AN EMPIRICAL STUDY ON ANTECEDENTS OF CONSUMPTION VALUES: THE MODERATING EFFECT OF SOCIAL CLASS

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Abstract

Recently, cultural transformation has resulted in changing the consumption values. Lack of the deeper explanations regarding the antecedents of consumption values is the motivation of this study. The study aims to explain the effects of global consumer culture, individualism, collectivism and materialism as antecedents, on consumption values of consumer. A partial least square structural equation modeling (PLS-SEM) and multi-group analysis were applied to test the hypotheses suggested in the structural model. The results indicate that materialism partially mediates the relationship between global consumer culture and consumption values besides the relationship between collectivism and consumption values. Materialism full mediates the relationship between individualism and consumption values. The results reveal that there aren't differences the direction and power of the structural model paths between middle-class group and other-class group except for indirect effects.

Keywords: *Social Class, Individualism, Collectivism, Materialism, Consumption Values.*
JEL Classification: *M30, M31*

TÜKETİM DEĞERLERİNİN ÖNCÜLLERİ ÜZERİNE GÖRGÜL BİR ÇALIŞMA: SOSYAL SINIFIN DÜZENLEYİCİ ETKİSİ

Öz

Son yıllardaki kültürel dönüşüm, tüketim değerlerinin değişmesine neden olmaktadır. Tüketim değerlerinin öncüllerine ilişkin derinlemesine açıklamaların eksikliği, bu çalışmanın itici gücü olmuştur. Çalışma, öncüller olarak küresel tüketici kültürü, bireycilik, toplulukçuluk ve materyalizm eğiliminin tüketim değerleri üzerindeki etkilerini açıklamayı hedeflemektedir. Yapısal modelde önerilen hipotezlerin test edilmesi için kısmi en küçük kareler yapısal eşitlik modellemesi (PLS-SEM) ve çoklu grup analizi uygulanmıştır. Sonuçlar, materyalizmin küresel tüketici kültürü ile tüketim değerleri arasında ve toplulukçu kültür ile tüketim değerleri arasında kısmen aracılık ettiğini göstermektedir. Materyalisttik eğilim bireyci kültür ile tüketim değerleri arasında tam aracılık etmektedir. Sonuçlar, orta sınıf ile diğer sınıflar arasında modelin dolaylı etkileri hariç dolaysız etkilerinin gücü ve yönü açısından bir farklılık olmadığını ortaya koymaktadır.

Anahtar Kelimeler: *Sosyal Sınıf, Bireycilik, Toplulukçuluk, Materyalizim, Tüketim Değerleri*
JEL Sınıflandırması: *M30, M31*

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1. Introduction

The growing of global economy has arouse the emerging markets that are experiencing considerable cultural transformation (Javalgi and Grossman, 2016). Consumers in emerging markets are exposed to Western lifestyle and products/brands through global media and communication tools. This exposure provides a strong motivation for consumers to change their lifestyles and improve their living standards and guide their goals in life (Kardes, 2016). Cultural transformation is resulted in changing the consumption values of consumers. One of the important factors that impacts on consumers' choice is stated as consumption values (Sheth et.al.1991). Theory of consumption value (TCV) describes how to be chosen products/services by consumers. It defines consumption values that are underlying of decision making process. Consumption values include in functional, social, emotional and epistemic values (Sheth et.al, 1991). Given that an individual's decision making process is more complex than simply choice based on one of the value dimensions, in this study, we assume that all of the consumption value dimensions should be considered together as a consumer decides to purchase products/services. Therefore, "the consumption values" concept were taken into consideration with its broad definition.

Lack of the deeper explanations regarding the antecedents of consumption values is the motivation of this study. Specifically, this study aims to examine the effects of global consumer culture, individualism, collectivism and materialism as antecedents, on consumption values of consumer. Culture is a basic factor in explaining individuals' consumption behavior. It refers to social programming of the mind that differs one group from another (Hofstede, 1980, p.25). It may grounded in each individual of the group, shaping thoughts, beliefs, and practices. However, globalization has decreased consumer differences across the world. Intercultural contact opportunities via global media have built global consumer culture. Now, consumers have global culture values as well as their national culture values. Global culture has shaped priorities and preferences of consumers, which in turn influences to the consumption values. On the other hand, global-mass-media and marketing activities of international firms increase the materialism tendency of a person. Materialism is described that a person puts importance on material things (Alden et.al. 2006). Commonly, it's accepted that global consumer culture and individualism, which is identified as a cultural pattern by Hofstede (1991), increase the materialistic tendencies of consumers. According to national cultural identity theory, national culture impacts on the values and meanings system of an individual in the consumption context. Two dissimilar cultural patterns, namely individualism and collectivism, are effective predictors of individuals' behavioral patterns. They are accepted as important patterns that explain cultural values. In individualistic culture, an individual puts priority on himself and family. It's important for him to be independent. But, in collectivistic culture, a person takes into account other individuals and whole society. She/he feels belong to one or more groups. In such societies, individuals are mutually bound up with each other (Hofstede, 1980). Many researchers have brought up evidence related to the role of culture in consumers' purchase decision-making process. Particularly, given contrasts between individualistic culture and collectivistic culture, individualism and collectivism are likely to influence differently to consumers' consumption values and their materialistic tendency.

Consumption patterns are also associated with social classes. Holt (1995) refers that the consumption concept is used to separate social class due to the fact that the meaning of consumption is different across groups. However, Alden et al. (1999) argue that the globalization creates a global consumer class which responses towards marketing stimulus with the similar way around the world. Numerous studies on consumer behavior point out an unavoidable convergence towards a Westernization of consumption culture (Guarín and Knorringa, 2014). Owing to these debates, the study examined the moderator effect of the social class to understand whether the effects of antecedents on consumption values change based on social groups or not.

Studies to understand and analyze the evolution of the new middle class in the context of emerging countries have showed that the middle class plays an important role in driving economic

growth (Easterly, 2001). According to Cavusgil and Buckley (2016), the new middle-class phenomenon is the locomotive of emerging economies such as Turkey and Brasil. This issue is considered important for businesses, not only for economic growth but also as it encourages the emergence of new technologies and the development of new marketing models (Cavusgil and Guercini, 2014). When consumption is considered as a key preoccupation of the new middle class (Ward and Neumann, 2012), it is important to study consumption patterns of this class in Turkey. Because as a consumer, this class offers opportunities for the production and marketing of new goods with the demands that encourage product differentiation and the willingness to pay a little extra for quality (Murphy et al., 1989). Therefore, the middle class, which has the distinction of being a new market, is important in terms of customer segmentation and international enterprises which are the heart of marketing. In this context, since this study will reveal the driving forces of consumption values of the middle class rather than its quantitative size, it will shed a light to the practitioners.

Better understanding antecedents of consumption values will provide utility for international marketing managers. Including the cultural values into a study can rather contribute to marketers when they design their future strategies. The study can also contribute marketing academicians to close the gap in the literature about the antecedents of consumption values.

2. Conceptual Model and Hypotheses

Conceptual model (Figure 1) shows how consumers' cultural values and materialistic tendencies affect their consumption values. The hypotheses and their justifications are explained as below.

Figure 1: **Proposed Conceptual Model**
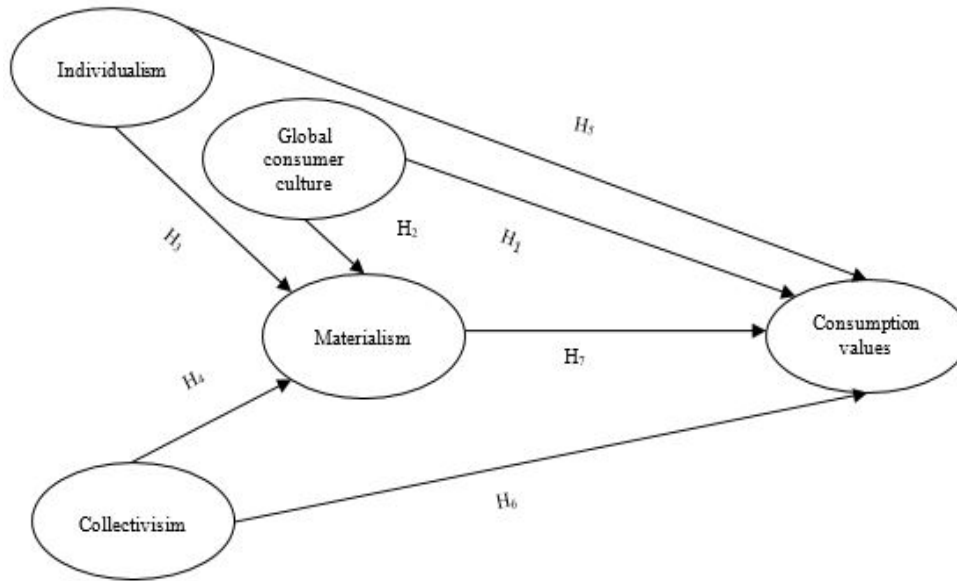
2.1. Global Consumer Culture, Materialism, and Consumption Values

Global consumer culture means that an individual has values, preferences, attitudes, beliefs and behaviors, regarding international groups rather than a single country. Globalization has changed consumer culture and purchase behavior. Further, globalization provides to obtain the information easily through communication technologies and creates a global consumer type. International media networks deliver a large number of advertisements and messages to consumers. Consumers with global culture are increasingly interested in global product brands beyond national culture. Especially this demand are spreading among young consumers in the

countries identified as emerging markets (China, India, Turkey and so on). Young people in these countries want to use the products used by the modern world consumers as well as their national products (Cleveland and Laroche, 2007).

Consumer culture theory demonstrates dynamic relationships among consumer behavior, cultural factors and the market (Arnould and Thompson, 2005). This theory describes the relationships among consumer's personal and social identity, cultural and personal values, consumer behavior and socio-cultural dynamics (Rokka and Moisander, 2009). The theory includes five dimensions as socio-historical characteristics of consumption, consumer identity projects, market culture, market ideologies of mass media and consumer interpretation strategies. These relationships affect consumption values of consumers. Although previous research have been suggested the strong relationship between a country's cultural values and consumer values (McGregor, 2000; Peter and Olson, 1987), global consumer culture affect consumption values too. Consumer's cultural values constitute the structure of consumption and identity. Consumption values are also related to the importance that consumers give to products or services (Sin and Yau, 2001). Sheth et al. (1991) states that purchasing preferences are a multidimensional phenomenon that includes a large number of consumption values. Therefore, consumers attribute different values to each product group they want or want to be. The hypothesis which is derived from consumer culture theory and global culture identity theory has been developed as follow:

H₁: *Global consumer culture impacts on consumption values.*

With globalization, the global market and the advertisement of consumption icons more effectively lead to consumer willingness to purchase foreign products. This process triggers the shaping of materialist values and tendencies along with the development of extreme passion towards material values in the consumer culture. At the same time, the acquisition of foreign products is used for the purpose of vanity, fantasy, innovation and being a part of western culture (Zorlu, 2003). Todays, many people want to buy the modern, stylish and branded products to satisfy their growing expectations besides he/she shows others that he/she is a member of the modern consumer world (Cavusgil et al., 2002). Therefore, global identity trend increases the tendency of materialism (Strizhakova and Coulter, 2013). Materialism is considered as one of the important values guiding the individual's lifestyle (Kasser and Ryan, 1993). In consumer studies on materialism, materialism is handled with two different approaches, psychological and cultural. While the psychological approach assumes materialism as one of the personality characteristics of the individual and describes it as the importance of the role of material values, the cultural approach assumes it as part of the system of general values and defines it as value (Evrard and Boff, 1998). Belk (1985) defines the materialism as the tendency of consumer to have material assets. In cases where the materialistic tendency is high, the ownership of tangible assets constitutes the center of the person's life and it is considered to be the most important source of determining whether or not he is satisfied with his life. Richins and Dawson (1992) describe materialism as a consumer value that guides them in managing life and includes beliefs and attitudes that are the central of the life. In other words, materialism is one of the consumer's life values giving rise on the possession of material values. Individuals with high materialistic tendencies believe that they will increase their well-being through having material values. The amount of goods owned by the person is perceived as an indicator of her/his success in life (Richins, 2004).

Gupta (2011) found a positive relationship between consumers' tendencies toward foreign brands and materialism. While Yakobovitch and Grinstein (2016) illustrated that materialism is an inner value system which is reflected in the global consumer culture, Cleveland, Laroche, and Papadopoulos (2009) refer that openness toward others and global cultural perspectives don't engender greater susceptibility to materialistic values. These discussions mentioned above lead to following hypothesis.

H₂: *Global consumer culture impacts on materialism.*

2.2. Individualism, Collectivism, and Materialism

Materialism is considered as one of the major characteristics of Western culture (Eckersley, 2006), which is typically more individualistic (Karabati and Cemalciler, 2010). As a result of economic development, material values are strongly influenced by the individualistic and collectivist values of people (Easterlin, 1980). Decision making in communitarian cultures is usually a group activity (Doran, 2002). In these cultures, new things are often viewed with skepticism, and innovation can be accepted after a long resistance (Cowley, 2002). Traditionalists are less likely to show interest in innovations. Whereas, decision making in individualist cultures is an independent activity (Gurhan-Canli and Maheswaran, 2000) besides innovation is more readily accepted (Leo et al., 2005). Social conformity and status are very important for collectivist cultures (Ackerman and Tellis, 2001). In their study, Richins and Dawson (1992) showed a relationship between materialism and values. According to the findings of their study; individuals with a high level of materialism give importance to financial security, self-fulfillment, fun and respect. However, low-materialist ones give importance to build warm relations with others. Similarly, Keng et al. (2000) revealed that the materialist individuals pay more attention to have success, social status and values of power but pay less attention to friendship, love and security. Burroughs and Rindfleisch (2002) showed that there is a negative relationship between collectivistic values such as benevolence, harmony and universality and materialism. In particular, Wong (1997) found that materialism was positively related to individualism, while negatively related to collectivistic value. Therefore, the following hypotheses were developed.

H₃: There is a positive relationship between individualism and materialism.

H₄: There is a negative relationship between collectivism and materialism.

2.3. Individualism, Collectivism, and Consumption Values

There are many studies in the literature about the relationship between socio-cultural values and consumption values (Allen, 2001; Kim et al., 2002). Accordingly, consumers' preference for certain products or brands is influenced by their social values. Kim et al. (2002) found that individualistic values such as self-convergence affect functional, social and experiential values (which are similar to emotional and epistemic values). Some studies show that individuals with individualist values focus on the values such as social supremacy, personal satisfaction and exciting experiences. Whereas, individuals with collectivist values tend to focus on in-group values (Wong, 1997; Kim et al., 2002). The following hypotheses were developed based on the results of these studies.

H₅: There is a positive relationship between individualism and consumption values.

H₆: There is a negative relationship between collectivism and consumption values.

2.4. Materialism and Consumption Values

Richins (1995) found that materialist people give more importance to material possessions, status, and utilitarian meanings. However, it has been shown that individuals with high materialist values tend to consume more and focus on consuming products with high status (Fournier and Richins, 1991). In their multinational study Belk, Ger, and Askegaard (2003) supported that the materialistic consumer culture is spreading globally. In addition, numerous studies have shown a positive relationship between materialism and status consumption (Goldsmith and Clark, 2012). Therefore, the following hypothesis was developed.

H₇: There is a positive relationship between materialism and consumption values.

Considering a relationship between materialism and consumption values, it is reasonable to think that materialism plays a mediator role between global consumer culture, individualism, collectivism, and consumption values. Therefore, together with explanations mentioned above, following hypotheses have been developed, also.

H₈: Materialism mediates the relationship between global consumer culture and consumption values.

H₉: Materialism mediates the relationship between individualism and consumption values.

H₁₀: Materialism mediates the relationship between collectivism and consumption values

2.5. Test of moderating effect of the social-class

Material possessions are viewed as symbols of social class as well as personal aspects of identity such as values and attitudes (Dittmar and Pepper, 1992). Although, Dittmar (1991) emphasized that the differences related to consumer goods preferences between working-class and middle-class should be handled in terms of short-term and long-term perspectives, Askegaard (1991) indicated that the social class boundaries were breaking down with the purchasing ability of the consumers. According to Dittmar (1991), while instrumental and recreational possessions motivates working-class, middle-class is motivated by symbolic needs as status and self-expression. New middle class consumers expose to Western lifestyles and brands with the influence of global media as well as the communication shapes their consumption choices and modern lives. This effect plays a motivating role in raising the living standards and styles of these consumers (Cavusgil and Kardes, 2016). According to Schor (1999), the new middle class can be defined by new consumerism. Ward and Neumann (2012) indicated that consumption was the essential occupation of the new middle class. Therefore, the new middle class is considered as a class that needs to use products/services which are used by an upper class, tries to acquire showy status goods and competes with others. Moreover, they don't have enough purchasing power to meet their wants (Kharas, 2010). In contrast, Alden et al. (1999) argued that the globalization creates a global consumer class which reacts to marketing stimulus similar to the consumers around the world. Numerous studies on consumer behavior have an unavoidable convergence towards a Westernization of consumption culture (Guarín and Knorringa, 2014). Particularly, materialism is the unique factor affecting on consumer's consumption values across different countries (Cleveland et al., 2007). Based on these arguments, it is reasonable thinking that social class doesn't play a role as a moderator. In this way, the following hypothesis can be developed.

H₁₁: The structural model is invariant based on different social-classes.

3. Methodology

In order to test hypothetical associations, the survey was conducted on consumers who live in Antakya/Hatay-a province of Turkey. The sample unit was defined as a consumer who is above 18 years old. Area sampling which is one of the random sampling methods was used for collecting data. Three districts and three avenues in each district were selected and, we tried to reach of all households by face to face method for communication. The sample consisted of 454 respondents. Totally 48 items were used to measure all the constructs. Ten items were adapted from the scale developed by Schwartz and Bilsky (1987; 1990) to measure individualism, and also ten items for collectivism. An eight-item scale was adapted from Cleveland and Laroche (2007) for measuring global consumer culture. Nine-item scale was adapted from Richins and Dawson (1992) for measuring materialism (we used this scale here to measure attitudes toward consumption that are influenced by values suggested by Richins and Dawson. Twelve-item scale was adapted from Sheth et.al. (1991) for measuring consumption values. Finally, a five-point Likert-type scale (1= strongly disagree; 5= strongly agree) was applied.

4. Analyses and Findings

First, it's summarized the demographic characteristics of the sample. Then, a partial least square structural equation modeling (PLS-SEM), which is based on an iterative approach that maximizes the explained variance of endogenous constructs (Henseler et.al. 2014), was used to test the hypotheses by SmartPLS3 software. In this stage, reflective measurement model and structural model were tested simultaneously by using SEM. Structural model includes exogenous

variables such as individualism, collectivism and global consumer culture, and endogenous variables such as materialism and consumption values. Finally, multi-group analysis was carried out to determine whether the structural weights of the model are invariant for two-groups, namely, middle-class group and other-classes group.

4.1. Demographic characteristics of the sample

A middle-class consumer is defined as a person who has at least 30 percent of the total household monthly income available for discretionary consumption (Cavusgil and Kardes, 2013); vice versa, is other-classes consumer. Respondents were separated two groups based on this definition and by asking a question to them what percentage of their monthly income is allocated to discretionary consumption. According to this definition, 44 percent of the total consumers were in the middle class and 56 of them were in other classes (Table 1). It means that a middle class consumer has higher discretionary income than a consumer in other classes.

Mean of respondents' age was found as 35.26. Majority of respondents are female. Moreover, most of respondents (61 %) are married. The consumers who are without children have a large part of the consumers (39.5 %). Half of respondents have university degree (37.3 %) and Master-PhD degree (7.8 %). The amount of respondents who have "professional" occupation are larger than other occupation classes. Most of respondents (81.1 %) are living in urban area. Half of respondents have monthly income between 1601 Turkish Lira (TL), which is approximately $293, and 4500 TL ($825). One third of respondents have monthly expenses about 701 TL ($128)-1400 TL ($256). The ratio of house-owners is 59% and, the ratio of car-owners are 55 %.

Table 1: **Demographic Characteristics of the Sample**

Variables	Categories	%
Group size	Middle-class consumers group	0.44
	Other-classes consumers group	0.56
Age		35.26
Gender	Female	61.0
	Male	39.0
Marital status	Married	61.0
	Unmarried	39.0
Number of children	None	39.5
	One	13.3
	Two	24.8
	Three	15.0
	Four	4.0
	Five	2.1
	Six	0.5
	Seven	0.9
Education	Primary school	11.2
	Middle school	10.5
	High school	18.8
	College	14.5
	University	37.3
	Master and PhD degree	7.8
Place	Rural	18.9
	Urban	81.1
Monthly income	Under 1600 TL.	29.4
	1601-4500 TL.	49.7
	4501-10500 TL.	16.6
	10501-16500 TL.	3.3
	16501 + TL.	1.1

Monthly expenses	Under 700 TL.	27.2
	701-1400 TL.	31.6
	1401-2100 TL.	18.4
	2101-2800 TL.	10.4
	2801 + TL.	12.4
Wealth	House owners	0.59
	Car owners	0.55
	Plat owners	0.11
	Plantation owners	0.12
	Others	0.04

4.2. Structural model analysis

After running the PLS algorithm and re-sampling procedure called Bootstrapping to re-confirm the results (500 random samples) for the structural model, the output reveals the model estimates as shown in Figure 2. In this process, low factor loadings and redundant items under 0. 70 were deleted to ensure unidimensionality for measurement model and get strong fitness indexes for the construct. After deletion low factor loadings (the lowest factor loading item was deleted first and this process was repeated until the unidimensionality requirement was achieved), 22 items remained in the model and the model was re-specified. Roberts et.al. (2003) stated that the original scale items can be reduced to a smaller number while maintaining its validity.

Figure 2: **Results of the Structural Model Analysis-Path Coefficients**
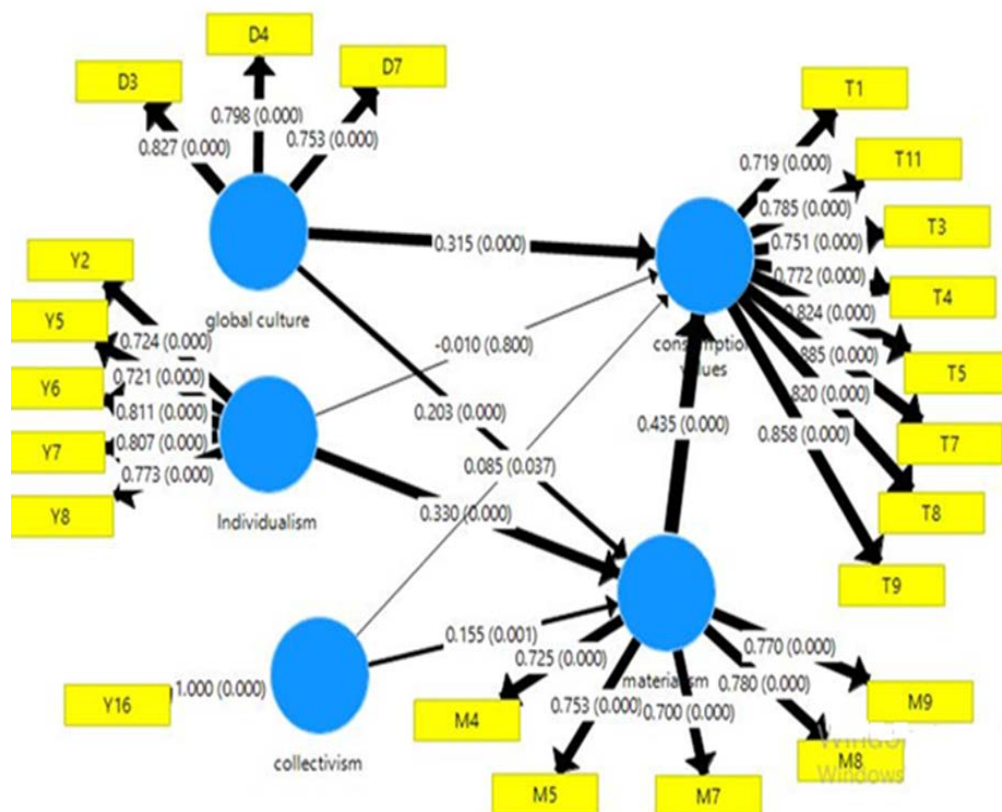
The reliability of the constructs was tested by internal reliability (Cronbach's alpha), composite reliability and average variance extracted. Cronbach's alpha values ranged from 0.80 to 0.92. The values of composite reliability were found as greater than 0.70 (Hair et.al. (2016). AVE values were higher than 0, 5 in our measurement model (Table 2).

Table 2: **Construct Reliability and Validity**

	Cronbach alpha	Composite Reliability	Average Variance Extracted (AVE)
Individualism	0.829	0.878	0.590
Collectivism	1.000	1.000	1.000
Consumption values	0.921	0.935	0.645
Global consumer culture	0.705	0.836	0.630
Materialism	0.803	0.862	0.557

Outer loadings ranged from 0.70 to 0.88 and were significant (Table 3). This finding and AVE values show evidence to *convergent validity* of the constructs (Hair et.al, 2012).

Table 3: **Factors Loadings**

Variables	Loading coefficients	Standard deviations	T statistics	P values
Global Consumer Culture				
D3: I try to pattern to my lifestyle, way of dressing etc. to be a global consumer.	0.827	0.024	34.390	0.000
D4: I like reading magazines about the fashion, décor, and trends in other countries.	0.798	0.024	33.144	0.000
D7: I identify with famous international brands.	0.753	0.031	24.144	0.000
Materialism				
M4: Buying things give me a lot of pleasure.	0.725	0.030	23.931	0.000
M5: I like a lot of luxury in my life.	0.753	0.023	32.237	0.000
M7: My life would be better if I own certain things I don't have.	0.700	0.034	20.402	0.000
M8: It sometimes bothers me quite a bit that I can't afford to buy all things I'd like.	0.780	0.022	35.432	0.000
M9: I'd be happier if I could afford to buy more things	0.770	0.027	28.709	0.000
Consumption Values				
T1: Foreign branded products are trustful.	0.719	0.025	28.348	0.000
T11: I am curious about foreign brands.	0.785	0.023	33.399	0.000
T3: I like the taste of foreign brands.	0.751	0.028	27.075	0.000
T4: Foreign branded products are prestigious.	0.772	0.026	30.098	0.000
T5: Foreign branded products give me social status.	0.824	0.021	38.683	0.000
T7: Foreign branded products make me feel happy.	0.885	0.012	71.696	0.000
T8: Foreign branded products make me feel sophisticate.	0.820	0.021	38.409	0.000
T9: Foreign branded products make me feel good.	0.858	0.018	48.931	0.000
Collectivism				
Y16: It's important for me to be humble and modest. I don't try to attract the attention of others	1.000	1.000	0.000	
Individualism				
Y2: I want people to admire what I do.	0.724	0.037	19.445	0.000
Y5: Having a good time is important to me.	0.721	0.035	20.458	0.000
Y6: I seek every chance I can to have fun.	0.811	0.025	32.103	0.000
Y7: I like surprises and am always looking for new things to do.	0.807	0.026	30.676	0.000
Y8: I want to have an exciting life.	0.773	0.031	24.727	0.000

For *discriminant validity*, Fornell-Larcker criterion (1981) was applied. According to this criterion, the square root of AVE values of all the reflective constructs should be higher than the inter-construct correlations. This situation indicates the discriminant validity. In our model, the results showed that the discriminate validity was acceptable as shown in Table 4. In the table, bold diagonal values show squared root of AVE values, and off-diagonal values represent the correlations of each construct with other constructs.

Table 4: **Discriminant Validity-Fornell*Larcker Criterion**

	Individualism	Collectivism	Consumption values	Global consumer culture	Materialism
Individualism	**0.768**				
Collectivism	0.213	**1.000**			
Consumption values	0.261	0.245	**0.803**		
Global consumer culture	0.236	0.158	0.459	**0.793**	
Materialism	0.410	0.257	0.549	0.305	**0.746**

Construct validity is achieved when fitness indexes for a construct are the required level. The values of fitness indexes were found required level (Table 5).

Table 5: **Fit Summary**

	Saturated model	Estimated model
SRMR	0.06	0.06
d_ULS	1.21	0.21
d_G	0.31	0.31
Chi-Square	861.687	861.687
NFI	0.86	0.86

R^2 values of the latent endogenous variables were found as 0.40 for consumption values and 0.24 for materialism. This indicates that 40% of the consumption values could be estimated by four exogenous constructs into the model, namely, individualism, collectivism, global consumer culture and materialism. At the same time, 24 % of the materialism can be measured by using individualism, collectivism and global consumer culture.

As shown in Figure 1 and Table 6, the results indicated that the coefficient of path from individualism to materialism (β = 0.33, $p < 0.01$), the coefficient of path from collectivism to materialism (β = 0.15, $p < 0.01$), and the coefficient of path from global consumer culture to materialism (β = 0.20, $p < 0.01$) were statistically significant and positive. Thus, H_3, H_4 and H_2 hypotheses were supported. But, the direction of path from collectivism to materialism was found positive while H_4 hypothesis had been suggested as negative path. H_4 hypothesis was supported partially.

Table 6: **Results of Structural Analysis of the Model**

	Path coefficients	Standard deviation	T statistics	P- values
Individualism → Consumption values	-0.010	0.041	0.253	0.800
Individualism → Materialism	0.330	0.040	8.342	0.000**
Collectivism → Consumption values	0.085	0.041	2.096	0.037*
Collectivism →Materialism	0.155	0.047	3.287	0.001**
Global consumer culture → Consumption values	0.315	0.044	7.121	0.000**
Global consumer culture → Materialism	0.203	0.051	3.985	0.000**
Materialism → Consumption values	0.435	0.043	10.192	0.000**

Note: ** 0.01; * 0.05

Additionally, global consumer culture (β = 0.32, p < 0.01) and materialism (β = 0.44, p < 0.01) positively affect to consumption values. Thus, H_1 and H_7 hypotheses were supported. The effect of collectivism on consumption values (β = 0.08, p < 0.04) was found positive while H_6 hypothesis had been suggested as negative path. H_6 hypothesis was supported partially. The effect of individualism on consumption values was found insignificant. H_5 hypothesis was rejected.

While it was examined the indirect effects, it was seen that materialism mediates the relationship between individualism and consumption values (β = 0.14 p < 0.01). Materialism is full mediator in this relationship because individualism-consumption values relationship was found insignificant. H_9 hypothesis was supported. Collectivism and global consumer culture have positive and indirect effects on consumption values through materialism (β = 0.07, p < 0.01; β = 0. 09, p < 0.01, respectively). There is partial mediation for these two paths. Therefore, H_8 and H_{10} hypotheses were supported (Table 7).

Table 7: **Specific Indirect Effects for Structural Model**

	Path coefficients	Standard deviation	T statistics	P values
Individualism → Materialism →Consumption values	0.143**	0.022	6.624	0.000
Collectivism → Materialism → Consumption values	0.067**	0.022	3.037	0.003
Global consumer culture → Materialism →Consumption values	0.088**	0.022	3.940	0.000

Note: ** 0.01; * 0.05

4.3. Multi-group moderation analysis

PLS-SEM multi-group analysis was applied to understand if the causal relationships of the model are different for two groups which are middle-class consumers and other-classes' consumers. A middle-class consumer is defined as a person who has at least 30 percent of the total household monthly income available for discretionary consumption (Cavusgil and Kardes, 2013); vice versa, is other-classes consumer. We applied the PLS-MGA, included in the set of the methods to compare two groups of data within non-parametric alternatives to multi-group analysis. PLS-MGA approach compares each bootstrap estimate of one group with all other bootstrap estimates of the same parameter in the other group. Figure 3 and Figure 4 show the outcomes based on bootstrapping results for each group. Before we applied the PLS-MGA, we had analyzed the measurement invariance by using the measurement invariance of the composite models (MICOM) procedure. "By establishing measurement invariance, researchers can be confident that group differences in model estimates result from neither the distinctive content and/or meanings of the latent variables across groups nor the measurement scales" (Hair et.al., 2018, p.136). The results of MICOM procedure showed that configural invariance, compositional invariance and equality of composite mean values and variances have been established.

Figure 3: **Results of Structural Model Analysis for Middle-Class Group-Path Coefficients**
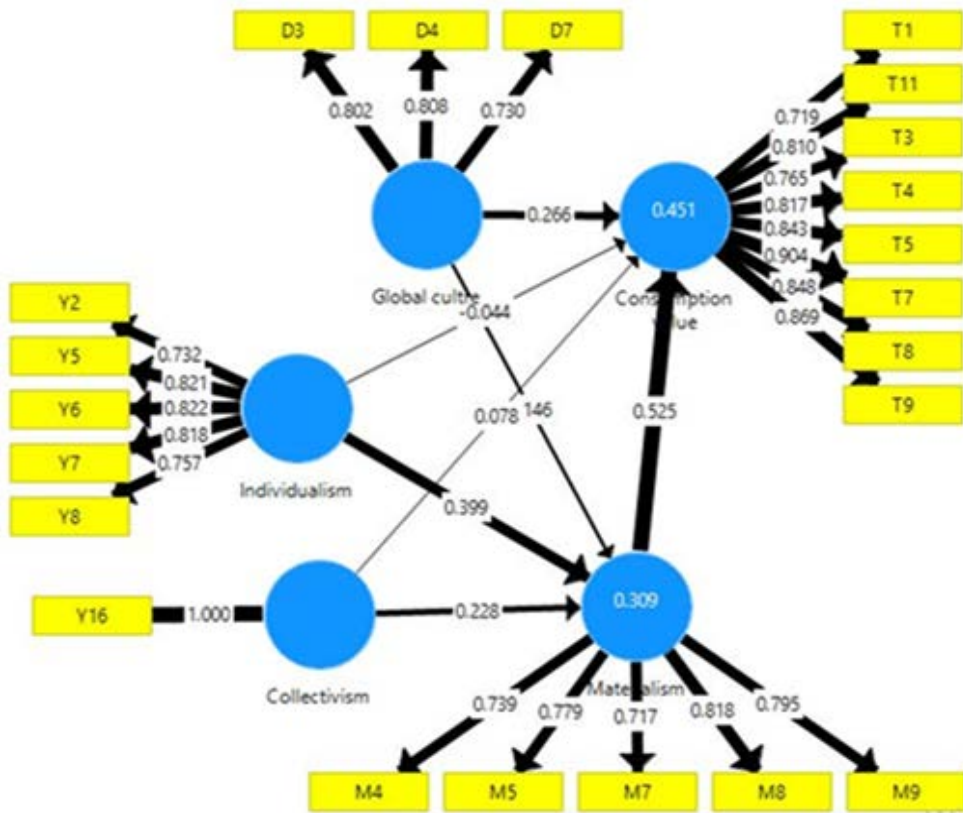
Figure 4: **Results of Structural Model Analysis for Other-Classes Group-Path Coefficients**
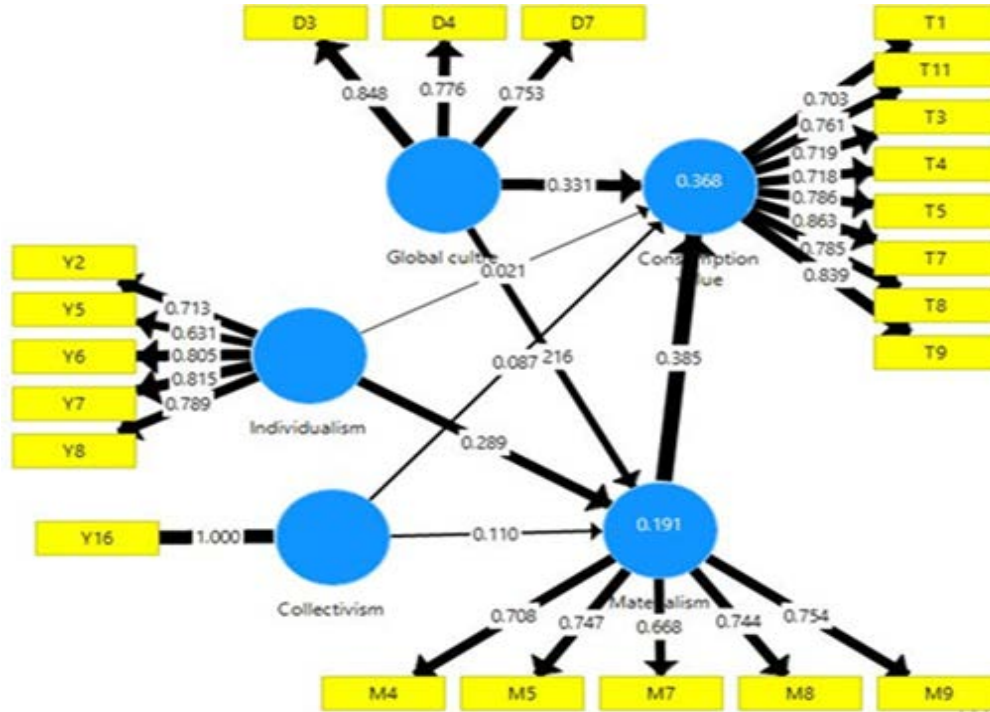

Table 8: **Bootstrapping Results-Paths Coefficients for Two Groups**

	Path Coefficients (Middle- Class Group)	Path Coefficients (Other- Classes Group)	p- Values (Middle- Class Group)	p- Values (Other- Classes Group)
Collectivism→ Consumption values	0.078	0.087	0.233	0.127
Collectivism→ Materialism	0.228	0.110	0.000**	0.088
Global consumer culture→ Consumption values	0.226	0.331	0.000**	0.000**
Global consumer culture→ Materialism	0.146	0.216	0.022*	0.003**
Individualism→ Consumption values	-0.044	0.021	0.496	0.719
Individualism→ Materialism	0.399	0.289	0.000**	0.000**
Materialism→ Consumption values	0.525	0.385	0.000**	0.000**

Note: ** 0.01; * 0.05

   To understand path coefficients differences between two models whether are significant or not, we checked it by two-tailed test. Differences are significant if the p-value 0.05 or less. Results of MGA analysis for path coefficients differences between two groups are presented in Table 9. Findings showed that there were not differences between path coefficients based on two groups due to their insignificant p values. Therefore, H_{11} hypothesis was supported for the direct effects of antecedents in the model (direct path coefficients).

Table 9: **Moderator Effect: Results of Path Coefficients Differences between Two Groups-PLS-MGA Method**

	Path Coefficients Differences (Middle Class group – Other Class group)	p- Values (Middle-Class group vs Other- Classes group)
Collectivism→ Consumption values	0.009	0.536
Collectivism→ Materialism	0.117	0.097
Global culture→ Consumption values	0.065	0.759
Global culture→ Materialism	0.069	0.762
Individualism→ Consumption values	0.066	0.778
Individualism→ Materialism	0.110	0.078
Materialism→ Consumption values	0.140	0.056

4.4. Multi-group moderated-mediation results

In order to determine whether the mediating effects of materialism are different for two groups or not; indirect effects were checked by multi-group moderated-mediation analysis. The indirect effects for each group are presented in Table 10.

Table 10: **Bootstrapping Results- Indirect Effects-Path Coefficients for Two Groups**

	Path Coefficients (Middle-Class Group)	Path Coefficients (Other-Classes Group)	p- Values (Middle-Class Group)	p- Values (Other-Classes Group)
Collectivism→ Consumption values	**0.120****	0.043	**0.002**	0.089
Collectivism→ Materialism				
Global consumer culture→ Consumption values	**0.077***	**0.083****	**0.025**	**0.005**
Global consumer culture→ Materialism				
Individualism→ Consumption values	**0.209***	**0.111****	**0.000**	**0.000**
Individualism→ Materialism				
Materialism→ Consumption values				

Note: ** 0.01; * 0.05

However, these findings don't show that the differences of indirect effects are significant. To challenge this problem, it was checked the results of t test presented in Table 11.

Table 11: **Results of Indirect Effects Differences between Two Groups- PLS-MGA Method**

	Indirect effects Differences (Middle Class group - Others Classes group)	p- Values (Middle-Class group vs Other-Classes group)
Collectivism→ Consumption values	0.077	0.040*
Collectivism→ Materialism		
Global consumer culture→ Consumption values	0.006	0.555
Global consumer culture→ Materialism		
Individualism→ Consumption values	0.098	0.020*
Individualism→ Materialism		
Materialism→ Consumption values		

Note: ** 0.01; * 0.05

If Table 10 and Table 11 are interpreted together; the results show that the mediating effect of materialism between collectivism and consumption values is positive and significant for middle class group (β = 0.12, p < 0.01) While it is insignificant for other-classes group (β = 0.04, p < 0.08). Moreover, the mediating effect of materialism between individualism and consumption values is higher in the middle class group (β = 0.21, p < 0.01) relative to other-classes group (β = 0.11, p < 0.01). But, there isn't difference between two groups based on the indirect effect of global

consumer culture on consumption values through materialism (β = 0.00, p = 0.55). Therefore, H_{11} hypothesis is partially supported for the indirect effects of the antecedents in the model.

5. Results and Discussion

The study reveals that global consumer culture, individualism and collectivism positively influence to materialism. The findings related to global consumer culture and individualism are similar to the existing literature. For example, Richins and Dawson (1992) revealed that individuals higher in materialism were more likely to value "financial security", self-fulfillment", "fun and enjoying life" and "being well-respected" and less likely to value "warm relationships with others" than were individuals low materialism. But, contrary to our expectation, collectivism was found that it has the positive effect on materialism instead of negative effect suggested by us in the beginning of the study. In the literature, Burroughs and Rindfleisch (2002) found that materialism was negatively related to collective-oriented values. Wong (1997) also found that collectivism was negatively related to materialism. Our finding is different from these findings. Our finding can be interpreted in terms of two perspectives. First, although collectivist cultural codes, which are referred by traditions here, focus on social values, recently they have gradually transformed from the social orientation to attach more importance to the material possession. Second, materialism is mostly seen as a characteristic of individualistic culture rather than collectivist culture. If so that, one will expect that a collectivist orientation has an inverse relationship with materialism. However, according to Karabati and Cemalcılar (2010), this expectation is right for vertical individualism rather than for a broad, stereotypical definition of individualism like used in this study. In the collectivist societies, materialism tendency of an individual might be higher when ownership of material is perceived as providing status for own and the whole of her/his family (Ger and Belk, 1990). On the other hand, according to our findings, global culture increases the materialistic tendency of consumers. Achievement, hedonism and stimulation values play an important role in materialistic tendency of consumers.

Another finding is that materialism, global consumer culture and collectivism directly and positively affect to consumption values. There is substantial evidence to claim that materialism motivates consumers to buy foreign branded products/services which those represent modern life style. Thus, material possessions play a role as symbols of identity, personality and self-expression (Karabati and Cemalcilar, 2010). The strong linage between cultural-social values and consumption values has been demonstrated by previous researches such as Garry, Munch & Peterson (2002), Kim et.al. (2002) and Allen (2001). Global consumer culture which represents Western life style shapes consumption values. Collectivism is likely to shape consumption values because they have social meaning and provide social conformity to a consumer. Results show that there are three mediation roles of materialism. Specifically, materialism plays full mediator role in the relationship between individualism and consumption values of consumers, while it plays partial mediating role in the relationship between global consumer culture and consumption values besides between collectivism and consumption values. Individualist consumers are more likely to buy foreign branded products/services only if they have more materialistic tendency. Global culture enhances materialistic tendency of consumers, which in turn, leads consumer to buy foreign branded products/services. At the same time, collectivist culture along with materialistic tendency leads consumers to buy foreign branded products/services.

Results show that there aren't differences in main paths' direction and power between middle-class group and other-class group. Holt (1998, p.3) suggested that "cultural capital is essential because consumption in the postmodern world is based on one's understanding of cultural codes as well as the ability to buy". Our results show that the main effects of antecedents of consumption values namely, collectivism, global consumer culture and materialism are invariant across social classes, although middle-class group has higher income than other-classes group. Cultural values and materialism impact not only rich consumers but also poor consumers' consumption values. This interesting finding may be interpreted on the ground that consumers purchase foreign

branded products/services even if they have low income. This may explain why the debt rate of credit cards of consumers in Turkey is very high, also. This group may be titled as "hidden poor consumers". According to the common thought in Turkey, people spend more than limit of their budget. For example, a child who his family has low income is using IPhone 8 in spite of its high price.

Findings also show that the mediating effect of materialism in the relationship between collectivism and consumption values is positive and significant for middle class group, while it is insignificant for other-classes group. If a consumer has collectivist culture codes besides he/she is in the middle-class, his/her materialistic tendency leads to buy foreign branded products/services. However, if purchase power of a collectivist consumer is low, he/she hesitates to buy foreign branded products/services. Mediating effect of materialism in the relationship between individualism and consumption values is higher in middle class group relative to other-classes group. This result clearly shows that individualistic consumers both in middle class and other-classes tend to buy foreign branded products/services due to their materialistic tendency. These findings are new for the current literature.

The study has some suggestions for practitioners. Since more and more individuals are becoming more individualistic and materialistic as a result of global culture and they tend to put more emphasis on consumption of modern products and services, marketers should develop marketing strategies to appeal the hedonic attributes of consumers. International marketers should promote their products' superior quality over domestic products to encourage more foreign product purchase.

This study has some limitations. The major limitation is the limited geographical coverage and the small sample size. The study can be repeated on other Turkey's cities with more representative and larger sample of different social groups. Additionally, the study can be applied by including some new constructs to the model. Future researchers can consider sub dimensions of individualism, collectivism and consumption values.

6. Conclusion

This study has aimed to understand the effects of global consumer culture, individualism, collectivism and materialism on consumption values based on the theory of consumption values and national cultural identity theory for the case of Turkey. It is meaningful because explains antecedents of consumption values, and presents insights about different conditions to achieve effective marketing strategies for marketing managers. Findings can offer opportunities to marketing managers for export new technologies and new products to emerging countries.

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