-6	94	19,26
	7 and more	33	6,76
Reasons for choosing to buy a product from Temu	Product price	355	72,75
	Coupon/code usage	198	40,57
	Campaigns/discounts/rewards	161	32,99
	Refund processes	146	29,92
	Brand/product variety	136	27,87
	Delivery time	130	26,64
	Ease of use of the site or application	116	23,77
	Shipping fee	90	18,44
	Service received from customer representatives	43	8,81
	Other	20	4,10
Reasons for not choosing to buy a product from Temu	According to Turkish Customs Legislation, products can only be purchased 5 times per calendar month	157	32,17
	Delivery time	130	26,64
	High tax	126	25,82
	Intense campaign and discount advertisements	126	25,82
	According to Turkish Customs Legislation, products can only be ordered for a maximum of 1260 TL at a time	125	25,61
	Incorrect, low quality or incomplete product shipment	125	25,61
	Lack of brand/product variety	94	19,26
	Product price	94	19,26
	Cargo personnel behavior/attitude	86	17,62
	Cargo fee	54	11,07
	Poor product quality	53	10,86
	Difficulty in using the site or application	50	10,25
	Service received from customer representatives	46	9,43
	Refund processes	35	7,17
	Use of coupons/codes	30	6,15
	Other	2	0,41
The most shopped mobile application other than Temu	Trendyol	340	69,67
	Hepsiburada	304	62,30
	n11	297	60,86
	Amazon TR	58	11,89
	I don't use any other site/mobile application other than Temu	54	11,07
	AliExpress	14	2,87
	Other	37	7,58
Where did he first encounter Temu?	Social media	216	44,26
	Friend/Friend recommendation	120	24,59
	Digital ads	92	18,85
	Through influencers	57	11,68
	Other	2	0,41

As shown in Table 2, the majority of participants (about 74%) reported making purchases from Temu between one and four times per month. This suggests that users interact with the platform regularly, though not excessively. The primary motivation for using Temu is its low prices, cited by 72.75% of respondents. Economic incentives such as coupons and promotional campaigns were also significant motivators. As can be seen from the table, in the face of these findings, factors such as user experience on the website, brand diversity and delivery services are found to be less effective in shaping purchasing decisions.

The biggest obstacle to shopping at Temu is Turkiye's customs regulations. These legal restrictions can make it difficult for Temu to establish long-term customer loyalty. Late deliveries, inadequate prices, and concerns about product quality are other negative factors. Furthermore, Turkish users were observed to prefer local websites more. The frequent use of Trendyol, Hepsiburada, and n11 suggests that Temu needs to better meet local expectations to remain competitive. Most participants said they had seen Temu on social media, demonstrating the effectiveness of the brand's digital marketing strategy. Furthermore, friend recommendations are a significant factor in establishing trust in users' preferences for Temu. Cronbach's Alpha values were calculated to test the reliability of the scales used in the study. All values were found to be above 0.70, demonstrating consistency (Nunnally, 1978). EFA and CFA analyses were conducted to assess construct validity. The KMO value exceeded 0.80, indicating that the data were suitable for analysis. The Bartlett test was significant ($p<0.001$), indicating a relationship between the variables. The normality of the data distribution was checked with the Kolmogorov-Smirnov and Shapiro-Wilk tests. Non-significant results ($p>0.05$) indicated a normal distribution. Furthermore, the skewness and kurtosis values ranging from -1 to +1 supported this finding (George & Mallery, 2010). These statistical results demonstrate that the data are reliable and valid. Detailed findings regarding the EFA are presented in Table 3.

Table 3. Exploratory Factor Analysis Results

Scale/Dimension		**Number of Statements (*all statements were included in the relevant factor above 0.500*)**	**KMO**	**Bartlett x^2 testi**	**Cronbach Alfa**	**CR**	**Total Explained Variance**
Impulsive Buying Scale		7 statement	0,962	X^2=19775,114; P=0,000<0,05	0,873	0,861	62,127
Utilitarian Consumption Scale		9 statement	0,971	X^2=18119,714; P=0,000<0,05	0,897	0,873	57,211
Hedonic Consumption Scale		9 statement	0,959	X^2=17625,328; P=0,000<0,05	0,901	0,897	59,800
Conspicuous Consumption Scale		4 statement	0,966	X^2=19210,321; P=0,000<0,05	0,892	0,884	60,297
Mobile Shopping Scale	Price	5 statement	0,921	X^2=16394,007; P=0,000<0,05	0,807	0,801	69,629
	Convenience	5 statement					
	Location	4 statement					
	Enjoyment	3 statement					
	Privacy	2 statement					

As seen in Table 3, the results of the exploratory factor analysis indicate that all scales used in the study are valid and reliable. The Kaiser-Meyer-Olkin (KMO) values obtained for each scale are above 0.90, indicating that the sample size is sufficient for factor analysis. Furthermore, the significant Bartlett's Sphericity Test ($p < 0.05$) indicates that the data are suitable for determining the factor structure. All scale items have factor loadings above 0.500, demonstrating strong

structural validity. Cronbach's Alpha and Composite Reliability (CR) values above 0.80 for all scales indicate high internal consistency. The total variance explained by the factors ranged from 57% to 69%, indicating that the scales have sufficient explanatory power. All these findings support the psychometric strength of the measurement instruments used in the study.

Tablo 4. Confirmatory Factor Analysis (CFA) Fit Indices of the Scales

Acceptable Fit Indices*	Impulse Buying	Utilitarian Consumption	Hedonic Consumption	Conspicuous Consumption	Mobile Shopping
X^2/sd ≤ 5	3,631	4,017	4,134	3,921	3,610
GFI $\geq$ 0,85	0,893	0,894	0,892	0,891	0,896
CFI $\geq$ 0,90	0,957	0,961	0,933	0,976	0,952
RMSEA $\leq$ 0,08	0,065	0,071	0,059	0,063	0,052

* Source: Karagöz, 2017:466.

Table 4 presents the results of the confirmatory factor analysis (CFA) for the five different scales utilized in the study. Each scale was evaluated based on several goodness-of-fit indices to determine the extent to which the proposed models aligned with the observed data. The primary fit indices employed in this context include the chi-square to degrees of freedom ratio (χ^2/df), Goodness of Fit Index (GFI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). The χ^2/df values for all scales remained below the threshold of 5 (ranging from 3.610 to 4.134), indicating an acceptable level of model-data fit. GFI values were above the benchmark of 0.85 across all scales (between 0.891 and 0.896), further confirming adequate overall model fit. CFI values exceeded the recommended cutoff of 0.90 for each scale, with the Conspicuous Consumption Scale yielding a particularly strong fit at 0.976—suggesting a high degree of comparative model adequacy. RMSEA values for all models remained below the acceptable upper limit of 0.08, with the lowest value observed for the Mobile Shopping Scale (0.052), indicating a low level of approximation error.

Taken together, these CFA results provide robust evidence for the structural validity of the measurement models, demonstrating that each scale exhibits a statistically sound and conceptually coherent fit with the empirical data.

Table 5. Correlation Findings Among the Variables

Scale/Dimension	Av.	1	2	3	4	5a	5b	5c	5d	5e
1. Impulsive Buying	3,54	1								
2. Utilitarian Consumption	3,18	,412**	1							
3. Hedonic Consumption	3,61	,378**	,324**	1						
4. Conspicuous Consumption	3,37	,501**	,452**	,441**	1					
5a. Mobile Shopping – Price Sensitivity	3,78	,406**	,327**	,395**	,408**	1				
5b. Mobile Shopping – Convenience	3,34	,399**	,443**	,369**	,376**	,462**	1			
5c. Mobile Shopping – Location	3,27	,404**	,428**	,395**	,339**	,297**	,391**	1		
5d. Mobile Shopping – Enjoyment	3,44	,432**	,385**	,356**	,372**	,377**	,394**	,247**	1	
5e. Mobile Shopping – Privacy	3,51	,412**	,347**	,334**	,348**	,394**	,340**	,366**	,349**	1

** Correlations are significant at the 0.01 level.

As presented in Table 5, the correlation findings indicate statistically significant and positive relationships among the variables examined in the study. All correlations were found to be significant at the 0.01 level, suggesting a consistent pattern of associations between the variables. Notably, the strongest correlation was observed between Impulsive Buying and Conspicuous Consumption (r = .501). In addition, the subdimensions of Mobile Shopping (price sensitivity, convenience, location independence, enjoyment, and privacy) demonstrated significant positive correlations not only with various consumption types but also among themselves. These results indicate that the variables are conceptually supportive of one another and provide a robust foundation for further advanced statistical analyses.

Table 6. Multiple Regression Analysis Results Regarding Impulsive Buying Behavior

Variables	***B***	***Standard Error B***	***β***	***t***	***p***	***R^2***	***Tol.***	***VIF***
(Constant)	1,561	,167	-	9,164	,000	-	-	-
Mobile Shopping – Price	,157	,057	,135	2,241	,000	,324	,211	3,428
Mobile Shopping – Convenience	,145	,064	,147	2,217	,091	,367	,237	3,172
Mobile Shopping – Location	,108	,068	,162	2,371	,011	,264	,218	3,264
Mobile Shopping – Enjoyment	,128	,037	,127	2,074	,000	,342	,229	2,917
Mobile Shopping – Privacy	,149	,049	,118	2,009	,000	,339	,275	3,077
Dependent Variable: Impulsive Buying Behavior R: 0,521 R^2: 0,345 F: 31,119 p: 0,000 Durbin-Watson: 2,141								

Table 6 presents the results of the multiple regression analysis examining the effects of mobile shopping dimensions on impulsive buying behavior. The model was found to be statistically significant ($F = 31.119$, $p < .001$), with an explained variance of 34.5% ($R^2 = .345$). This indicates that the dimensions related to mobile shopping account for approximately one-third of the variance in impulsive buying behavior. Among the independent variables, the dimensions of price ($\beta = .135$, $p < .001$), location ($\beta = .162$, $p = .011$), enjoyment ($\beta = .127$, $p < .001$), and privacy ($\beta = .118$, $p < .001$) were found to have statistically significant effects. However, the convenience dimension did not reach the level of statistical significance ($p = .091$). The Variance Inflation Factor (VIF) values being below 10 and the Durbin-Watson statistic being close to 2 indicate the absence of multicollinearity and autocorrelation problems in the model. These results suggest that certain aspects of mobile shopping significantly influence consumers' impulsive purchasing behavior.

Table 7. Multiple Regression Analysis Results for Utilitarian Consumption Behavior

Variables	***B***	***Standard Error B***	***β***	***t***	***p***	***R^2***	***Tol.***	***VIF***
(Constant)	1,251	,167	-	9,219	,000	-	-	-
Mobile Shopping – Price	,108	,047	,146	2,321	,000	,317	,224	3,637
Mobile Shopping – Convenience	,139	,024	,137	2,476	,000	,349	,218	3,264
Mobile Shopping – Location	,127	,039	,129	2,340	,000	,311	,239	3,333
Mobile Shopping – Enjoyment	,134	,061	,139	2,386	,127	,321	,247	2,278
Mobile Shopping – Privacy	,117	,050	,144	2,109	,068	,369	,261	2,117
Dependent Variable: Utilitarian Consumption R: 0,548 R^2: 0,368 F: 29,985 p: 0,000 Durbin-Watson: 2,091								

According to the multiple linear regression analysis conducted to predict utilitarian consumption behavior, the price (β = .146; p < .001), convenience (β = .137; p < .001), and location independence (β = .129; p < .001) dimensions of mobile shopping were found to have statistically significant and positive effects on utilitarian consumption. In contrast, the effects of enjoyment (p = .127) and privacy (p = .068) were not statistically significant. Overall, the model was found to be significant (F(5, N−6) = 29.985; p < .001), with the independent variables accounting for 36.8% of the total variance in utilitarian consumption behavior (R^2 = .368). Additionally, the Durbin-Watson statistic of 2.091 indicates that the assumption of independence of residuals was met. The tolerance and VIF values were within acceptable ranges (tolerance > 0.1, VIF < 10), suggesting no evidence of multicollinearity within the model.

Table 8. Findings from the Multiple Regression Analysis on Hedonic Consumption Behavior

Variables	***B***	***Standard Error B***	***β***	***t***	***p***	***R^2***	***Tol.***	***VIF***
(Constant)	1,417	,121	-	9,004	,000	-	-	-
Mobile Shopping – Price	,128	,062	,127	2,216	,000	,369	,203	3,324
Mobile Shopping – Convenience	,139	,029	,119	2,234	,000	,329	,267	3,627
Mobile Shopping – Location	,118	,054	,162	2,339	,000	,341	,224	3,178
Mobile Shopping – Enjoyment	,109	,043	,127	2,187	,032	,366	,236	3,211
Mobile Shopping – Privacy	,107	,050	,139	2,396	,020	,347	,229	3,537
Dependent Variable: Hedonic Consumption Behavior R: 0,548 R^2: 0,368 F: 29,985 p: 0,000 Durbin-Watson: 2,087								

he multiple regression analysis conducted revealed the effects of various dimensions of mobile shopping on hedonic consumption behavior. The results indicated that all dimensions—namely price, convenience, location independence, enjoyment, and privacy—exerted statistically significant and positive influences on hedonic consumption (p < .05). These findings suggest that mobile shopping experiences impact not only the functional aspects of consumer behavior but also its emotional and experiential facets. The model demonstrated a moderate level of explanatory power, accounting for 36.8% of the variance in hedonic consumption behavior (R^2 = .368). The overall regression model was statistically significant (F = 29.985; p < .001), and no autocorrelation issue was detected (Durbin-Watson = 2.087).

Table 9. Findings from the Multiple Regression Analysis on Conspicuous Consumption Behavior

Variables	***B***	***Standard Error B***	***β***	***t***	***p***	***R^2***	***Tol.***	***VIF***
(Constant)	1,927	,193	-	9,007	,000	-	-	-
Mobile Shopping – Price	,194	,034	,164	2,239	,157	,172	,201	3,008
Mobile Shopping – Convenience	,134	,042	,157	2,242	,271	,117	,204	3,109
Mobile Shopping – Location	,107	,039	,137	2,337	,000	,397	,269	3,632
Mobile Shopping – Enjoyment	,191	,048	,111	2,294	,000	,384	,281	3,338
Mobile Shopping – Privacy	,183	,037	,139	2,328	,331	,102	,212	3,003
Dependent Variable: Conspicuous Consumption Behavior R: 0,521 R^2: 0,401 F: 38,284 p: 0,000 Durbin-Watson: 2,006								

The multiple linear regression analysis conducted to predict conspicuous consumption behavior revealed that two dimensions of mobile shopping—location independence (β = .137; p < .05) and enjoyment (β = .111; p < .05)—significantly predicted conspicuous consumption. In contrast, the effects of price (p = .157), convenience (p = .271), and privacy (p = .331) were not statistically

significant. These findings suggest that conspicuous consumption tendencies are more strongly associated with perceptions related to emotional gratification and the freedom of mobility. The overall regression model was statistically significant ($F(5, N-6) = 38.284$; $p < .001$), with the independent variables explaining approximately 40.1% of the variance in the dependent variable ($R^2 = .401$). Furthermore, the Durbin-Watson statistic was calculated as 2.006, indicating no significant autocorrelation among residuals and satisfying the assumption of independence. Multicollinearity diagnostics were also within acceptable limits (VIF < 10; Tolerance > 0.1).

3.2. Qualitative Research Findings

In mixed-methods research, qualitative data collection that follows quantitative analysis is commonly guided by the explanatory sequential design strategy. Qualitative data interprets the quantitative results by providing insights from participants' thoughts and perspectives. Qualitative findings were used in the study to enrich the interpretation of the quantitative results. The qualitative data focused on four dimensions of consumer behavior related to mobile shopping, and explanations were provided based on these four dimensions. Within this framework, relevant themes and codes were identified and illustrated with tables.

Table 10. Themes Related to Impulse Buying Behavior

Theme	Sub-theme	Frequency	Code (Sample Participant Statements)
1. Purchases Triggered by Emotions	Boredom	7	"*Whenever I get bored, I scroll through Temu. Sometimes I end up adding things to the cart without meaning to*" (K41).
	Escaping negative emotions	6	"*Shopping lifts my mood when I'm down; I feel better while buying*" (K16).
	Instant gratification	4	"*I just wanted it at that moment and bought it. It wasn't a need, but it made me happy*" (K5).
2. App-Based Triggers	Notification effect	6	"*When I get a notification, I check the app immediately-somehow I always end up buying something*" (K12).
	Interface and design	4	"*It's super easy to use, and the visuals are eye-catching. Once I'm in, shopping becomes inevitable*" (K34).
	Effortless order process	4	"*I just throw things in the cart and order right away-there's no time to think*" (K29).
3. Social and External Influences	Social media influence	14	"*I saw an influencer using it on Instagram. When I found it on Temu, I bought it immediately*" (K19).
	Recommendations from others	10	"*I saw it with a friend and liked it, so I ordered it right away*" (K17).
	Following trends	6	"*When I see everyone buying the same stuff, I don't want to be left out*" (K50).
4. Price Perception and Attractive Offers	Perceived affordability	19	"*The price was really low, so I thought-why not?.*"
	Pressure from discounts	12	"*There was a flash sale, and I didn't want to miss it*" (K7).
	Cart completion	9	"*I added a few more items just to get free shipping*" (K18).
5. Lack of Control and Regret	Non-essential purchases	10	"*ooking back, I realize I didn't actually need most of the things I bought*" (K22).
	Awareness and repetition	6	"*Every time I say 'this is the last one,' but I end up doing it again*" (K14).
	Regret	3	"*Sometimes I wish I hadn't bought it, but I still don't return it*" (K35).

The qualitative findings of the study indicate that consumers' impulse buying behavior on the Temu platform is influenced by a range of interconnected factors. The first identified theme, Emotion-Driven Purchases, reveals that emotional states (such as boredom, a desire to escape

negative feelings, or the need for instant gratification) often lead individuals to make spontaneous purchases. These mood-related factors appear to increase susceptibility to unplanned buying. The second theme, App-Based Stimuli, highlights the impact of the platform's design and functionality. Features such as an intuitive interface, frequent push notifications, and a smooth ordering experience make it easier for users to make quick decisions with minimal reflection. The third theme, Social and External Influences, emphasizes the role of social media, influencer marketing, peer suggestions, and trend-following behavior. These social dynamics encourage impulse purchases that are shaped more by external cues than by actual consumer needs. The fourth theme, Perceived Value and Promotional Pressure, points to the influence of low prices, limited-time discounts, and the psychological urge to complete orders to qualify for free shipping. These factors act as strong motivators for impulsive shopping behavior. The final theme, Loss of Control and Post-Purchase Regret, reflects participants' awareness that many of their purchases were unnecessary. Some reported feelings of guilt, self-questioning, and a pattern of repeated behavior despite recognizing its non-essential nature. Taken together, these themes suggest that impulse buying on digital platforms like Temu is shaped by more than just individual choices. It is a complex behavior influenced by emotional states, app design, social interactions, and marketing tactics.

Table 11. Themes Related to Utilitarian Consumption Behavior

Theme	**Sub-theme**	**Frequency**	**Code (Sample Participant Statements)**
1. Need-Based Purchasing	Daily necessities	9	"*I completed my missing cleaning supplies through Temu*" (K9).
	Functional products	8	"*I bought an affordable bag that I can use for work*" (K1).
	Repair/maintenance/ home items	8	"*I found a replacement for my broken kitchenware at a good price on Temu*" (K33).
2. Price-Performance Balance	Compatibility of price and utility	17	"*I saw the same product in a store for twice the price; I got it cheaper here*" (19).
	Fulfilling needs through discounts	14	"*I was already planning to buy it, and I did when I saw the promotion*" (K38).
	Saving with alternative brands	12	"*Instead of expensive brands, I go for similar products on Temu*" (K44).
3. Planned Purchasing Behavior	Predefined shopping list	15	"*There were a few things I had been meaning to buy, and I finally did*" (K42).
	Review and comparison process	11	"*I check the reviews and compare it with other sites before buying*" (K17).
	Cart holding and delayed decisions	9	"*I don't purchase immediately; I put it in the cart and think for a few days*" (K6).
4. Focus on Functional and Practical Use	Multi-purpose items	9	"*The foldable table is space-saving and very functional*" (K15).
	Facilitating everyday life	6	"*I bought a phone holder, and it has been really useful*" (K31).
	Time-saving	5	"*Instead of going to the market, I order from here and save time*" (K46).
5. Economic and Rational Decision-Making	Budget-conscious shopping	14	"*I can buy everything I need without exceeding my budget*" (K24).
	Long-term utility consideration	9	"*I thought I'd use it longer if the quality was good*" (K22).
	Avoiding waste	7	"*I don't buy unnecessary things. I try to be rational in my shopping*" (K13).

The study's findings reveal that participants primarily engage in utilitarian consumption when shopping on the Temu platform. Many respondents stated that their purchases were motivated by practical needs, such as meeting daily requirements, acquiring functional goods, or buying products for repair and maintenance. This indicates that their shopping behavior is largely shaped by a necessity-oriented mindset. A key factor influencing their decisions was the price–

performance balance. Participants frequently mentioned that Temu allowed them to access cost-effective alternatives to more expensive products. Discount opportunities and the ability to save money by choosing lesser-known or alternative brands also emerged as important motivators. The data further suggest that participants adopt a deliberate and planned approach to shopping. They often conduct prior research, read product reviews, and evaluate user feedback. Many also postpone purchases by adding items to their carts for future consideration, reflecting a rational and evaluative process typical of utilitarian consumers. In addition, respondents emphasized the significance of functional benefits, such as multi-purpose use, ease of operation, and time-saving features. Budget sensitivity, a focus on long-term value, and a desire to avoid unnecessary spending were also central to their consumption choices. Overall, the findings indicate that Temu users demonstrating utilitarian consumption behavior make thoughtful, goal-oriented decisions aimed at maximizing utility while minimizing cost and waste.

Table 12. Themes Related to Hedonic Consumption Behavior

Theme	**Sub-theme**	**Frequency**	**Code (Sample Participant Statements)**
1. Enjoyment in Shopping	Deriving pleasure	19	"*Even just browsing the app makes me happy; I enjoy looking at the products*" (K16).
	Spending enjoyable time	15	"*Sometimes surfing Temu feels like a game - I can browse for hours without getting bored*" (K47).
	Aesthetic satisfaction	14	"*The packaging and colors are beautiful. I'm drawn to visually appealing items*" (K14).
2. Self-Rewarding / Uplifting Oneself	Small gestures to oneself	17	"*It was a tough week, so I treated myself to a little gift*" (K26).
	Brightening daily life	11	"*To break out of the routine, I sometimes buy small but delightful things*" (K37).
	Mood enhancement	8	"*When I'm down, buying a few items really cheers me up*" (K34).
3. Emotional Arousal and Pleasure Focus	Excitement and curiosity	14	"*It's really exciting when the package arrives and I get to open it*" (K18).
	Instant happiness	10	"*Even just adding something to the cart gives me butterflies*" (K28).
	Gamification effect	5	"*Collecting coins and getting random surprise gifts keeps me engaged*" (K17).
4. Aesthetic and Style Emphasis	Visual appreciation	18	"*I love the cute, colorful, and minimalist designs.*" (K42).
	Interest in fashion/accessories	17	"*Browsing through the jewelry and accessories section is so enjoyable*" (K35).
	Expressing personal style	12	"*When I see something that matches my style, I feel the urge to buy it right away*" (K2).
5. Escape and Mental Relaxation	Stress relief	16	"*I check the app when I'm bored - it helps me clear my mind*" (K24).
	Breaking routine	7	"*Shopping helps me escape from the monotony of everyday life*" (K31).
	Digital window shopping	6	"*Even if I don't plan to buy anything, just browsing feels therapeutic*" (K14).

The research findings indicate that Temu users display considerable hedonic consumption tendencies during their mobile shopping experiences. Many participants did not approach shopping purely as a task to meet functional needs; rather, they described it as an enjoyable and entertaining activity that also satisfies aesthetic desires. For several users, simply browsing through the Temu app was perceived as a leisure pursuit in itself. Under the theme Self-Reward and Emotional Relief, participants often reported purchasing items as small rewards to themselves-particularly as a way to cope with daily stress and to improve their emotional well-

being. This suggests that shopping functions as a coping mechanism and a tool for mood regulation. The theme of "Emotional Stimulation and Pleasure Seeking" revealed that shopping is not just about purchasing products; emotions such as excitement, curiosity, and instant gratification are also part of the experience. Temu's gamified features (e.g., earning virtual money and surprise gifts) stood out as elements that increase user engagement and make shopping more enjoyable. Another prominent theme, "Aesthetic Appreciation and Personal Style", reflects participants' interest in products that are visually appealing, fashionable, and align with their personal tastes. These preferences also point to the symbolic and self-expressive dimensions of shopping behavior. Finally, within the theme of "Escape and Mental Relaxation", some participants stated that they use the app to escape daily responsibilities, reduce stress, and achieve a sense of relaxation. In this context, Temu is considered a digital space that provides temporary psychological relief. Overall, these findings suggest that pleasure-focused consumption in the mobile shopping environment is not solely based on product acquisition but rather on broader experiences such as emotional fulfillment, personal expression, and psychological escape.

Table 13. Themes Related to Conspicuous Consumption Behavior

Theme	Sub-theme	Frequency	Code (Sample Participant Statements)
1. Seeking Social Approval and Admiration	Desire to be liked	14	"*My friends really liked the accessory I bought; some even asked for the link*" (K5).
	Sharing on social media	8	"*I created a look with the item I bought and shared it on Instagram*" (K31).
	Attracting attention from others	6	"*I bought a striking bag and everyone asked where it was from when I was out*" (K14).
2. Projecting Status and Image	Expressing oneself	17	"*I enjoy reflecting my style through the clothes I choose*" (K27).
	Aspiration to appear high-end	12	"*I prefer affordable things that look expensive*" (K22).
	Perceived brand image	5	"*Even if it's not a brand name, if it looks elegant, it immediately catches my interest*" (K17).
3. Outward-Oriented Consumption Motivation	Purchasing with others' opinions in mind	18	"*I want to be noticed in my friend group, so I choose my clothes accordingly*" (K3).
	Tendency toward flashy items	10	"*There was a simpler option, but I picked the shiny one-it's more eye-catching*" (K25).
	Following fashion trends	7	"*I saw that recently trendy items were on Temu too, so I bought them*" (K34).
4. Symbolic Consumption	Constructing identity through products	16	"*Choosing items that reflect my style makes me feel special*" (11).
	Feeling unique	7	"*I like buying things that not everyone else has*" (K20).
	Creating meaning through appearance	6	"*I think what I wear gives a message about who I am*" (K38).
5. Social Belonging Through Consumption	Conforming to group norms	12	"*Everyone at the office was buying things from Temu, so I gave it a try too*" (K10).
	Feeling of belonging	6	"*I got caught up in it too—we shop together with my friends*" (21).
	Shared cultural symbols	3	"*Popular items on Temu have kind of become symbols of this time*" (K16).

The study reveals that a segment of Temu users exhibits purchasing behavior driven by motives of conspicuous consumption. One of the most prominent themes identified is Seeking Social Recognition. Many participants reported valuing the attention and approval of others, often sharing their purchases on social media and expressing satisfaction when those items received positive reactions. This indicates that shopping has taken on a performative role, becoming a way for users to engage in social display rather than merely fulfilling personal needs. Within the

context of the theme "Status Display and Image Construction", users stated that they often make their shopping choices to reflect their desired identity. Despite budget-friendly shopping, the desire to create a stylish, sophisticated, or high-status impression was notable. Many participants stated that they consciously sought to enhance their social status by choosing affordable options that resembled more expensive or designer goods. The theme "External Motivation" demonstrates that individuals' perceptions of how others will view them influence their consumption decisions. The preference for eye-catching, fashionable, and attention-grabbing products underscores the importance placed on appearance and social impression. The theme "Symbolic Expression of Identity" reveals that material goods are used as tools to project individual identity. Participants stated that they shop to express themselves, emphasize their uniqueness, and convey meaning through appearance. In this context, consumption is viewed as a form of self-representation and symbolic communication. Finally, the theme "Social Belonging Through Consumption" emphasizes the role of group relationships in consumption behavior. Some users stated that their shopping choices were shaped by a desire to conform to group norms, integrate into the social environment, or participate in cultural trends. This suggests that conspicuous consumption is not merely an attempt to cultivate an individual image; it also seeks social acceptance and strengthens a sense of belonging. Overall, conspicuous consumption among Temu users is closely linked to social visibility, identity construction, and the desire to belong to a group.

4. Conclusion

This study examines mobile consumer behavior within the context of impulsive buying, utilitarian, hedonic, and conspicuous consumption patterns. This conceptual framework focuses on the Temu application, aiming to examine and identify relationships. In an economy where digital commerce is constantly evolving and new innovations emerge daily, consumer behavior must be examined multidimensionally. In this context, it should be remembered that consumer behavior is shaped not only by functional needs but also by emotional, aesthetic, and social motivations. Particularly in Turkiye, there has been a lack of comprehensive, multidimensional analyses of mobile shopping behavior-this research seeks to address that gap. By adopting a mixed-methods approach, the study combines quantitative findings with qualitative insights derived from real user experiences. This methodological design enables a more holistic understanding of consumer behavior, not only identifying statistical trends but also exploring the underlying motivations and psychological mechanisms that drive purchasing decisions. From a theoretical standpoint, the study expands beyond the conventional dichotomy of hedonic versus utilitarian consumption by integrating impulsive and conspicuous dimensions. This contributes to a more nuanced conceptualization of consumer behavior in mobile contexts. Practically, it provides valuable implications for digital marketing strategies, mobile application design, and consumer engagement practices on platforms like Temu.

Key Findings: The study found that mobile shopping behaviors are not solely driven by rational considerations; emotional and socio-cultural dynamics also play a substantial role:

- ***Impulsive Consumption:*** Emotional states such as boredom, stress, or the pursuit of instant gratification significantly influence unplanned purchases. Design elements such as push notifications and seamless user interfaces further amplify these tendencies. These results are consistent with Beatty & Ferrell (1998) and supported by recent mobile commerce studies (e.g., Soomro & Habeeb, 2025).
- ***Utilitarian Consumption:*** Many users adopt a need-based and deliberate approach to shopping. Functional expectations, price-performance balance, and budget awareness drive decision-making. According to the findings of Babin et al. (1994) and Chiu et al. (2014), price comparisons, postponement of purchases and reading user reviews are considered common behaviors of consumers.
- ***Hedonic Consumption:*** Shopping is often viewed as an enjoyable leisure activity. Users report engaging with the app not just for purchases but also for pleasure, self-reward, and emotional uplift. Features such as gamification and surprise elements increase

satisfaction and loyalty, echoing the views of Holbrook & Hirschman (1982) and Zhang & Kim (2020).

- ***Conspicuous Consumption:*** The results of the study suggest that consumers also exhibit consumption patterns aimed at social approval. Sharing purchases on online platforms, choosing products that appear luxurious, and following fashion trends are strategies individuals employ to strengthen their social image and social identity. These behavioral patterns align with Veblen's (2007) theory and the studies conducted by Eastman et al. (1999) and Dittmar (2005).

All these findings from the study demonstrate that mobile shopping is not an ordinary shopping behavior. In fact, it should be considered a psychosocial domain where emotions, identity, and social belonging interact with economic decisions.

Local Context and Strategic Implications: The results of this study reveal that the primary motivations for most participants to use the Temu app are low prices, discount offers, and promotional campaigns. Based on the results, it can be concluded that brand diversity and service quality have relatively less impact on purchasing decisions. Another finding from the study is that customs restrictions in Türkiye are considered a significant obstacle limiting Temu's growth in the local market. Furthermore, considering the advantages offered by local e-commerce platforms such as Trendyol, Hepsiburada, and n11, which are active in the Turkish market, it becomes clear that Temu needs to adapt to local consumer preferences.

Limitations: Several limitations must be acknowledged. First, the research was limited to Temu users in Turkiye, which may restrict the generalizability of the findings to other platforms or cultural contexts. Secondly, qualitative data were derived from self-reported experiences, which are inherently subjective and may involve bias or incomplete reflection. Lastly, regional regulations and market dynamics may produce differing results in other national settings.

Suggestions for Future Research: Future studies could explore comparative analyses across different mobile shopping platforms, examining whether user behaviors differ depending on interface design, product range, or marketing strategies. In addition, experimental or neuroscientific research could offer more insight into the subconscious processes influencing mobile consumer decisions. Further exploration of ethical design principles in app interfaces (especially regarding notifications and promotions) would also be valuable. From a policy and education standpoint, the findings support the need for digital literacy campaigns aimed at raising consumer awareness about conscious and sustainable shopping habits. Promoting responsible consumption and equipping users with the skills to manage their online behaviors more effectively would benefit both consumers and the digital marketplace.

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