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## **The Evaluation of the Social Factors that Effect to Consumer Luxury Brand Purchasing Attitude in the Perspective of Inter-Dependent Self and Behavioural Religiosity**

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### ***Abstract:***

*This study is a study which is trying to find out the factors that are affecting consumers' luxury purchasing attitudes in the perspective of interdependent self with the moderator effect of behavioral religiosity. According to the self-structure (interdependent self) of the consumer, the factors which affect the luxury brand purchasing attitude (Creative Choice Counter Conformity, Conspicuousness /Veblen effect, Bandwagon effect) were examined and tried to find out the moderator effect of behavioral religiosity in that relationship.*

*According to the quantitative research results, it is found that interdependent- self consumers are developing luxury brand attitude via Creative Choice Counter Conformity, Conspicuousness and Bandwagon effect. It is seen that the concept of behavioural religiosity has no moderation effect to the luxury brand purchasing attitude of consumers.*

***Keywords:*** Consumer luxury brand attitude, religiosity, self, counter conformity, Veblen effect, bandwagon effect, hierarchical regression

### **1. Introduction**

Today, the issues of luxury consumption and luxury brand management are among the most attractive titles of both the academic and business. The most important reason for this is the increase in consumers' luxury consumption trends and mobility of the luxury brand market. According to the Deloitte's research "The world's 100 largest luxury goods companies generated sales of \$222 billion in financial year 2014, 3.6 percent higher year-on-year. The average luxury goods annual sales for a Top 100 company is now \$2.2 billion." (Deloitte, 2016).

The situation in Turkey is also parallel with the world. Luxury consumption increased by average 10% per annum between 2010 and 2014, reaching 5.3 billion TRY. By 2018, however, total luxury products are expected to increase annually by 7% and total category size is expected to reach 7 billion TRY.

The increase in luxury consumption, both in the global economies or in Turkey, makes the issue attractive both for the business world and academicians. At this point, purpose of this study is to examine the social factors that influence the attitude of luxury brand purchasing from the perspective of external self and Behavioural religiosity variables.

### **2. Literature Review**

#### ***2.1. The Concept of Luxury and Luxury Brand***

Luxe, which is a French-origin word, is described as "excessiveness, show, garishness in clothing, objects, spending". However, when you look at the issue from the perspective of need, it is very difficult to predict where needs end and where luxury begins. According to Berry (1994), as Maslow points out in the hierarchy of needs, although the basic human needs are perceived as fixed, the concept of need and the concept of luxury vary from one society to another society. Considering the concept of luxury in socio-economic terms, Veblen (1899) took the economist utilitarian approach one step further and expressed with the Veblen theory developed by him that wealthy individuals consume conspicuous products and services and prefer luxury in order to gain social status and express their wealth.

According to Webster (2002), luxury is defined as unnecessary / redundant products or services that provide luxury living. According to Khan (2006), the concept of luxury represents being privileged. However, it also represents exaggeration, greatness, comfort, expensiveness, richness and waste. Luxury means quality, beauty, privilege, having a rooted history, being high-priced and rare (Berthon et al., 2009). The concept of luxury provides comfort to the consumer and makes him feel special and privileged (Danziger, 2004). Kapherer (1997) describes the concept of luxury as the art applied to beauty and functional objects.

Briefly, perceptions about the concept of luxury can change depending on many factors such as cultural characteristics, personality traits, product category. For this reason, the concept of luxury is considered to be a completely subjective and relative concept (Weidmann et al., 2009). It is difficult to make a single and generally accepted luxury concept and luxury brand definition.

Nueno and Quelch (1998) describe the luxury brand as products with the highest price and quality, which significantly differ from other products that have the same concrete characteristics on the market. Grossmann and Sharpiro (1988) defined luxury product / status product as a product providing its owner with prestige apart from its functional benefit. Phau and Prendergast (2001) viewed the luxury brand in terms of business and consider the luxury brand as to be privileged, to have a known brand identity, to have high quality and brand awareness, to have high sales and to achieve customer loyalty.

Dubois et al. (2001) focused on six key characteristics that consumers commonly consider in the concept of luxury. These are: 1. Unique product quality 2. Very high price, 3. Rareness 4. Aesthetics 5. Brand history with a long background 6. Features of redundancy-unnecessity (Dubois et al., 2001). Husic and Cicic (2009) also drawn attention to the prestige benefits other than the functional benefits provided by use of luxury brand to its consumer. Vigneron and Johnson (1999) collected prestige-seeking consumers into five different groups in their study. Veblenese consumers, Snob consumers, Bandwagon consumers, Hedonists and Perfectionists.

## *2.2. Social Factors Effect Luxury Brand Attitude*

### 2.2.1. The self-concept

The self-concept has a dominant role in the consumption of luxuries. Levy (1959) and Tucker (1957), who brought the concept of self and product symbolism together for the first time in the literature, have shown that consumers buy products that are suitable for their own self. Sirgy (1982) once again proved this and mentioned about self-image-product image harmony, which in particular provides some symbolic social benefits to the consumer in luxury brand consumption.

Self-concept researches examine that the self concept could be defined as “independent self” and an “inter-dependent self”. This two sided self-concept classification is firstly met to the literature by Markus & Kitayama in 1991. An independent self-highlights to a “personal orientation” to luxury while an inter-dependent self highlights to a “social (or inter-personal) orientation” to luxury consumption.

According to Markus & Kitayama (1991), persons who have independent self are more individualistic, egocentric, autonomous, self-confident and self-sufficient characters than others. Therefore, they are the forms of character who assume consequence of their own behavior, think that it is the most important priority to consider themselves and even argue that being different and unique from others is funny (Gudykunst & Lee 2003). However, the concept of interdependent self is described the form of self where the individual develops his behaviors by considering how others see, perceive and think about him in his social relationships. The most important feature of individuals with the form of inter-dependent self is the desire to exhibit behaviors belonging to their group, to try to be efficient in achieving intra-group goals, and to act according to their group. Thus, behaviors of an individual with a strong inter-dependent self are consistent with reactions and behaviors of the other members of their group (Markus and Kitayama, 1998).

During a time, the relationship between self-concept and luxury brand attitude was supported by many research (Wong & Ahuvia, 1998; Vigneron & Johnson, 1999; Tsai, 2005; and Wiedmann, Hennigs, & Siebels, 2007) pointing out an important differentiation between personally-oriented and socially-oriented luxury product consumers. According to the luxury literature (self-concept and luxury consumption), which is still in developing process, consumption of luxuries is related with a phenomenon of a personal motives, goals or dispositional characteristics (Hansen, 1998; Wong & Ahuvia, 1998; Vigneron & Johnson, 1999; Wong & Zaichkowsky, 1999; Gentry, Putrevu, Shultz, & Commuri, 2001; Coulter, Price, & Feick, 2003) and also it has a social or inter-personal nature, as proved by the conspicuous consumption literature (Berry, 1994; Dittmar, 1994; Corneo & Jeanne 1997; O’Cass & Frost 2002).

A model has been developed based on the form of inter-dependent self since external factors, i.e. social factors, which influence the attitude of luxury brand purchasing, are examined in this study.

### 2.2.2. Uniqueness- Creative Choice Counter Conformity

Rareness/Uniqueness is a peculiarity/exclusivity that the consumer thinks he will gain by having this product because of the lesser availability and / or differentness of the product that the consumer will buy (Verhallen, 1982, Lynn, 1991, Pantzalis, 1995). Rareness is based on the uniqueness theory which has been presented by Snyder and Fromkin for the first time in 1977. Research shows that production of a limited number of product or scarcity plays an important role in preference of a luxury product (Lynn, 1991). Theoreticians regarded individuals to get difficulty to find when looking for a product but satisfied with it as a principle of rarity (Snyder and Fromkin, 1977).

Consumer behavior literature examines the consumer's need to be unique in three Behavioural dimensions. These include Creative Choice Counter Conformity, Unpopular Choice Counter Conformity and Avoidance of Similarity (Tian, Bearden & Hunter, 2001). The principle of rarity is perceived as both a personal and social variable, as individuals are influenced by norms of behavior of others (Nail, 1986). For this reason, we will examine the relationship between the Creative Choice Counter Conformity variable and the luxury brand purchase attitude, being the social part, beyond the individuality part (Unpopular Choice Counter Conformity and Avoidance of Similarity) of the rarity principle in our study.

In Western cultures, a person's difference from others is defined by individuality or by his or her own personal style, manifested in products that he or she thinks are self-expressing (Kron 1983). It is possible that a person's individual style is show up in material

products with his unique and different purchasing (Belk et al., 1989, Kron 1983). This target-oriented consumer behavior is called "Creative Choice Counter Conformity". According to Creative Choice Counter Conformity, an individual is in the expectation of hearing that the choice he makes is a good choice and approval of this behavior by his group, while the individual seeks to separate himself from his community by his own purchases. Thus, this aspect of the rarity variable differs from other uniqueness principles.

### 2.2.3. Conspicuousness (prestige, status, image expression)

Conspicuousness consumption is defined as "buying too much products to buy particularly expensive items, except for the essential needs of the people" (Longman American Dictionary, 2000). According to Trigg (2001), conspicuous consumption is the behavior of the consumer to show his richness through his luxury product and service expenditures. Wong (1998) states that satisfaction in conspicuous consumers is positive comments of other persons on the product, far from the benefits they have gained from the product. The notion of conspicuousness is based on Veblen's theory of "conspicuousness consumption" in his Theory of the Leisure Class. According to Veblen, the purpose of consumption is never only satisfaction of biological needs. Veblen, suggesting that consumption can also be done with the purpose of show, argues that individuals are consuming to show their status within society (Veblen, 1902). Conspicuousness, which is one of the most important factors influencing the purchase of luxury brands is based on classical conspicuousness consumption theory (Mason 2001; O'Casey and Frost 2004; Truong et al., 2008) or status consumption theory, which is called Veblen theory (Kilshieimer 1993; Eastman et al., 1997 Eastman et al., 1999). Therefore, the theories of conspicuousness and status theory are basically used synonymously in the literature.

Status is related to the symbolic uses of products which may be considered as luxurious (Goffman, 1959, Mason, 1981, Belk, 1988, Braun and Wicklund, 1989). This situation has been particularly evident in the fact that consumers have understood that showing themselves in the process of purchasing and using products, increasing their image and luxurious consumption are the key to provide the social relationships they desire. In the context of this behavior, Packard (1959) defines status seekers as people who are constantly trying to increase their status with visible commodities they have acquired.

Bearden and Etzel (1982) argue that luxury brands consumed among everyone else have more pretentious items compared to the luxury brands that are not consumed everyone else and that if the consumer is to consume and/or use the product before everyone else, conspicuous consumption has a high impact on product and brand choice (Braun and Wicklund, 1989, Hong and Zinkhan, 1995, Bagwell and Bernheim, 1996, Corneo and Jeanne, 1997, Vigneron and Johnson, 2004). Therefore, luxury brands are referred to as the most important helpers for individuals seeking social status, expressing themselves and providing prestige.

### 2.2.4. Bandwagon Effect

Leibstein describes the bandwagon effect as "Consumers buy the product and is interested in the product only as others are buying it" (Liebstein 1950, p.189). The behavior of bandwagon consumption, which has been shown to be one of the reasons for purchase of luxury brands by consumers, gained an important place in consumption of luxury brands, has also been studied by many authors in the literature (Chaudhuri & Majumdar, 2006; Tynan et al., 2010, Vigneron & Johnson, 1999).

The current research on the pattern of consumption behavior of Bandwagon (Corneo & Jeanne, 1997; Katz & Shaphiro, 1985) is based on the external view of the consumer's economic benefit when purchasing the product concerned and this behavior is thought to be a tendency based on temporary fancy and fashion (Bikhchandani, Hirschleifer & Welch, 1992; Coelho & McClure, 1993)

### 2.2.5. Religiosity

Religion is one of the most important elements considered as the basis of social behavior (Berger 1961, Gleason 1969, Gurvitch 1971, Merton 1937), although it is often difficult to make it matching with the theoretical perspective. Religion is the system of beliefs and worship that individuals believe in supernatural and sacred manner (Johnstone, 1975). Religion forms the basis of society in many cultures and affects the lives and behavior of individuals in many ways. According to Zimbardo and Ruch (1979), religion influences targets, decisions, motivations, purpose and satisfaction in life of individuals. It is also known that religion plays an important role in how individuals live and experience events (Ellison & Cole, 1982).

Influence of belief on behaviors also manifests itself in dressing styles, eating and drinking habits, cosmetics using habits, social and political tendencies and sexual behaviors expressly (Paulson et al., 1998; Witkowski, 1999; Matilla et al., 2001; Diamond, 2002).

The religiosity of consumers is a matter that has long been emphasized in marketing (Sheth, 1983), as it has long been a motivation of individuals to shop and an element that influences their motivation. The phenomenon of religion and religiosity is an important issue in the lives of consumers, this issue is not much studied in the research of consumer behaviors compared to other issues (Cleveland & Chang, 2009). This is due to the fact that it is a very sensitive subject and is difficult to be measured (Bailey & Sood, 1993; Hirschman, 1983). The reason for the fact that measurement is a problem (Clark, 1992; Wilkes et al., 1986) is the difficulty to collect reliable and valid data in methodological terms (Bailey and Sood, 1993; Roof, 1980; Sood & Nasu, 1995) and absence of theories suggesting the influence of religion on consumer behaviors (McDaniel & Burnett, 1990, Wilkes et al., 1986).

Nevertheless, empirical research reveals the strategic role of religion in creating consumer behaviors, attitudes and beliefs is revealed with some important consumer behaviors (Vitell et al., 2005, 2006, 2007). In a research conducted in the United States (Sood & Nasu, 1995) and even in another version of the same research on Malaysia (Mokhlis, 2006), those with higher levels of religious commitment were inclined to receive products from discounts, more sympathetic to foreign products and the tendency to shop at the most affordable store despite lack of good product range. Another research shows that people with higher levels of religious commitment than those with lower level prefer less fashionable products and are less creative. In his research, Fukuyama (1961) proved that religiosity is positively associated with the socio-economic status of the individual and negatively his age. In his research

conducted in 1981, Hirschman found that the Jews living in America had a potentially lower level of commitment to a brand or a retailer than the non-Jews.

Religion is studied in two dimensions in order to understand the effect of religion on consumer behaviors in more detail in the literature. The first one is membership (religious affiliation) and the other is religious commitment (Wilkes et al., 1986; Worthington et al., 2003). Religious commitment is a concept of to what extent individuals are loyal to their religious values, beliefs and practices and at which level they apply them to their daily lives. Mc Daniel and Burnett (1990) suggest that religious commitment is related to cognitive / intrinsic personality and Behavioural / extrinsic personality. While religiosity, which is related to cognitive, i.e. intrinsic personality, is called experiencing beliefs or personal religious experiences individually, the authors state that the inner dimension of religion is a religious life process in which the individual embodies religious ethics and spirituality. Behavioural, i.e. extrinsic dimension of religion, on the other hand, is the dimension in which the individual displays and experiences his religious activities within an organization within the society or group. This theory also overlaps Allport's theory of intrinsic and extrinsic religiosity.

According to Allport (1950), there are two types of religiosity. These are intrinsic and extrinsic religiosity. Intrinsic religiosity is individuals' high level of value to the religion when they organize their life and making the religion intrinsic and implementing it to their life, while extrinsic religiosity in individuals' use of religion as a means of being recognized in their social community. For this reason, while extrinsically motivated religionists use religion, intrinsically motivated religionists live religion (Allport and Ross, 1967).

In this study, external factors, i.e. social factors affecting luxury brand purchasing attitude, are investigated, therefore, the moderating effect of extrinsic, i.e. Behavioural religiosity shown in its relation with social variables affecting luxury brand purchasing attitude is investigated.

### 3. Research Methodology

#### 3.1. Sampling, Distribution and Questionnaire Design

In this study Turkish market (the city of İstanbul) is chosen as a survey place with the technic of convenient sampling. The main reason of choosing Turkey is; researches indicate that luxury consumption in Turkey has increased by an average of 10% per annum between 2010 and 2014, reaching 5.3 billion TRY. Data marks that Turkish market is a developing luxury market in the world. For the following years, it is estimated that Turkish market there will be a 7% annual increase in the total luxury products until the year 2018 and the total category size will increase to 7 billion TRY (Deloitte, 2016). The other reason choosing Turkey, İstanbul is; the foresight that İstanbul is one of the most socio-economically and culturally diverse city of Turkey and represent all cities greatly.

Survey method was used as a data collection in the study. A total of 650 surveys were distributed and 400 valid responses were returned, giving a response rate of 61, 5%. Approximately one-third of the questionnaires were collected via the internet and the rest of were carried out face to face. The questionnaire has a closed-ended question technique and no open-ended questions are included. The questionnaire form is formed by using the 5-point Likert scale ("strongly disagree" (=1) to "strongly agree" (=5) and consisted of 30 questions in total (except demographics questions).

The original of scales are in English and the scales used in the western literature. The scales were first translated into Turkish from English and then into English to Turkish by different translators via back translation method in order to provide the face validity. After all translation process, scales were checked by two marketing professional and academician lastly. Obtained data was analyzed by the help of "SPSS for Windows 16.0" program. All indices and authors of the scales used are in the following Table 1.

Luxury brand purchasing attitude	Hung et all (2011), Journal of Product and Brand Management
Interdependent self-concept	Singelis, T. M (1994), Personality and Social Psychology Bulletin
Uniqueness	Ruvio et all (2008), International Marketing Review
Conspicuousness	Troung (2008), Journal of Strategic Marketing
Bandwagon	Kastanakis et all (2012), Journal of Business Research
Religious Commitment (RCI-10)	Worthington (2003), Journal of Counseling Psychology

Table1: Variables and scales of the study

From the above literature on luxury brand, the following hypotheses and model are proposed on below (as shown in Figure 1)

- H<sub>1</sub>: The Interdependent self-concept influences the luxury brand purchasing attitude through Creative Choice Counter Conformity
- H<sub>2</sub>: The Interdependent self-concept influences the luxury brand purchasing attitude through Conspicuousness
- H<sub>3</sub>: The Interdependent self-concept influences the luxury brand purchasing attitude through Bandwagon effect
- H<sub>4</sub>: Behavioural religiosity influences the relationship between Creative Choice Counter Conformity and luxury brand purchasing attitude
- H<sub>5</sub>: Behavioural religiosity influences the relationship between Conspicuousness and luxury brand purchasing attitude
- H<sub>6</sub>: Behavioural religiosity influences the relationship between Bandwagon and luxury brand purchasing attitude

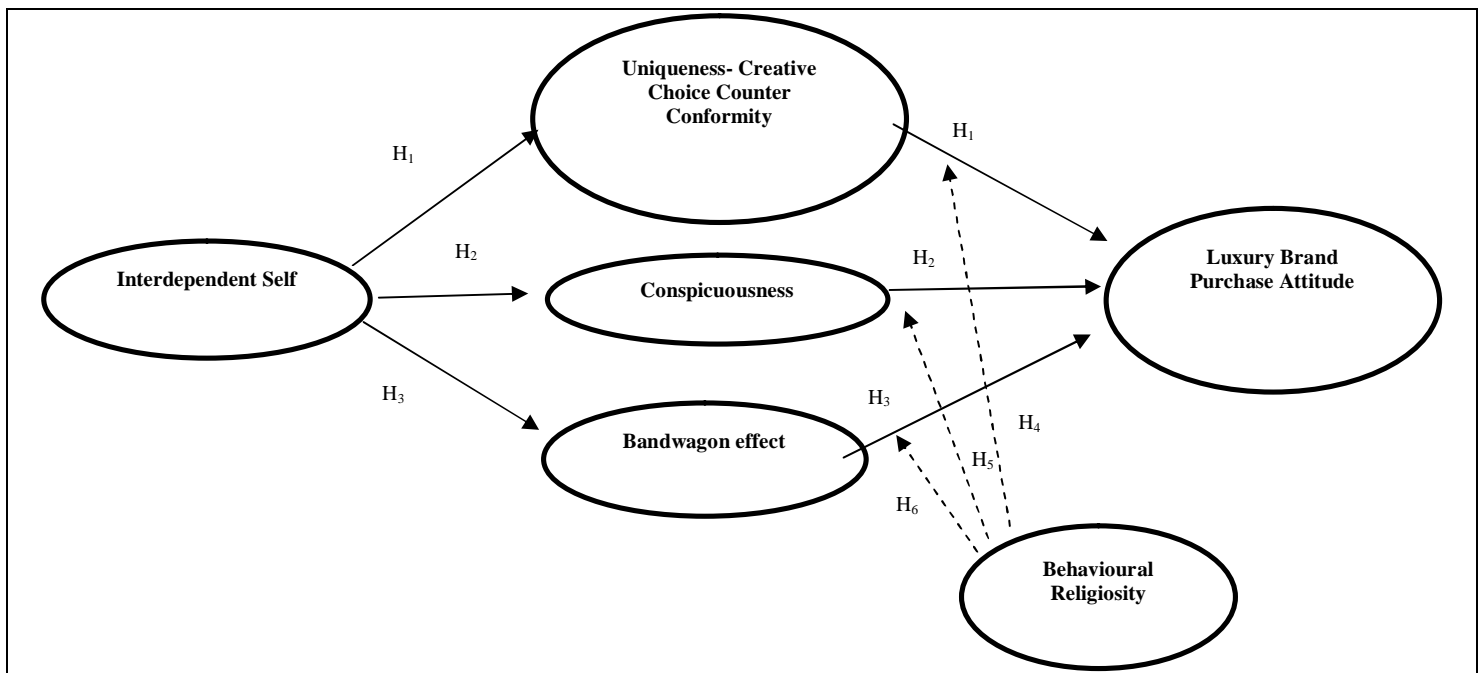


Figure 1: Proposed model of the study

3.2. Data Analysis

When the demographic characteristics of sample are examined, it is seen that 63.3% of the group is distributed by women and nearly 40% of the sample is distributed in the age between 25-34 years old. 56% of respondents who are single are university graduates on the rate of 63.7%. The study mainly covered private sector employees and 29.3% of the participants had a monthly average income level 5000 TRY and above(1428 USD). Demographic characteristics of the sample is shown in Table 2 at below in details.

Demographics	Frequency	Percentage	Valid Percentage	n=400
Male	147	36,8	36,8	Gender
Female	253	63,3	63,3	
18 and below	6	1,5	1,5	Age
19-24 age	153	38,3	38,3	
25-34 age	158	39,5	39,5	
35-54 age	79	19,8	19,8	
55 age and above	4	1,0	1,0	
Single	255	63,7	63,8	Marital status
Married	145	36,3	36,3	
Primary school	22	5,5	5,5	Education
Secondary school	15	3,8	3,8	
High school	60	15,0	15,0	
Associate degree	28	7,0	7,0	
Bachelor's degree	224	56,0	56,0	
Master degree	39	9,8	9,8	
PhD	12	3,0	3,0	Occupation
Student	150	37,5	37,5	
Private sector employee	161	40,3	40,3	
Independent business	17	4,3	4,3	
Housewife	33	8,3	8,3	
Public employee	29	7,3	7,3	
Retired	3	,8	,8	
Unemployed	7	1,8	1,8	Income
0-1000 TL	13	3,3	3,3	
1001-2000 TL	71	17,8	17,8	
2001-3000 TL	87	21,8	21,8	
3001-4000 TL	50	12,5	12,5	
4001-5000 TL	62	15,5	15,5	
5001 and above	117	29,3	29,3	

Table 2: Demographic characteristics of the sample

A principal component analysis was performed with the items to test the factorial validity of related scales. A series of exploratory factor analyses were applied to further purify the measurement indicators; the factor structure of the study model is supported for reliability by the Cronbach's . Exploratory factor analysis was preferred to identify the theoretical framework for this study. Varimax rotation was implemented to the principle components in order to extract factors on the same scale that failed to exhibit significant loading on the construct. This research conducted a strict a priori decision criterion to discard factor loadings of 0.6 (Hair et al., 2009) and the components with Eigenvalue greater than 1.0 were retained. The results of KMO and Bartlett test are seen in Table3 below.

Factor	KMO Test	Bartlett Test
Luxury Brand Purchasing Attitude	0,683	0,00
Interdependent Self Concept	0,750	0,00
Uniqueness-Creative Choice Counter Conformity	0,827	0,00
Conspicuousness	0,661	0,00
Bandwagon	0,687	0,00
Religiosity	0,922	0,00

Table 3: The results of KMO & Bartlett Tests

The analysis is contributed by six factors, and these are defined as follows: Luxury brand purchasing attitude (three items), Interdependent self-concept(four items), Uniqueness- Creative Choice Counter Conformity (three items), Conspicuousness(three items), Bandwagon (five items), Behavioural Religiosity (4 items). The values of alpha ranged from 0.62 to 0.88 (as results shown in Table 4).

Variable	Measurement Item	Factor Loading*	Cronbach Alfa
Luxury Brand Purchasing Attitude	I have strong possibility to purchase Luxury Brand product.	0,869	0,777
	I'm likely to purchase Luxury Brand Product	0,834	
	I have high intention to purchase luxury brand product	0,792	
Uniqueness- Creative Choice Counter Conformity	I often combine possessions in such a way that I create a personal image that cannot be duplicated.	0,814	0,687
	Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.	0,814	
	I actively seek to develop my personal uniqueness by buying special products or brands..	0,629	
Conspicuousness	The luxury brand I purchase must be a status symbol.	0,812	0,687
	Product prestige is my major reason for buying a luxury brand.	0,793	
	It is important for me that the luxury brand I buy improves my image	0,749	
Bandwagon Effect	Luxury brands are chosen and worn by most people.	0,733	0,620
	Luxury brands are recognized by many people.	0,700	
	Luxury brands are very fashionable.	0,613	
	Everyone approve their choice.	0,561	
	Luxury brands are worn by many celebrities.	0,557	
Behavioural Religiosity	I enjoy participating in the activities of my religious organization	0,826	0,885
	I make financial contributions to my religious organization	0,822	
	I enjoy spending time with others of my religious organization	0,808	
	I keep well informed about my local religious group and have influence in its decisions	0,738	

Table 4: Results of the exploratory factor analysis

Note: \*All factor loadings are statistically significant,  $p < 0.05$

Hierarchical multiple regression analysis (Cohen et al., 2003) was used to evaluate the relationships among the variables. In order to use hierarchical regression analysis, preliminary analyses (sample size, normality, linearity, homoscedasticity and independence of residence) were conducted to ensure no violation of the assumptions (Pallant, 2007).

According to the results of hierarchical regression analysis, it is obvious that all independent variables of the research (Interdependent self, Conspicuousness, Bandwagon and Creative Choice Counter Conformity) affect the luxury brand purchasing attitude and contribute the model meaningfully ( $F=5,259$ ,  $p=0,022$ ). On the other hand when the significance coefficients of each variable are examined, it is clearly seen Interdependent self ( $t= 2,404$ ,  $p=0,017$ ), Conspicuousness ( $t=7,537$ ,  $p= 0,00$ ), Bandwagon ( $t= 4,770$ ,

$p=0,00$ ), Creative Choice Counter Conformity ( $t=2,293$ ,  $p=0,022$ ) are statistically significant. According to the model, the most influential variable (top contributor) to the luxury brand purchasing attitude is Conspicuousness ( $\beta =0,386$ ,  $p=0,00$ ), while the second is Bandwagon Effect ( $\beta =0,386$ ,  $p=0,00$ ). After Conspicuousness and Bandwagon, Interdependent self ( $\beta =0,110$ ,  $p=0,017$ ) and Creative Choice Counter Conformity ( $\beta =0,107$ ,  $p=0,022$ ) are other influential variables in the model.

The variables of Interdependent self, Conspicuousness, Bandwagon and Creative Choice Counter Conformity explain an additional 31% of the variance in luxury brand purchasing attitude ( $R^2=0,312$ ) (as results shown in Table 5).

	Beta	t	p	F	p	$\Delta F$	p	R	R <sup>2</sup>	$\Delta R^2$	Tolerance	VIF
<b>Model 1</b>				6,981	0,009 <sup>a</sup>	6,981	0,009	0,131 <sup>a</sup>	0,017	0,017		
Interdependent Self	0,131	2,642	0,009								1,000	1,000
<b>Model 2</b>				67,959	0,000 <sup>b</sup>	126,731	0,000	0,505 <sup>b</sup>	0,255	0,238		
Interdependent Self	0,060	1,288	0,199								0,867	1,154
Conspicuousness	0,524	11,257	0,000								0,867	1,154
<b>Model 3</b>				57,367	0,000 <sup>c</sup>	27,210	0,000	0,550 <sup>c</sup>	0,303	0,048		
Interdependent Self	0,109	2,363	0,019								0,831	1,204
Conspicuousness	0,422	8,602	0,000								0,731	1,369
Bandwagon	0,253	5,216	0,000								0,746	1,341
<b>Model 4</b>				44,803	0,000 <sup>d</sup>	5,259	0,022	0,559 <sup>d</sup>	0,312	0,009		
Interdependent Self	0,110	2,404	0,017								0,831	1,204
Conspicuousness	0,386	7,537	0,000								0,663	1,509
Bandwagon	0,234	4,770	0,000								0,724	1,382
Creative Choice Counter Conformity	0,107	2,293	0,022								0,794	1,259
<b>Dependent variable: Luxury brand purchasing attitude</b>												

Table 5: The Result of Hierarchical Regression Analysis

Whiles variables of Creative Choice Counter Conformity ( $F= 48,488$ ,  $p=0,00$ ), Conspicuousness ( $F= 134,038$ ,  $p =0,00$ ) and Bandwagon ( $F= 83,010$ ,  $p =0,00$ ) make a meaningful contribution to the luxury brand purchasing attitude, the Behavioural religiosity variable appears to be out of analysis in each analysis step and not statistically significant (as results shown in Table 6).

	Beta	t	p	F	p	$\Delta F$	p	R	R <sup>2</sup>	$\Delta R^2$	Tolerans	VIF
<b>Model</b>				48,488	0,000 <sup>a</sup>	48,488	0,000	0,330 <sup>a</sup>	0,109	0,109	1,000	1,000
Creative Choice Counter Conformity	0,330	6,9063	0,000									
<b>Model</b>				134,038	0,000 <sup>a</sup>	1034,038	0,000	0,502 <sup>a</sup>	0,252	0,252		
Conspicuousness	0,502	11,577	0,000								1,000	1,000
<b>Model</b>				83,010	0,000 <sup>a</sup>	83,010	0,000	0,415 <sup>a</sup>	0,173	0,173		
Bandwagon	0,415	9,111	0,000								1,000	1,000
<b>Dependent variable: Luxury brand purchasing attitude</b>												

Table 6: The Result of Hierarchical Regression Analysis (Moderator effect of Behavioural religiosity)

Hypothesis that were developed according to the luxury brand literature, H1, H2,H3 are supported, H4,H5,H6 are not supported according to the results of hierarchical regression in this study.

#### 4. Discussion

In the sample group selected in the study, the social factors, affecting the positive purchasing attitude of luxury brands, were evaluated from the perspective of the concepts of self and belief. As a result of the analyses made, it is revealed that the most important variable, affecting the consumption of luxury brands, is conspicuousness, as the literature suggests, and that the conspicuousness variable is related to the bandwagon and Choice Counter Conformity variables, respectively. There is also an important link between these social variables that influence the attitude of purchasing luxury brand and the inter dependent self structure which is a type of self-structure. From this point of view, it can be said that consumers who have the self-structure of living for others beyond their own desires and wishes in line with their individual purposes and avoiding to act without approval and appreciation of those around them, also develop an attitude according to other people around them while buying luxury brands. It has been found in the research once more that the social factors, including all conspicuous items such as image increasing, prestige achievement, status enhancement or being rare and achieving popularity within their group with the luxury brand which they buy etc., are very important for the attitude of buying luxury brand.

The picture resulted from the research is in fact compatible with the results of the "Cultures and Values of the Nations" research conducted by Hofstede in 1980. It is observed in that research that Turkey, which has a collectivistic structure, is predominantly a community having external self. Therefore, consumption of luxury brands seems to be more influenced by social factors (conspicuousness, bandwagon) than individual factors (quality, hedonism, materialism, uniqueness).

In many studies in the marketing literature, while the effect on religion on attitudes and behaviors has been studied and meaningful results have been obtained, Behavioural religiousness has not a meaningful effect on the attitude of luxury brand purchasing in our study. However, this result is seen as data contrary to some of the observations and some researches carried out in Turkey. According to the "Understanding Turkey Guide " study conducted by IPSOS (2014) in every two years, consumers living in Turkey are defined in five groups. These are New conservatives (35%), Traditional Middle Class (20), Traditional Nationalists (14%), Responsive Modernists (12%) and indifferent ones (12%). When we look at the general characteristics of the consumers who are called as the new conservatives and who have the highest share among the general consumer groups, it is seen that these individuals are mainly the persons believing that Turkey gets better in an economic and political sense, predominantly having C2 and DE socio-economic status according to the averages and living in the regions of Marmara and Central Anatolia. The other most important feature of this group is their trend towards luxury brand consumption.

At this point, so much tendency of a society, that defines itself as more and more conservative and religious in the context of their lifestyle and beliefs, towards the luxury brand consumption is seen as a paradox that when it is considered from an Islamic point of view. For this reason, the relationship between Behavioural religiosity and luxury brand purchasing attitude was examined in the study but a statistical meaningfulness could not be found.

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