

# A Comparative Study of Conspicuous Consumption and Consumer Decision-Making Styles among Turkish Consumers

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## **ABSTRACT**

The purpose of this study is to explore the effect of conspicuous consumption and the decision-making styles on Turkish consumers. The study also examines the comparison and of the conspicuous consumption and decision-making styles in the society and what the driven forces that impacts the consumers decision making and conspicuous attempts when intending to purchase. This study also illustrates the understandings of the relativity, comparison and differences between the conspicuous consumption and decision-making styles by understanding the directions and different aspects of consumer behaviours, this helps to generate important directions for future research in the future.

## **ABSTRACT (TURKISH)**

Bu çalışmanın amacı, gösterişçi tüketim ve karar verme biçimlerinin Türk tüketicileri üzerindeki etkisini araştırmaktır. Çalışma aynı zamanda toplumdaki gösterişçi tüketim ve karar verme tarzlarının karşılaştırmasını ve tüketicilerin satın alma niyetindeyken karar verme ve göze çarpan girişimlerini etkileyen itici güçlerin neler olduğunu incelemektedir. Bu çalışma ayrıca, tüketici davranışlarının yönlerini ve farklı yönlerini anlayarak gösterişçi tüketim ve karar verme stilleri arasındaki görelilik, karşılaştırma ve farklılıkların anlaşılmasını da göstermektedir; bu, gelecekteki araştırmalar için önemli yönler oluşturmaya yardımcı olur.

## **I. INTRODUCTION**

### **A. Research Objectives**

The main research objectives is to examine the comparison between conspicuous consumption and consumer decision-making styles among Turkish consumers.

### **B. Research Questions**

Is there any comparison between conspicuous consumption and decision-making styles among the Turkish consumers?

### **C. Significance Of the Study**

The research significance of this study is to offer valuable cross-culture perspective and comparison between Turkish consumers discission when intending to purchase and whether they get influenced by conspicuous consumption or the decision-making styles; by examining similarities, differences and cultural. This study enhances the study of the consumer behaviour across different ethnicities. By this study it helps us to understand the consumer decision-making style for marketers to engage with the target

audience, covering different approaches adopted by the Turkish consumers when making conspicuous consumption and the different styles in taking decisions.

The research contributes to academic and professional literature on consumer behaviour through focusing on conspicuous consumption and decision-making styles among Turkish consumers. These findings can serve for future reference for future research in the field of culture studies, consumer behaviour and marketing.

## II. LITERATURE REVIEW

### A. Conspicuous Consumer

In the context of emerging globalisation heightened by competition and increasing diversity, there is a growth emphasis on brands and their characteristics (Kenny & Aron, 2001). Increasing, brands became leaders in creating the identification, sense of accomplishment and identity for the consumers. Certain brands association lead to a significant economic success and a wide market recognition due to the value placed by the purchaser. The firm's economic strength is proportional to the strength of the brand name, given value from the end user, which allows them to take the capability to differentiate themselves cause greater conspicuousness of consumption. In other words, we can refer it to the practice of purchasing goods and services – or one of them – to display their wealth publicly rather than covering their basic needs. The term ‘conspicuous consumption’ was first devised by the American economist (Stephen & Rick, 1994) following the book of “The Theory of the Leisure Class”. Conspicuous consumptions’ concept can be illustrated by considering the motives that derives the consumers to drive an economic car rather than an economic car or live in a luxurious neighbourhood or purchase branded wears other than a non-branded wears with a better or same quality.

Conspicuous possessions are often segmented from universal shopping possessions in the awareness that the primary need satisfied is prestige (Jeffrey & Susan, 2012), and modern satisfaction is mostly driven by the audience’s reaction as opposed to the stated product use. A modern study of the conspicuous consumption gained momentum in the industrial revolution Veblen presented a framework based on social media in which consumer preferences are. Adding to the framework that the conspicuous consumers consider when purchasing the items, that they compare it to others. In other words, we can say that the consumers buy goods/items hoping to see it more favourable to suit the societies hierarchy.

These are essential premises for a general model of brand choice and shopper behaviour. However, the resulting theoretical models will frequently understate or even overlook supposedly irrational consumer behaviour, which is a concern. Conspicuous consumption has consequently received little consideration within general concept because it is primarily "social" in its motivation and expression.

This study assumes that in this country (Turkey), where the economy is fragile, consumption exceeding income can be a hypothetical future income attainment. The main starting point for this study is Veblen's theory of prominent use in Leisure Class Theory. Contrary to the prevailing utility theory of economics, Veblen states that an expensive product becomes attractive when it satisfies the consumer's desire for prestige. (A., 2002). These products have properties that make them visible and visible in society. According to Veblen, the purpose of consumption is never just to satisfy biological needs. Veblen argues that consumption may be pursued for display purposes, and social-economic relations are based on class differentiation. In any society, consumption has another function as important as indicating the social status of the consumer (Thorstein, 1902).

In support of research on conspicuous consumption, this case study from different states in turkey shows that lifestyle, consumer behaviour, and attitudes toward "status, prestige, luxury, rationality, and conscious consumers" affect the "variables" of consumption style. Some judgments about conspicuous consumption behaviour were made by considering.

However, the fact that many "irrational" consumer motives and preferences exist and are significant must not be concealed by the fact that over-all utility-based consumer decision theory is unable to adequately describe and explain occurrences like conspicuous consumption. The Nicosia, Engel-Kollat-Blackwell, and Howard-Sheth methods are the common theories that were developed before there was a lot of interest in the social psychology of extraordinary consumer behaviour. Latest hypotheses in motivational research different external pressures. Behaviours in reaction to affective demand and behaviour in response to symbolic attraction were two of these categories found, and both are sometimes referred to as "irrational". (Thorstein, 1902)

Consumers' "impulsive" behaviour in response to emotive appeals is described as a response to physical product attributes like design, colour, etc. In response to symbolic pleas, thought that it would be believed that behaviours that is driven by emotions is: thinking the idea behind a purchase of a luxurious or expensive product is its image or symbolic reflection more that the functionality of the product. Thus, the reflected prestige of owning that product comes to be more important in bringing reflecting the wealth more than the main characteristic of the product and what it is designed to serve. (Thorstein, 1902).

### **1. Conspicuous Consumption Theoretical Perspectives and Concept**

Discussing the background of the improvement of Veblen's book and hypothesis, drawing accordingly from the exertion of pg. 1992, The Leisure class, as argued by Veblen, that the royal families in the United States and Europe spoiled themselves by overconsumption in leisure activities, marriages, and business alliances. Strikingly similar lifestyle in India has been spotted in the 19<sup>th</sup> century (Sastri, 1983). During evolution that happen during this period of capitalism and recognized feudal system. The nouveaux rich people of the city used to devote enormous amount of money for magnificent delights, visits, musical performances, and significant events; and so many stories became a part of the local myth and different form of the widespread culture.

Veblen's Theory shows conspicuous as a goal-directed which displays consideration preponderate. The individual's opinion regarding the efforts is to excel in pecuniary standing or at the struggle to out do one another of the city population by pushing their normal standard or normal lifestyle of conspicuous consumption to a higher point to match the society's displays. (Veblen T. , 1899) indicate his positioning of century (Sastri, 1983). Veblen contended that people take part in prominent utilization to show their abundance and societal position, driven by the longing for social acknowledgment and to separate themselves from others. Expanding on Veblen's work, (Bourdieu, 1989) presented the idea of "social capital," stressing the job of representative implications and social standards in forming obvious utilization rehearses. Additionally, scholars have looked at conspicuous consumption through the lens of signalling theory, which suggests that luxury goods are used as indicators of a person's social standing and financial resources (Sundie, et al., 2011). These hypothetical points of view give experiences into the inspirations and elements of prominent utilization in contemporary society.

Table 1 A Structural Analysis of Conspicuous Consumption Behavior (Berthon, Pitt, Parent, & Berthon, 2009).

<b>Precapitalist-Feudal</b>	Food, Slaves, Women,	Political Powers and Military	Nobility	Pure Ostentation
<b>Modern-Capitalist</b>	Very Expensive Products e.g. Diamonds	Social Power and Status	Nobility and Upper- middle Class	Ostentation and Signaling and Uniqueness
<b>Post-Modern</b>	Image and Experience	Self- expression and Self- Image	Middle-class and the “Masses”	Uniqueness and Social Conformation

Within the period of the evolution the conspicuous consumption consumer adapted conscious activities to achieve the bold district and status enhancement and established neo-classical economy.

Observing the table, the main practitioners were the new businesspersons looking for to match a longer established richness. Veblen’s accounts dwells on purchases as an act purely for display and money spent extravagantly on materialistic cosmetics and not necessities to reflect the level of wealthiness. It took place, primarily, due to marketers’ and advertisers’ efforts in making such possession-related images (Shipman, 2004). In the modern era, the conspicuous consumption is still present with periods of ups and downs in parallel with social, political background and economical norms. As has been widely observed nowadays. In a society of consumers most concerns are about their presented image they are more likely to have more incentives to conspicuously consume. Furthermore, this concept in no more privilege for the higher class but became a common behaviour for the public. Perhaps, we can find one of the factors staying behind the financial and economic crises could be due to the behaviour of such events among consumers. This is where (Chaudhuri, Roy, & Majumdar, 2006) proposed a periodic analysis of the conspicuous consumers behaviour, Depicting its evolution, nature and Character”. The summary of the main idea of the conspicuous consumption are presented in table 1 reflecting the changes in substances of conspicuous consumers dimensions, motives and the different classes engaged in it, during the time.

Going to conspicuous consumption concept it is a concept that has been driven and examined from various theoretical perspectives, underlying, and highlighting the motivations and implications for the society. Below are some key theoretical perspectives and concepts of conspicuous consumptions: (Chaudhuri, Roy, & Majumdar, 2006).

**A. Thorstein Veblen’s Theory of the Leisure Class:**

- Veblen’s Theory states that conspicuous consumption raised from the desire of the social recognition and competition of higher social classes.
- In accordance with Veblen, the consumers engaged in conspicuous consumption are targeting to signal their social status and seeking differentiation from others.
- Veblen highlights the hierarchies and the display of wealth’s roles in shaping the consumer behaviours. (Veblen T. , 1899).

**B. Symbolic Interactions:**

- Symbolic interactionism examines how interpret and constructs the meaning in social interactions.
- Conspicuous consumption and luxury goods deliver the symbols through individuals communicating through their social status, identity, and aspirations to others.
- In framework of conspicuous consumption, symbolic interactionism concentrates on the value of the luxury goods and their role in constructing the identification (Veblen T. , 1899).

#### **C. Social stratification and inequality:**

- Conspicuous consumption is linked to economic inequality and social stratification.
- Conspicuous consumption contributes to widening the gap between the poor and wealthy, impairing socio- economic inequalities.
- Perpetuates and reinforces the social hierarchies by allowing individuals to display their status and distinguishing themselves from the lower class.

#### **D. Consumer Culture Theory:**

- Within the framework of conspicuous consumption, the consumers culture examines the society expectations and influences in displaying the wealth and luxury.
- Perspective explores the consumers behaviour shaped by the norms, ideology, and values of the culture.
- This theory investigates the culture and social aspects of consumption.

#### **E. Environment and Sustainable Perspectives:**

- Sustainable consumption perspectives call for more ethical consumption practices prioritizing long term environmental sustainability over displaying wealth (Veblen T. , 1899).
- Critics arguing of the pursual of luxury and consumptions are unstable and impairment to the environment.
- Throughout the years conspicuous consumptions increased tragically and with the rapid growth it sensed and alarming concerns about the environment.

## **2. Factors Influencing Conspicuous Consumptions.**

Conspicuous consumptions, the public display of luxury goods and wealth are influenced by three major influences that's shapes the individuals' motivations, preferences, and behaviours in displaying their wealth and luxury lifestyle. By understanding these factors, we can gain valuable insights to interplay between the factors that derives the consumer and the consumers behaviour in the perspective of conspicuous consumption. Below is the examination of the three majors' factors that influences the consumer and reflects their behaviours (Veblen T. , 1899)

### **a. Culture Factors**

Conspicuous consumption refers to the communal demonstration of wealth or luxury commodities and services to express social standing and build one's reputation. Different cultural influences frequently have an impact on this behaviour. (Kitayama, 1999). Culture factors plays an essential role in influences the consumers with key factors having a huge impact on the conspicuous consumption: here are the key culture factors.

#### **i. Culture Values and benefits**

Different cultures and ethnics have definite values and beliefs in terms of social status, success, and wealth. These values and beliefs shapes and desires for the conspicuous consumptions taking an example in culture

that highlights materialism and wealth as the main marks of success financially and economically, People conspicuously consume to socially compare themselves with others (Festinger, 1954). The meanings and functions attributed to conspicuous consumption behaviours are influenced by the values of various cultures. Conspicuous consumption, for instance, may be viewed as a means of showcasing one's accomplishments and social status in individualistic cultures that place an emphasis on personal achievement and material success (Belk R. , 1988). Then again, in collectivistic societies that focus on bunch congruity and reliance, obvious utilization could act for of flagging one's job and commitment inside the local area (Kashima & Hardie, 2000). (Sirgy, et al., 1997) investigated the connection between conspicuous consumption's benefits and cultural values. They discovered that people in cultures that place a high value on individual achievement and status were more likely to benefit from conspicuous consumption as a means of self-improvement. Conversely, people in societies that underscore social connections and gathering attachment were bound to get social holding benefits from their obvious utilization ways of behaving. These discoveries outline the job of social qualities in the apparent advantages and inspirations related with obvious utilization. They seek to outperform or surpass others in their material possessions and lifestyle choices. Social comparison theory suggests that people compare themselves to others to assess their comparative status and develop in self-esteem within themselves. (Belk R. , 1988).

## ii. Social norms and expectations

The second culture orientation level was investigated by (Trommsdorff, 2009; Parsons, 1977) that research gave the insight on how social lifestyle and realities determines the patterns that influences consumers behaviours and reactions towards the expectations of other and reactions of the public when referring to them or addressing their displayed wealth. In other words, we can refer it as the background effect of culture and how the culture unconsciously shapes the emotions and behaviours along with the cognitions of the behaviours of the consumers. Research conducted by (Trommsdorff, 2009; Kroeber-Riel, Weinberg, & Groppe-Klein, 2009). The perception of self-identity and recognition develops continuously due to the creation of rational self, even though this is self-diverse of self-fragmented, It became one of the most essentials to create self-esteem and self-recognition in the society.

## iii. Symbolism and Cultural meanings

The third culture orientation level is the symbolic measurement where it is the state of the social collectiveness; having two aspects self-directed and other-directed symbolic values (Tynan & McKechnie, 2010) nominating that with strong experiential dimensions aims sati factionary instinctual needs and pleasure referring the main aspects such as quality, reliability and durability (Wiedmann & P, 2007). The previous discussion focuses on three significant dimensions of luxury indicators. Firstly, beginning with cultural and symbolism meanings luxury brands have a significant symbolic dimension that encompasses the self as well as other people. Second, luxury is connected to pleasure, feelings, and sensory stimulation in the experiential dimension. Thirdly, luxury goods tend to be more expensive as well as of higher quality and functionality. The following three dimensions of a luxury brand are proposed based on these indicators as argued in the current literature: imagery, experientialism, and usefulness. These measurements are consistent with the outlines created by (Berthon, Pitt, Parent, & Berthon, 2009). Table 1 effectively finds the current composition inside this field and displays the renaming of extravagance brand dimensionality. It tends to be understood from Table 2 that proof of the existence for extravagance brands defining them

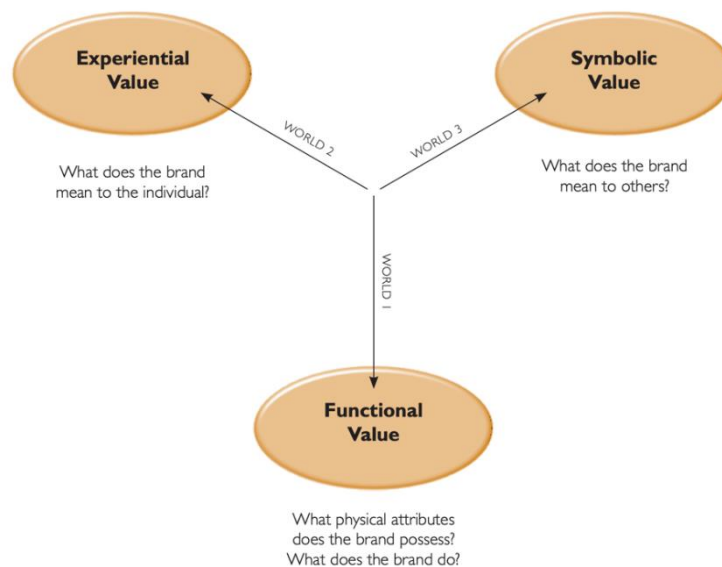
from every one of these three brand points of view. Conversely, (Berthon, Pitt, Parent, & Berthon, 2009), these dimensions ought to be dealt with simultaneously rather than separately, so they are incorporated into a single framework.

Table 2 Symbolism and cultural meanings (Berthon, Pitt, Parent, & Berthon, 2009)

Dimensions of luxury brand	Theoretical views
Symbolic	Conspicuous consumption; bandwagon, snob and Veblen effects and bandwagon, snob; perfectionism effect; signs; status; esteem; prestige; social identity; personal identity; uniqueness; extended self
Experiential	Hedonic effect; aesthetics; sensory pleasure; experience; emotions; feelings; variety seeking
Functional	craftsmanship; Excellence; premium price; quality

Understanding Figure 1 it defines the “Three Word Model”, it is driven from the Symbolism and cultural structure, Collecting narratives and objectives knowledge in symbols and images. which should be visible as addressing material labour and products. Subjective experiences like thoughts, perceptions, and desires make up the Second World. The culture of the Third World is what makes it up: collective narratives, symbols, and images, as well as objective knowledge In Figure 1, the three universes speculation of Popper is coordinated with the three elements of extravagance brands to address the universe of extravagance brand implications.

Figure 1 Different dimensions of luxury brands (Popper, 1979).



The “Three Worlds Model” represents the relationship among different products (Berthon, Pitt, Parent, & Berthon, 2009) taking Gucci as an example of their unique products in their luxuries and high ended leathers but this luxuries brand is attached to the value given by the consumers that reflects certain symbolics value and characterises between the higher class of group in comparison to the lower social class.

#### iv. Media and advertising Influence

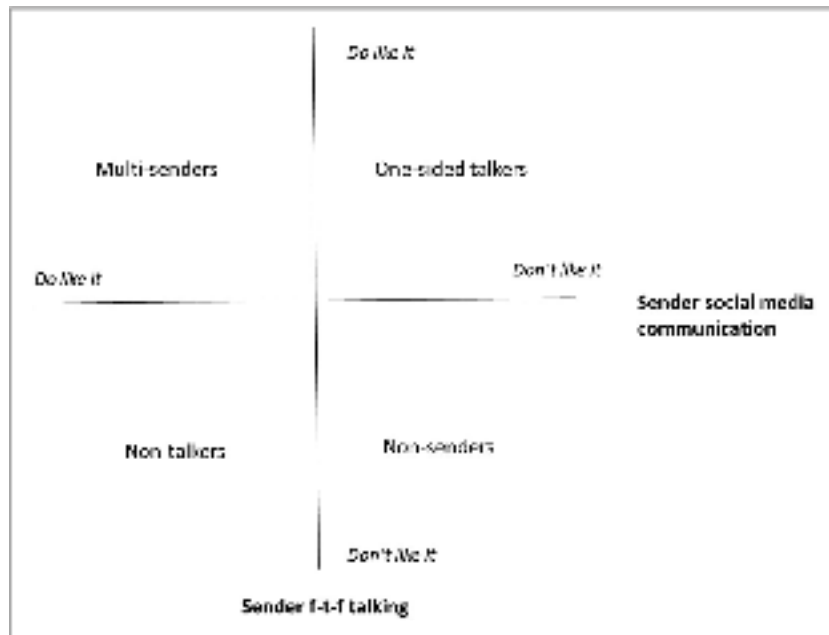
One of the Conspicuous consumption consumers' orientation that has an influence is Media and social media; where it facilitates and provides information on a certain product such as recommendations, reviews and feedback to assist the consumer in evaluating the right product but in reality the consumer gets affected by the advertisements in the social media or TV channels in a way that they nominate and present a specific brand with a luxuries place or outfit to make the consumer feel that when they purchase the advertised product the will impression that they are related to a certain group of upper class in the society and displaying their wealthiness if they bought a specific watch, vehicle or even if they stayed in specific neighbourhood. These types of advertisement whether they were direct or indirect; they give the consumer an indication that they must have a specific and product to promote their wealth and social status. In addition, Media and advertising have a strong influence on individuals and shape their beliefs, attitudes, and behaviours. Studies have shown that exposure to media content can influence people's thinking, affecting judgments and stereotypes (Shrum, Wyer Jr, & O'Guinn, 1998). Advertising has been shown to have a cognitive, emotional, and behavioural impact on (Nelson M. R., 2001). Research has explored different pathways to advertising effectiveness, including central and peripheral pathways, and the function of consumer participation in determining the persuasiveness of advertising (Petty & Cacioppo, 1983). Furthermore, the persuasive knowledge model highlights the importance of consumer scepticism and resistance to the effects of advertising (Friestad & Wright, 1994). These results highlight the important role media and advertising play in shaping public opinion, consumer behaviour, and social norms.

#### v. Rituals and cultural events

Other influence orientation that influences conspicuous consumption are the daily rituals or any social or cultural events where people try always to buy and peruse new consumptions to distinguish themselves from other, therefore this is a move from displaying status to revealing personality (Chen, Yeh, & Ping, 2008) which developed to visibility of consumption which has increased due to the pervasive social media. (Josiassen & George, 2013). It became more than status, instead of emphasising one by their status, the latest trend became a mixture of both personal and intangible. The extent of one's behavioural tendency of displaying one's social status, wealth, taste or self-image to one's important reference groups through consumption of publicly visible products in p. 686. This states the full image the conspicuous consumption is different and way more than wealth and social status, but it is more of and about self-image between different social class. As per Trigg he states that All this requires is an effective network for word to get around about a person's degree of leisure and the objects he or she possesses, (p. 101) (Trigg, 2001). Researchers showed that it was important for the visitors to show social visibility. This is relevant to the communication process between the sender and receiver, These two dimensions lead to 2 X 2 grids eight segments – Four Senders segments and four receiver segments:  
Starting with the four senders' segments

Figure 2 Illustrates the sender segments. (Trigg, 2001)

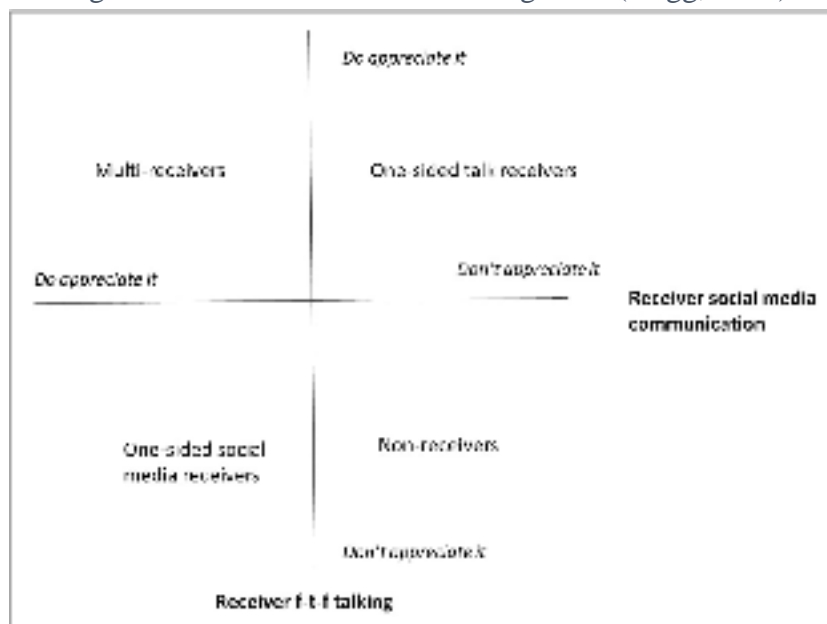




- • Multi-senders: prefer to share information about their involvement at cultural activities through social media posts or face-to-face conversations with friends and acquaintances.
- • Non-talkers: The non-talkers indicates that the consumer does not like to talk face-to-face or share with others their cultural participation but on the contrary like to communicate about it by using social media.
- • One-sided talkers: The one-sided talkers like to talk face-to-face about their cultural experiences, but do not like to do this by using social media.
- • Non-senders: do not like to communicate about their visit, neither face-to-face nor through social media.

*Receiver segments*

Figure 3 Illustrates the Receivers segment (Trigg, 2001)



- • Multi-receivers: appreciate it when they receive face-to-face messages and social media posts about others' experiences during a visit to a cultural event.
- • One-sided social media receivers: do not appreciate receiving face-to-face messages from others about their experiences when visiting a cultural event but do appreciate receiving this information through social media.
- • One-sided talk receivers: appreciate receiving face-to-face messages about cultural participation by others, but dislike social media in this respect.
- • Non-receivers: do not appreciate receiving face-to-face messages and receiving social media messages about others' visits to cultural events.

The framework for the sender's segment role is shown in Figure 2. A cultural participant informs significant persons in his or her social environment about a social visit either face-to-face or via social media. More communication will increase social visibility of the visit, but less communication would decrease it. The group that enjoys discussing the cultural visit face-to-face and on social media is shown in Figure 2 on the top left (Trigg, 2001). As a result, this group (multi-senders) contributes the most to social visibility. The group (non-senders) at bottom right enjoys communicating about their visit the least across both channels and hence contributes the least. Additionally, there are two portions that only use one channel to discuss their cultural excursion. These may be found at the bottom left (only social media users [non-talkers]) and top right (only in-person talkers [One-sided talkers]). The final two portions only slightly increase the social awareness of their visits.

A comparable grid for the receiver function is shown in Figure 3. The Multi-receivers, who value obtaining information on cultural trips both through in-person interactions and social media, are positioned at top left. The group known as non-receivers, seen at the bottom right, is the one that values getting information the least about other people's cultural trips. The bottom left-hand part solely enjoys getting information from social media, whereas the top right-hand segment only enjoys hearing spoken information (one-sided talk receivers).

#### vi. Globalization and cross-culture

In explanation of the term of globalization or global consumer it isn't really much of one type of consumer thought to be global as wealthy consumers travel the world because of the mix different values and norms created from the global perspective but its more segmentation relaying on one similar consumer behaviour around the world or more of the diversity of cultures in one place due to international business or immigration, this mixture of cultures in one place affects the behaviour of the consumer in the values and attitudes. As per (Arvidsson, 2005) globalization has widely spread among many different dimensions to the consumers through media and advertising following to the tourism which resulted in creating many aspirations and desires in obtaining luxury brands or changing their lifestyles to reflect symbols of status. The exposure to the consumers has become challenging as infest and narratives to promote a certain idea of wealth and shape their consumption accordingly.

On the contrast, it is important to understand the importance of the cultural differences, in a study that (Phau & Prendergast, 2000) they indicated that cultural norms and values triggers the individual engagement in conspicuous consumption, as an example we may find that some individuals prioritise values over reflecting their wealth and leading to the modest and the understandable conspicuous consumptions. Furthermore, from the very beginning of the concept of conspicuous consumption as per

the theory from Veblen's book of leisure class (Veblen T. , 1899). Veblen argued that the need for conspicuous consumption starts from a desire to obtain and reflect a certain signal social status and to differentiate themselves from others and this process is triggered by social hierarchies, cultural symbols, and codes, which is influenced to the consumer by different cultures. There are significant views towards the social value, functionality and cost of various of goods, but to approach them there has to be a clear view or visuality that is most likely to occur when cross-cultures mixes at the same place where it differentiates the local brands for example apart from the international brands, which most likely turns to increase the demand of a certain type of product internationally to meet the higher social class trends and to visually display their wealth and ability among others.

### **b. Social Factors**

Conspicuous consumption patterns are greatly influenced by social variables. An individual's propensity to participate in conspicuous consumption can be significantly influenced by social influence and interpersonal interactions. For instance, Bearden and Etzel's (1982) study looked at how social comparison and reference groups affect purchasing decisions (Bearden & Etzel, 1982). They discovered that when people notice a difference between their belongings and those of their reference group, they are more prone to participate in conspicuous consumption (Berger, 2018). Conspicuous consumption may also be influenced by social standing and the need for attention. Individuals may use conspicuous consumption to advertise their social standing and strengthen their position within the social hierarchy, as was shown in research by Veblen (1899) and Bourdieu. These studies stress the significance of social factors in understanding conspicuous consumption behaviour. The social factors play a significant role in the conspicuous consumption consumer's behaviours intention to purchase. Following are the key social factors that effects the individuals' engagements.

#### **i. Social status hierarchies**

Increasingly the brands have an important role in identifying the consumers position, achievement, identity, and social success. It is also found that a specific brands dimensions and associations are meant to be dedicated to certain people to increase their recognition and marketplace success for the consumers. Conspicuous consumptions are based on status portal. Following to Mehta, the conspicuousness use of a product , along with the products that rely hugely on image, lending themselves most readily to self-concept moderations and status portrayal (Mehta, 1999) coupled with the essentials of displaying their status of accomplishment and wealth in the process of obtaining the social prestige of acquiring consumption of goods that allows the individuals to determine that they are from a high-status background. Brands started creating an identity for the consumers through giving them the potential benefits and impression that the belong to a certain level in the societies' hierarchy when opposing luxuries goods or purchasing prestigious items. Making this impression to the society from these symbolisms. Brands are positioned to exclusively maintain prestigious, status and role communications between the society (George & Penelope, 1994). (Jenny, 1999). highlighting that acquiring certain goods indicates the consumer's position.

In this modern era people are most likely to purchase prestigious consumptions to display their wealth rather than focusing on their needs and their actual status. However, researchers addressed that the status products are in favour of the consumers in sense of the consumer can promote themselves in the society. Both (Mason & S., 1981) and Veblen implied that consumers expressed themselves through consuming

luxuries products in various ways; making the end users deliver the message among people that they belong to certain criteria and group of people. Therefore, there will always be a high potential for consumers to represent themselves through consuming prestigious position from their status.

## **ii. Peer influence and social comparison**

The various factors that influence the consumer purchasing intentions on luxuries and prestigious products are the Family, social and peers' influences. (Kamal, Sara, Chu, & Mahmood, 2013). conducted a study measuring the effect on purchase intentions of luxurious goods from the social and peers influence, both reflected positive relationships between materialism and purchase intentions. Whereas it the impact of the peers also reflects the consumers identity and possession. highlighted how vanity's moderating effects have an impact on the sensory, symbolic, and functional aspects of premium brand values. According to the study, people are more likely to buy luxury products when they are motivated by things like social pressure and pride. The usage of a fashion accessory from the premium product category, such a shoe, poses a constraint to this study. (Uday, 2018) Other than fashion, it hasn't examined luxury from a broader perspective. It allows individuals to distinguish themselves from those of lower status by displaying their wealth, taste, and exclusivity. (Vigneron & Johnson, 1999) study investigated the connection between prominent consumption and social status. They observed that people with a higher economic wellbeing were bound to participate in obvious utilization to keep up with and build up their situation in the social pecking order. Conspicuous consumption behaviours, in which individuals strategically use consumption choices as signals of their relative social standing, are influenced by social status hierarchies, (Park, In-Hyun, & Arora, 2008).

## **iii. Societal expectations and norms**

In the sight of societal expectation, it pressurises the individuals to purchase luxuries goods especially if they hold a noticeable position in their workplace or among a society that presents and displays their wealth social status in the form of conspicuous consumption of high end and luxuries goods. Conspicuous consumption can be driven by the desire to meet or exceed expectations set by society and the need to conform. For instance, people might feel a sense of urgency to claim specific extravagance brands, show costly belongings, or partake in prominent utilization exercises to acquire social endorsement or keep up with their apparent economic wellbeing inside their local area. Research by (Eastman, Goldsmith, & Flynn, 1999) inspected the impact of cultural assumptions on obvious utilization conduct. They discovered that people were more likely to be involved in conspicuous consumption as a means of meeting societal expectations for material possessions when they perceived these expectations to be higher. Conspicuous consumption behaviours are influenced by societal norms and expectations, as shown by these findings.

## **iv. Influence of social media**

Social media intensity was recently found that using social media increases the consumers self-esteem (Gonzales, L., & Hancock, 2011), people mostly engaging in social networking where they have strong control of the information displayed to others, getting positive feedback enhances their self-esteems and eventually benefiting them social and well being (Valkenburg, M., Jochen, & Alexander, 2006). . in the recent studies in shows that social media may have a reverse impact on the consumers which observingly lead them to more impulsive behaviour (Khan & Dhar, 2006; Wilcox & Kramer, 2011). when people's

self-esteem is improved, and they feel good about themselves they start to lose control and act on impulsive basis.

#### **v. Social identity and group affiliation**

The Social identity theory is that the person represents his/her unique personality based on the group that they belong. People belongs to various groups i.e., race, nationality, orientation, or gender. Studies applied two different criteria that helps these people to be identified; these two sources are personal identity and social identity. Starting from the personal identity it is defined as idiosyncratic individual and a social identity are defined as individual attached to valued groups. Furthermore, to the social identity, people attempt to maintain and achieve positive identity which enhancements their self-esteem among their groups or society. Understanding the role of social identity and group membership in decision-making is important for areas as diverse as politics, consumer behaviour, and organizational frameworks (Hogg & Terry, 2000 ). Policy makers, marketers, and managers need to consider the impact of social identity on decision-making to effectively communicate, influence, and motivate target audiences and individuals within their organisations. there is. Therefore, “Social Identity” is measured as a very important factor that reflects the phycological change that interposes the individual’s decision when intending to purchase.

#### **c. Economic Factors**

The economic factors are the third factor that play a very significant role in the conspicuous consumption influence, some researchers have specified differences in conspicuous and inconspicuous products. Some examples of conspicuous consumer products are automobiles, mobile phones and clothing. Whereas specifying some Examples of inconspicuous consumer products are almost some dairy products such as shampoo, toothpaste, bottled water, and beer (Wong, Amy, & Zhou, 2005).In the context of tourism, Sirgy, Joseph, & Su, 2000 designed a term called destination conspicuousness. A conspicuous consumer is determined where tourists believe they can be observed and/or judged by other consumers. Putting these tourist destinations as conspicuous or inconspicuous would depend on various and multiple factors such as culture, country of origin, resident regions, age, gender, income level, and other consumer social demographics. Putting into attention that the economic factors interact with social, psychological and culture factors shaping the consumers behaviours and motivation the economical keys that indicates the impact of individuals engagement in the conspicuous consumption.

#### **i. Disposal income and wealth**

The income has a great capability to influence the purchasing intention of a consumer. The higher the income the higher purchasing potential, which give more opportunity for the buyer to spend on luxuries goods and products, whereas consumers with lower income spend almost most of their income on necessity and basic needs. Such as clothes and groceries. Researchers indicated that individuals with higher level of disposable income tend to exhibit more and would be willing to invest more, purse greater risks and start their own business. This style of decision-making often focuses on long-term financial goals such as retirement savings and long-term wealth building.

On the other hands, people with lower disposable income tend to have a more cautious decision-making style. We may prioritize immediate financial needs, such as paying bills or managing day-to-day expenses, which may limit our ability to take risks and make long-term investments. This decision-making style is often driven by the need for financial stability and a emphasis on short-term persistence rather than long-

term growth. It is very important to note the difference between disposal of wealth and income along with decision-making styles. It can vary among individuals from their circumstances and values (Harrison & Klein, 2007 ).

## ii. Income inequality

A consumer purchasing power increases proportionally with their level of disposable income. The money and income have a great effect despite of the economy as look as the fundamental necessities is referred to as disposable income. Increased discretionary income results in higher spending on a variety of goods. However, as disposable income decreased, consumers spent less on other products. The combined income of the family's members in one home is referred to as one family income. When there is more household income in one house, there would be higher probability of availability and intention to purchase daily necessities and extras. A higher family income encourages consumer ability to make additional purchases. Studies have found that income inequality can lead to different decision-making patterns. In societies with high income inequality, Consumers at the bottom of the income distribution often face limited resources and opportunities. This helps focus on immediate needs and can lead to a more risk-averse decision-making style. Lack of financial security or resources discourages individuals from taking long-term risks or investing in education, entrepreneurship, or other means that may improve their economic prospects. It can get difficult.

On the other hand, individuals at the top of the income distribution in unequal societies may exhibit more aggressive decision-making styles. With access to more resources and opportunities, they may be able to pursue riskier ventures and make long-term investments. This decision-making style is often associated with a focus on accumulating wealth and achieving financial goals (Bisin & Verdier, 2000). The intention conspicuous consumption is to purchase additional luxuries that a person might not have been able to afford when there is extra income available for the family. The amount of savings an individual that they wish to make from his or her income has an essential effect on their purchasing decisions. If an individual chose to increase his savings, his spending on purchases would go down. Therefore, if a consumer intends to spend a greater amount of cash, nearly all his income will be spent toward purchasing goods.

## iii. Economic growth

Consumers habits and decisions highly depends on the country's economic situation. When a nation's purchases power is high it reflects the wealthiness of the consumers in terms of purchases and supplies; experiencing positive economy allows the consumers to spend on luxurious products confidently. Whereas on the other hand in country where the country may have weaker potential it reflects the purchasing power due to unemployment or low incomes carrying forward the model of low purchasing power. Research should during the periods of economic growth, both individuals and individuals tended to adopt assertive decision making styles. New opportunities adapted the consumers demand and improved financials conditions. People may be more inclined to take risks, pursue entrepreneurial ventures, and invest in long-term projects that benefit from market expansion. Moreover, economic growth often leads to improved access to infrastructure, technology, and resources. This gives individuals and organizations more options and skills in the process of decision-making. They would have access to better information, market insights and networks, enabling them to make more informed strategic decisions. (Acemoglu, 2012).

#### iv. Consumerism and Materialism

Materialism is term that refers to extra importance that people give to the materials and matters that is in one's life (Goldsmith, Earl, & Clark., 2012). Whereas on the same hand, Conspicuous consumption, defines the purchasing performs and leisure that arises aiming labelling association in the upper social class (Georgios & Fitchett, 2012; Podoshen, S., Li, & Zhang, 2011) pointed out that this has disturbed individuals who stand up for deeply held ideals and traditions that are centuries old. Their primary concern is the rapid deterioration of their desire as they acquire material wealth. The materialism concept has widely spread and has been studied by researchers on different scopes. The studies reviewed the materialism in the individual and their beings in the society (Twitchell, 1999), pointed out the materialism is an indication of success and pleasure. Where on the other hand, (Podoshen, S., & Susan, 2012) stated that it stressed the wealth and possession of life and highlighted that it may lead to happiness to some consumers.

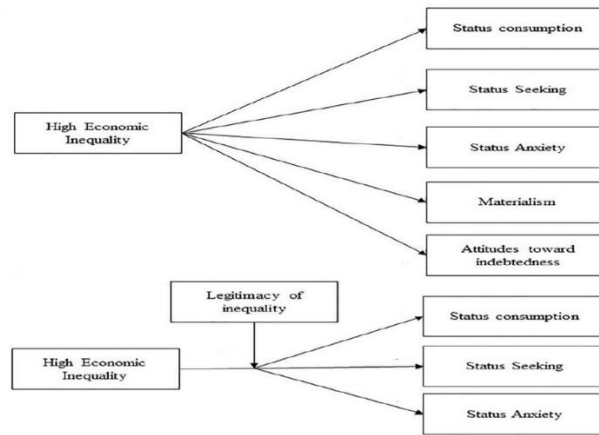
On the positive side (Bell, 1984) admitted that it is a necessity personality trait of a person's, nevertheless according to (Marsha & Dawson, 1992). it may cogitated as value for the consumer. A collection of deeply ingrained notions regarding the value of material items in a person's life are referred to as materialism. The scale with three dimensions of centrality, happiness, and success were created to assess a person's materialistic values. Materialism differs across the sexes, according to studies done in the US's north-eastern states (Brenda & Podoshen, 2013). Studies done in China show that both men and women's materialistic tendencies are increasing. Women, however, value possession acquisition more than men do (Workman & Lee, 2011; Fang & Podoshen, 2017). This is because they think that possessing items will enhance their levels of satisfaction and happiness.

#### v. Availability and accessibility of the credit

Offering the consumers credit limit easiness the process of purchasing goods, as it is considered as a high promotion for the consumer to spend and for the sellers to sell due to the term of credit, or other payment methods that maybe instalments, hire purchase , bank loans and various credit options that the market offers the consumer giving them the flexibility for conspicuous consumption, With credit readily available, businesses and individuals can access funds to invest in new projects, expand their businesses, or make big purchases. This could boost economic growth, job creation and increased consumption. Conversely, the lack of credit availability can hinder economic activity and limit investment and spending. Accessibility to credit refers to the ease with which an individual or business obtains credit. It is influenced by factors such as creditworthiness, collateral requirements, documentation process and lending practices. Accessible credit enables credit and lines of credit to be secured by a wide range of borrowers, including those with varying credit ratings and those with limited funding sources. The availability and accessibility of credit can have both positive and negative outcomes on the economy. On one hand, it is an easy access that giving excess credit can lead to over-borrowing, leading to financial instability and an unsustainable accumulation of debt. This was evident during the 2008 global financial crisis, when lax lending practices and a surge in subprime loans contributed to a severe economic downturn. On the one hand, restricted access to credit can hinder economic growth, especially for small businesses and individuals with no credit history, ((IMF), 2015). High scored consumer has a higher privilege in purchasing comfort and luxuries goods, and availability of the liquidity in the market; customers liquidising their assets attend to purchase more luxuries. Cash, securities, savings are example of liquid assets; and as well-known consumers with higher assets liquidity has higher potential and confidence in buying luxury goods.

**vi. Social and Economic Mobility**

Figure 4 Conspicuous consumption and the economic development of countries (Schiffman & Kanuk, 2007)



The conspicuous consumptions vary in each social class based on motives and behaviours the conspicuous consumption also varies based on the economic development of the country itself; from stating the countries as developed, undeveloped and developing Figure 4 (Schiffman & Kanuk, 2007). Putting it in the write word the economic development of a country hugely impacts the individual’s conspicuous consumption. Even if material prosperity and belongings are permitted on a personal level, conspicuous consumerism won't be practiced because no status or attention is gained. Second, given the state of the nation's economy, an ostentatious display of materials would be considered socially undesirable. ostentatious consumption however, the number of wives and children in a population can be determine and can take place in undeveloped, this is as per (Chaudhuri, Roy, & Majumdar, 2006).

Table 3 Hierarchy of conspicuous consumption and Maslow’s hierarchy of needs (Schiffman & Kanuk, 2007).

Hierarchy of Conspicuous Consumption	Hierarchy of Needs
Upper Class Is the Status consumption Consume to maintain the status Consume to be different from others in terms of Brand, quality and scarcity	Self-Actualization (self-fulfillment) Ego Needs (prestige, status, self-esteem)
Middle Class Conspicuous Consumption Consume to achieve the higher status Visibility and brand image	Social Needs (belonging)
Lower Class No conspicuous consumption Consume to satisfy basic needs	Safety and Security Needs (stability, security) Physiological Needs (clothing, food, shelter)



**vii. Conspicuous consumption in undeveloped countries**

The following are the economic and social traits of underdeveloped nations. First, countries rarely have an economic surplus; instead, resources are generated and used all at once. Additionally, surplus materials are owned by the public rather than by private parties. The that are materials that are managed and given to community consumers by the governments since they are consolidated inside it. Additionally, social rank is inherited rather than acquired, and if it is, it is done so by social influence rather than material wealth. These differences in less developed nations have a significant impact on their conspicuous consumption habits. First off, in this type of economic climate, conspicuous consumption is meaningless since people do not place much value on material possessions.

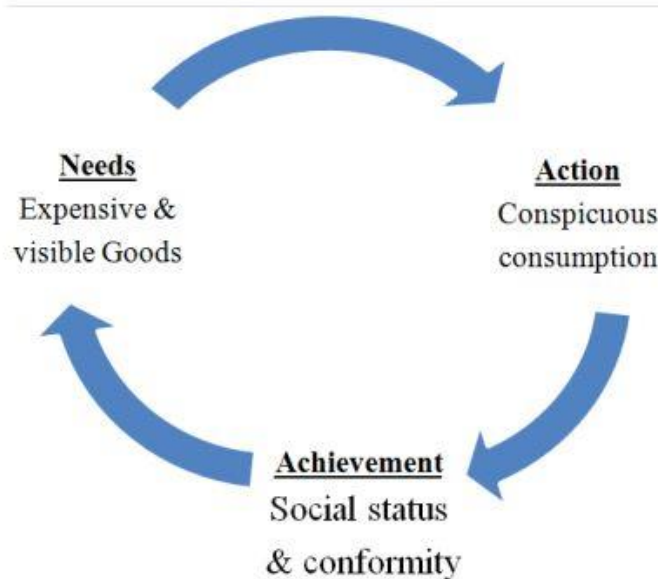
	Undeveloped Countries	Developing Countries	Developed Countries
Economic Characteristics	- Seldom economic surplus - Public wealth - Inherited status	- High economic growth - Personal wealth - Achieving status	- Affluent societies - Wide spread of wealth - Impersonalized Relationship
Main Purpose	- Pride	- Achieving status - Recognition	- Maintaining status - Differentiation

Table 4 Conspicuous consumption by economic development of countries (Schiffman & Kanuk, 2007).

**viii. Conspicuous Consumption in Developing Countries**

In developing countries three forces drives the conspicuous consumptions. Starting from High economic growth that generates financial resources that are in existence within nations. Secondly the possession of wealth by individuals; so, with these factors it directly influences the birth and existence of the middle class. And lastly the social status, that is associated with wealth that serves as the main inspiration for consumers. As mentioned earlier in Maslow’s hierarchy of needs in Table 3 (Schiffman & Kanuk, 2007), Consumers proceeds directly to the higher level of desires when they are pleased with their lower level of needs amassing wealth and satisfaction. Leading us to a quick support that the After acquiring income and satisfying their basic wants, lower-level individuals start pursuing higher desires like status and belonging. Due to their persistent desire to demonstrate their social status to others, the middle and upper classes are therefore the most conspicuous buyers. However, only a small portion of the middle class still enjoys plenty of money. The main conspicuous consumers are typically from the upper class. Their consumption of goods is characterized by being pricey, focused on luxury brands, and socially noticeable. In Figure 5, it illustrates the conspicuous consumption dynamics in a developing country: the expensive needs and social appearance arises, in the second place is the conspicuous consumption and in the third place comes the visualization of the high status and social class, therefore the conspicuous consumption never stops.

Figure 5 Cycle of conspicuous consumption in developing countries (Holt, 1998; Mason R. S., 1981)

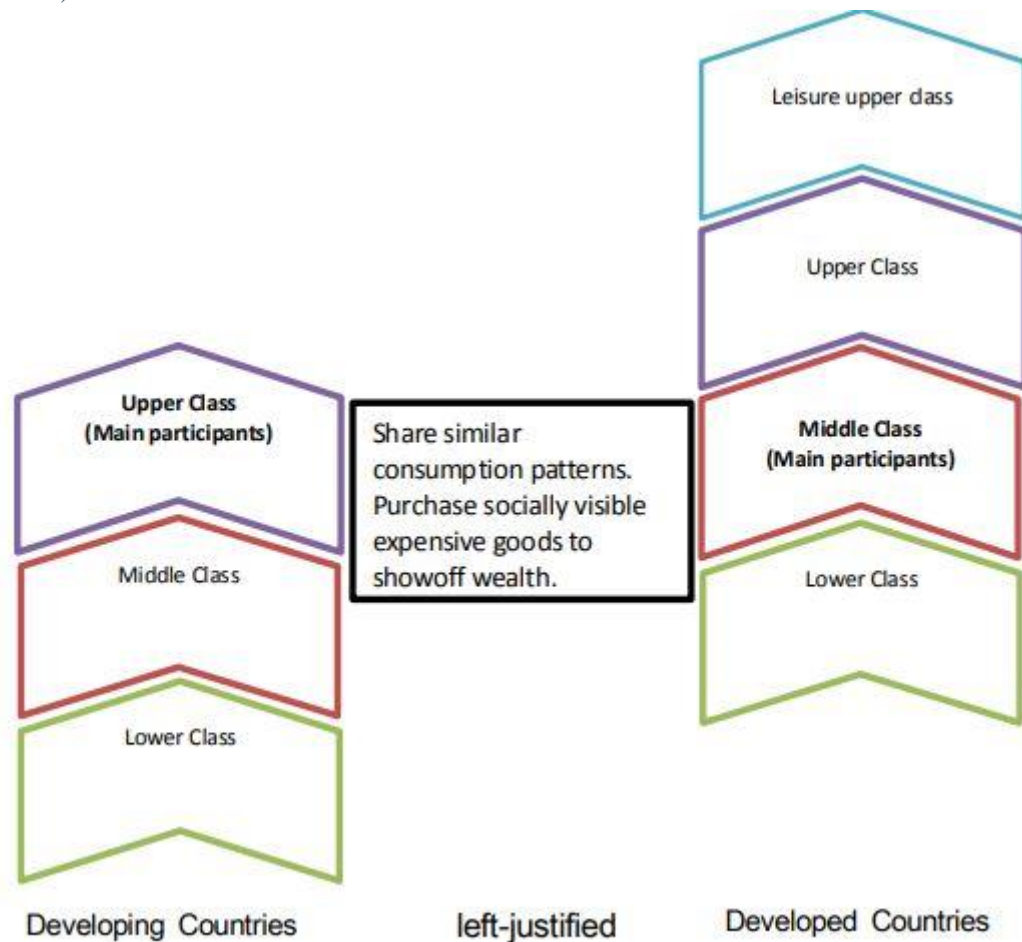


#### ix. Conspicuous Consumption in Developed Countries

The four distinct outlines of the conspicuous consumption appearing in the developed countries. Firstly, the individuals continuing to purchase expensive products to express their wealthiness and their prestigious class among individuals, whereas individuals in the second class may attend to purchase luxuries goods desiring to be recognized by the members of the society by conspicuous consumptions through expensive and valuable goods to show off and impress their peers. (Figure 5).

Secondly, individuals admitted that other ways to display and reflect others such as delectable interests, education, and occupations, more often rather than conspicuous spending (Chaudhuri, Roy, & Majumdar, 2006), As per (Mason R. S., 1981) these new thoughts leads consumers to status consumption purchasing products that not only products and spendings explains the consumers' status and self-satisfaction. In other words, consumers consume for themselves, not for others or the public. This behaviour is endorsed to the social adjustment social mobility and impersonalized connection (Mason R. S., 1981). Thirdly, individuals especially the higher societal grade, they pursue with variety instead of consuming products that most people own, even if the products are luxury brands. This variety pursuing behaviour is due to the occurred awareness that the ownership of luxury goods as a signal of social status that is extraneous (Holt, 1998; Mason R. S., 1981). The wide accessibility of various credit cards, luxury goods at lowered prices, and copies are some examples which assists this observation. Which results in individuals focusing on a variety of products, that helps the individuals differentiate themselves from other people within the same social class. This variety seeking behavior esteems and creates a demand for many products which represents new trends of conspicuous consumption.

Figure 6 Conspicuous consumption shift between developing and developed countries (Holt, 1998; Mason R. S., 1981)



Lastly, Leisure class's concept has been remerged, Veblen (1934) claimed that the higher social prominence reflects the consumers spending or display's the luxurious life. Nowadays, the leisure class is disappearing due the middle - class that appeared into the economy and wealth is displayed broadly through society. There as, the owning luxurious goods is lost its potential in the developed countries this is as per (Holt, 1998; Mason R. S., 1981). This is the concept explaining the signals that is reemitted from the new upper class working hard to maintain their prestigious status and the upper class enjoying the same luxuriate without needing to work.

### 3. The Driven Force Behind Conspicuous Consumption

The driven force behind conspicuous consumption is various and influenced by different factors. Conspicuous consumption is often driven by the consumers desires to meet certain requirements to be social recognised. Consumers engage in purchasing luxurious goods and conspicuous consumption to signal power, success, and prestige through owning and displaying it and reflect their success, seeking admiration and social validation from others. In Addition, there are symbolic meanings attaches the conspicuous consumptions consumers to luxury goods. Acquisition of these items helps individuals to demonstrate their sense of style, improvement and exclusivity while reflecting a unique personality. Several studies support the notion of conspicuous consumption driven by social cues, status competition, and the pursuit of happiness. For example, a study by (Belk, Ger, & Askegaard, 2003) examined the

motivations behind luxury consumption and found that social cues and status-related concerns were the main drivers of prominent consumption behaviour. bottom.

Conspicuous consuming is additionally strongly driven by the desire to compete with or outperform others, which is motivated by envy and social comparison. Individuals' involvement with conspicuous consuming is stimulated by a complex interplay of motivations that involve aspirational concepts and influences, societal standards, emotional satisfaction, and the effect of marketing and advertising. Similarly, a study by (Frank, Thomas, & Junker, 2019) investigated the role of social comparison and found that individuals prominently use it to maintain or improve their social status relative to others.

## B. Decision Making Styles

The decision-making styles depends mainly on the personality of the individual, as each individual has his own decision-making style based on his abilities and experiences. But (Sprotles B. , George, Elizabeth, & Kendall, 1986) have mentioned that, identifying the basic features of decision-making styles that is central to consumer-interest studies. A consumer decision making styles are defined as a mental orientation characterizing a consumer's approach to making their own choices, it has cognitive and sentimental characteristics as an example, fashion consciousness and quality consciousness (Sprotles B. , George, Elizabeth, & Kendall, 1986). The research results that were conducted by (Thunholm, 2004) indicated that the decision-making styles are not only the reflection of the habits of the consumers but in fact they are the thinking practices that the proposed on earlier research. To in indicate that many factors indicates that influences the consumer decision making styles that are proposed and believed that consumers initial approaches the market with the basic decision-making styles this is as per (Sprotles B. , George, Elizabeth, & Kendall, 1986) . The decision-making styles involves general ability and self-evaluation in initiating and maintain intentions such as self-regulations. (Thunholm, 2004), assumed that this calls for a wider definition of the term decision-making style or a holistic definition that takes the consumer decisions into consideration. Thunholm (2004) agreed that the term decision-making styles is closely related to the term cognitive style, stating that that in many reports on individual differences in decision makings styles, the two terms commonly used as if they were synonymous are Cognitive style in decision-making styles often referred to individuals thinking activities central to the understanding of the decision making process, (Hunt, Krzystofiak, Meindl, & Yousry, 1989), as cited in (Thunholm, 2004; Scott & Bruce, 1995) reviewed the literature and reported two earlier definitions of decision making styles: a habitual pattern individuals use in decision making styles. (Driver M. J., 1979), and individuals' characteristics mode of perceiving and responding to decision making style tasks (Harren V. A., 1979). (Thunholm, 2004) defined that decision making styles could as be called as a situation which includes the reaction, approach and action of the individual who is about to makes decisions.

Following to (Phillips & Paziienza, 1988) Another definition of decision style was mentioned by Scott and Bruce (1995, p. 820) that is as the studied characteristic response design showed by an individual when provoked with a decision situation.is is not a personality trait but a habit-based tendency to react in a certain way in a specific decision framework. (Thunholm, 2004), added that cognitive development has been a topic of interest for developmental theorists and academics for many years (Moshman, 2011; Piaget, 1972) is one theory that has been at the foreground of cognitive development. According to (David & Katherine, 2014; & Piaget, 1972) they have been presenting a Four-Phase approach on cognitive improvements that included the concrete operations, preoperational, sensorimotor, and formal operations stages. Adolescence is when people typically enter in the fourth stage of formal operations, which are

associated with logical reasoning, abstract thinking and problem-solving abilities that remain crucial for decision-making (Becher & Matthew Schwartz, 2008). Previous research has recognized that there are their ways to a characterize a buyer decision-making style, the shopper typology approach, the shopper characteristics approach, and the psychographics / lifestyle approach. (Sproles & Kendall, 1986),

The customer typology approach looks for shoppers into bunches or sorts that are related to retail provision (Bellenger & Korgaonkar, 1980; Darden & Reynolds, 1971; Darden & Ashton, 1974). The consumer considers have centred ordinarily on particular items, item bunches or on the common retail commercial centre (Westbrook & Black, A motivation-based shopping typology, 1985). The psychographics / lifestyle approach recognizes over various characteristics that are related to consumers conduct based on common identity characteristics or could be conducted based on common needs and values that are related with the common exercises of consumer's interface of lifestyles, (Lastovicka, 1982; Wells, 1974). In conclusion, shopper characteristics approach underlines the cognitive and full of feeling introductions towards acquiring in shopper decision-making styles (Westbrook & Black, 1985). By this approach it holds the presumption of the customers that have cognitive and emotional introductions to prevent and determine their buyer decision-making styles; (Fan & Xiao, 1998; Sproles & Kendall, 1986).

When people make important decisions, a variety of decision-making styles that have been observed by (Phillips R. J., 2014). Vigilance, Defensive avoidance, hypervigilance that are further split to procrastination and buck passing, these are the four decision-making styles identified by (Janis & Leon, 1977); (Cenkseven Önder, 2012). The idea that there is enough time to consider other options separates these decision-making approaches. They take different approaches to conducting exhaustive, impartial searches for alternatives. Lack of alternative-searching may be caused by delegating decision-making to others or delaying the process of reaching a choice until later. different decision-making types have been found by different researchers. According to (Tinsley & Rushing, 2002; Harren V. A., 1979) distinguished between three types of decision-making styles these are intuitive, rational and reliant. Avoidant and spontaneous decision-making styles were added by (Scott & Bruce, 1995), complement Harran's suggested types (Curs,eu & Schruijer, 2012). Those methods of decision-making styles ranged from evaluations of available option to decisions based on intuition and based on instincts.

These decision-making style techniques included both dependent and dependent approaches, as well as independent, autonomous decision-making. (Johnson, 1978) suggested decision-making styles are commonly based on two factors, (1) gathering information methods; and (2) the information analysis methods. Adolescent thinking is viewed as involving hypothetical substitutes and resolutions in which that are important for making adaptive decisions according to concepts of ideas and concepts of cognition throughout the formal operations period (Klaczynski, 2005). Adolescent cognitive development differs from childhood cognitive development in the formal operations period. Due to the fact that children frequently make decisions and reason without the benefit of abstract cognition or reasoning of (Moshman, 2011 & Shaffer & Kipp, 2014). Therefore, when examining cognitive throughout growth, decision-making is important. The decision-making styles are a learned habit which is considered to be the key difference among styles concerns of the amount of information considered during the decision process and the identified number of alternatives when reaching a decision. (Driver, Brousseau, & Hunsaker, 1990) as cited in (Thunholm, 2004).

## 1. Decision Making Styles Theoretical Concept and Perspectives.

Decision making style theoretical concepts highlighted mostly on Cognitive a behaviour approaches that individual adapted when making their decisions. Intuitive decision making as discussed by (Klein G. , 1998). focuses on the role of intuitive judgements, decision making behaviours explored by Amos Tversky and (Kahneman D. , 2011) examined social influences and biases that affected the decision results and outcomes per individuals, where culture perspectives as per Geert Hofstede, studied and emphasized how the decision-making process shapes by cultural values. Rational decision-making, a study proposed by Herbert Simon underlines optimizations and logical analysis. Simon also introduced the bounded rationality where it uses the heuristics and satisficing and recognizes the cognitive limitations. Finally, the emotional decision-making which was investigated by Antonio Damasio, focused on the emotional influences and intelligence on decisions. Theoretical concepts that are proposed by the authors provided various valuable frameworks for mechanisms and understanding about the decision-making styles. (Kolb, Rubin, & James, 1971) offer a different model of the process of the learning. The basis of the model that is observed learning of integrated process. From these observations' theories develop from which new actions are derived. This process of new actions provides basis for new tangible experiences.

This model suggests two bipolar aspects of the growth of cognitive. The active reactive measurement and the theoretical solid dimension. The active-reactive dimension encompasses a range of behaviours from direct participation to remote observation. The abstract and concrete dimensions range from dealing with tangible objects to dealing with theoretical concepts. (Kolb D. , 1981) later proposed his four learning types connected with learning four stages. a. divergent, b. assimilator, c. convergent, d. coordinator. Diverges are more comfortable between the solid experience and reflective observation phase, where they generate ideas and perceive problems. Scholars sit through out the stages of abstract conceptualization and introspective observation, preferring to define problems and formulate theories. Convergent solve problems and apply ideas in a space of abstract conceptualization and active experimentation. Also, adaptors who are most at home in the space of active investigation and solid involvement carry out strategies and involvement in innovative experiences. Kolb suggested that people improve their ideal learning style. Learning style is the preferred way for an individual to acquire and use information, and the terms learning style and cognitive style are used interchangeably in the literature, However, Kolb throughout his research, he sees learning style as cognitive style that manifest itself in knowing and learning environments, (Kolb, 1976; Rowe & Boulgarides, 1992) also defined decision making styles as a way of visualizing and thinking about different situations. It is how we perceive, understand and it is to respond to them.

The individual's decision-making style is based on their two keys of aspects: the individual's complexity's cognitive and values. The cognitive complexity is defined by authors addressing the tolerance issue to indistinctness. Individuals either have low ambiguity tolerance – that is, they have a high need for decisions) or they may have a high acceptance for ambiguity. The values are determined either on social interests and human factor or on task-related and practical interests. The combination of both aspects results in four styles of decision making that are analytical, conceptual, directive and action. Directives are less tolerant of ambiguity and more task and technique oriented. These people may require a big desire for decision and are willing to consider different rule facts and procedures during their decision-making process. Decision makers usually start with the collection of information by collecting and analysing extracted reports and reviews containing limited information. Herby this explanation is consistent with

(Myers, 1962) description of perception and reasoning as a tendency to work within known facts or they may use their impersonal logic in decision making.

Figure 7 Illustrates the Decision-making style matrix (Jennifer, 2019).



**a. Analytical style decision making**

Analytical decision-making styles refers to an approach where individuals carefully evaluate information, weigh different options, and make decisions based on logical analysis and reasoning. This style emphasizes a systematic and methodical approach to decision making. Recent research showed that people within an analytical decision-making style are more likely to search for information exhaustively, reason logically, be objective, and approach problem solving in a systematic way. (Janis I. L., 1977); (Bonner E. & Sprinkle G, 2002), (Simon H. A., 1977). Analytical decision makers actively seek relevant information from multiple sources and conduct deep research to gain a comprehensive understanding of the problem at hand. They rely on logical and deductive reasoning to evaluate different alternatives, considering the possible consequences, feasibility, and consequences of each option. Objectivity is an important characteristic of the analytical style, as individuals seek to eliminate bias and emotional influence from their decision-making process. Instead, focus on facts, evidence, and logical arguments to arrive at the most rational decision. In addition, analytical decision makers take a systematic approach, breaking down complex problems into manageable components, using decision-making frameworks or models, and following a structured process to analyse and evaluate alternatives.

**b. Directive style decision making**

Directive decision making style refers to an approach where individuals take responsibility for the decision-making process, provide clear direction, and make decisions based on their own judgment and expertise. This style emphasizes efficiency, quick action, and positivity. Several studies have explored the characteristics and benefits of the directed decision-making style.

Studies have shown that people who prefer a directive style tend to have the following characteristics, beginning with *authoritative style* where directive decision makers are active and accountable for the decision-making process. They give clear direction, set goals, and expect others to follow their lead (Vroom & Jago, 2007), Secondly the *Decisive style* where directive decision makers make decisions quickly and confidently. They trust their own judgment and rely on their own expertise to make decisions (Schwenk & Hatrup, 1997). Thirdly, an *efficiency-oriented style* whereas directed decision makers value efficiency and focus on delivering results. They streamline the decision-making process, minimize unnecessary reflection, and aim for rapid action (Yukl, 2010). Lastly *task-Oriented style* that Decision makers are primarily concerned with accomplishing tasks. They focus on the task at hand, allocate resources efficiently, and direct their efforts toward achieving desired outcomes (Vroom & Jago, 2007).

### c. Conceptual style decision making

Conceptual decision-making styles are referring to an approach where individuals focus on their big picture, generate creative ideas, and consider long-term implications. This style emphasizes innovative thinking, imagination, and holistic perspective. Research has revealed the characteristics and benefits of conceptual decision making. People with conceptual decision-making styles typically exhibit the listed characteristics the first style is *Creative thinking style*: Conceptual decision makers excel at generating innovative and imaginative ideas. They think outside the box, explore diverse possibilities, and look for unconventional solutions to problems (Isaksen & Treffinger, 2013). Secondly *Big-picture orientation style*: Conceptual decision makers focus on the broader context and long-term implications of their decisions. They consider strategic direction, overarching goals, and the impact of decisions on various stakeholders (De Wit & Humpert, 2011). Thirdly the *Holistic Perspective Style* where it us a conceptual decision maker considers a situation holistically, considering multiple dimensions, interrelationships, and systemic relationships. They analyse complex problems from different angles and examine how different factors interact (Mintzberg, 1973). Finally *Future-oriented style*: Conceptual decision makers value long-term thinking. They consider trends, predict future developments, and assess how decisions align with future goals and aspirations (Biedenbach & Souder, 1993).

### d. Behavioural style decision making

Behavioural styles of decision making discusses the approach where the individuals prioritize building relationships, consider the needs and preferences of others, and make decisions based on cooperation and consensus. This style emphasizes interpersonal skills, empathy, and group dynamics. Research explores the characteristics and benefits of behavioural decision-making styles. People with behavioural decision-making styles typically exhibit the following characteristics, Firstly *People oriented styles* Behavioural decision makers focus on building relationships and considering the needs and preferences of others. They value interpersonal relationships and strive to build collaborative decision-making processes (Hartmann, 2011). Secondly *Empathetic styles* Behavioural decision makers have a high level of empathy, actively listening to the perspectives of others and understanding their concerns. They consider the emotions and feelings of those involved in the decision-making process (O'Connor, Arnold, & Maurizio, 2004). Thirdly *Consensus-seeking styles* Behavioural decision makers seek consensus and seek input from multiple stakeholders. They respect different opinions and actively participate in discussions to reach collective agreements (Hartmann, 2011) Fourthly *Communication skills styles* Behavioural decision makers are good communicators, communicate their ideas effectively, and actively listen to the opinions of others. They



encourage open dialogue and ensure that information is shared transparently (O'Connor, Arnold, & Maurizio, 2004).

## **2. The Driven Force Behind Decision Making Styles**

The fundamental claim made in this study is that materialism affects how consumers make decisions. This supports the claim made by (Moschis, 2009) that a life course event results in the development of human capital (skills and knowledge), which in turn affects consumption. The transition of a child into adolescence is a milestone in life that involves both cognitive and social development. According to (John, 1999), this developmental process happens when youngsters grow into adult consumers in a sequence of stages (perceptual, analytical, and reflective). Children who are in the perceptual stage exhibit limited decision-making skills and are conversant with market notions. Children are more adaptable and attentive to the market during the analytical stage, which significantly alters the stages of consumer decision-making. The introspective period, where kids become teenagers, is the most important one, nevertheless. Consumer judgments are made at this level using sophisticated information processing and social skills. Children learn several facets of being a consumer as they enter adolescence, making judgments about brands and eventually the foundations of the consumer marketplace (John, 1999). Studying this age group of customers who can make sophisticated purchases is therefore crucial. Such consumption decisions of an individual are related to materialism, which is a multifaceted construct (Moschis, 2009) Because of this, the life course model of consumer behaviour developed by (Moschis, 2009) takes into consideration the intricacies of social and behavioural sciences and serves as a foundation for research into the ideas of materialism and consumer decision-making.

### **a. Personality traits**

Personality traits have strong impact on different styles of decision making. Personality traits could be defined as the mechanisms and psychological traits within individuals whom are organized and relatively enduring which influences their interactions and adaptations to physical, intrapsychic and social environments. (Larsen, Najle, Lifschitz, & Virkel, 2012). They affect feelings, actions, and pattern of the consumer to consumer, it is also referred and defined as actions and social adaptations that affects consumers values and behaviours (Boyle & J., 2008; Krauskopf & Saunders, 1994). According to (Winnie & Gittinger, 1973; Costa & McCrae, 1992) this openness to the experience which are concerned with curiosity, intelligence, and inspiration, the first of Big Five elements. Reliability, the second item on the list, is concerned with qualities like organization, reliability, and goal-orientation. The third element, "Extraversion," is related to social interactions, excitement, and friendliness. "Agreeableness" is the model's fourth component. Research on human decision-making performance is ongoing from the emotional, cognitive, and normative viewpoints as viewed in global Business, 2011. The psychological perspective assesses consumers choices considering the requirements, interests, and principles the person is seeking. The process of making decisions is seen as a constant process incorporated into interactions with the environment, according to the cognitive perspective. The examination of individual decisions from a normative viewpoint focuses on the rationality and logic behind decision making as well as the invariant choice they produce (Kahneman & Tversky, 1979).

**b. Values and beliefs**

Beliefs and values impact the consumers decision making and act as a major influence on them Values serve as the basis for decision-making and reflect what individuals believe to be important and desirable. They may include moral, ethical, cultural, and personal values. For example, people with strong moral values may prioritize honesty over integrity in decision making, even if it means facing potentially negative consequences. Sage Publications. (Schwartz, Kim, Kagitcibasi, Choi, & Yoon, 1994). Cultural values also play an important role as they influence an individual's sense of identity, norms, and behavior Hofstede, G. (2001) stated these cultural values can influence decisions related to family, social relationships, work, and spirituality. Beliefs, on the other hand, are individual subjective assessments of what they perceive to be true or valid. Beliefs can be influenced by personal experience, sociability, education, and exposure to information. They shape the consumers awareness of the world, the understanding about the causality, along with judgments about the likelihood and desirability of certain outcomes (Ajzen & Beckmann, 1985). For example, a person who strongly believes in the effectiveness of alternative medicine can make medical decisions based on that belief even when scientific evidence contradicts it. Values and beliefs interact in the decision-making process.

Values represent the overarching principles and goals that an individual seeks to uphold, while beliefs influence an individual's understanding of how to achieve those values and the expected consequences of various decisions. give. Congruence or conflict between values and beliefs can influence the outcome of decision-making and the level of individual commitment to decision-making (Feather, 1995). It's important to note that values and beliefs can vary between people, cultures, and situations. What is considered important and valid in one culture or may be different for an individual in another culture or individual. Moreover, values and beliefs can evolve over time as individuals are exposed to new experiences and information. Greater integrity was displayed by those whose principles emphasized personal development and contributions to others over personal gain and who thought their actions were in control rather than being dictated to them. These findings' consequences for comprehending leader integrity are highlighted.

**c. Experience and expertise**

Previous experiences and expertise in a specific category affect the decision-making styles. Whereas the experienced professionals often count on the patterns and recognition based on their knowledge, Expertise in decision making has two approaches has taken into consideration in decision making are the classic approaches focusing on the analytics and the prescription optimal decision strategies, the study suggested that the good decision makers gathers more information and lists a different choices then evaluates them before attempting of an approach, this differentiates them from poor decision makers. Different strands on this research's focuses on decision makers cognitive decisions. The poor decision making happens due to some biases during gathering the information of a certain product. Searches mostly studied situations where they not appropriate to lead them to poor decision making that results in poor outcomes (Cohen, 1993). Another reason that would lead to a poor decision making is made under pressure and where decisions are not made due to incomplete information, nuclear goals, time limitation or there could be no necessary answer to it.

Furthermore, there is the second type of approach which is an expert decision making; according to their experience, but an expert decision maker often decides and takes their decisions that suites the circumstances and what is right on taking this action. Or it is called as the naturalistic decision-making

approach. (Zsombok, 1993) Where the decision makers could generate different course of action depending on the situations, they tend to spend most of their mental resources are spent on assessing solutions and the mechanism of taking the decision making.

#### **d. Decision context and complexity**

Purchase is often valued in business administration because it affords organization and consistency. At this point, it should be highlighted that the rising the gap among theory management and company behaviour that has developed over time provoked the development of an entirely novel framework that aims to guarantee the constructional consistency of both fields of study. Four aspects that make up what is presently the state of events form the basis of this paradigm: systemic management, quality, customer requirements, and innovation. The classical approach's functional organizational structure is currently being transformed into process-based or network structures, which are more flexible and adaptable to changes in the environment. This is just one example of how shifts in the paradigm manifest themselves in various aspects of how an enterprise operates. the natural world. Because order in complex organizational systems emerges by nature and is created through the interaction of several actors, complexity is said to be coherent in hindsight (Snowden, v) Figure 8 depicts the 10 properties of complex systems that (Cilliers, 1998); (Franke V., 1998) Frank identified. Given the complexity, management should adhere to three basic values collaboratives, decentralized, and adaptive Management. (R. & Jones H., 2013). The decision making nowadays in complex environment that requires effective actions in uncertainty conditions and rapid change.

The complex environment in strategic decision making requires instruction metacognitive talents that specify leaders of decision-making choices they can use while dealing with emerging circumstances. The development of adaptive and innovative decision making is also required in the decision-making models which goes the thinking highlighting the rational decision model, which has shaped in a traditional decision-making strategy. Management of the complexity should follow three main principles the Decentralized, Collaborative, Adaptive Management (R. & Jones H., 2013).adaptable decision-making models that go beyond the linear thinking underlying the rational actor models that have shaped traditional strategic decision-making (Franke, Keinz, & Steger, 2009). (R. & Jones H., 2013), highlighted her three main obstacles to changing current management views.

First, there must be a mental adjustment among important decision-makers (such as funders and program directors) so they can deal with the uncertainty of increasingly difficult jobs or circumstances. The 'command and control' management paradigm has to be abandoned, and decision-makers need to be more receptive to flexible strategies that can adapt to changing conditions and incorporate lessons from past experiences. They should practice risk management rather than trying to minimize risk and sticking to inflexible plans since a regulated and risk-taking approach during implementation can be more successful. Secondly, integrating new methods, processes, and be more flexible with management with current methods, frameworks.

Thirdly, existing incentives and agency structures must be modified (especially about resource distribution and accountability). Current implementation results-based management procedures and guidelines must remain changed to address their frequently unexpected impacts in challenging or complex circumstances.

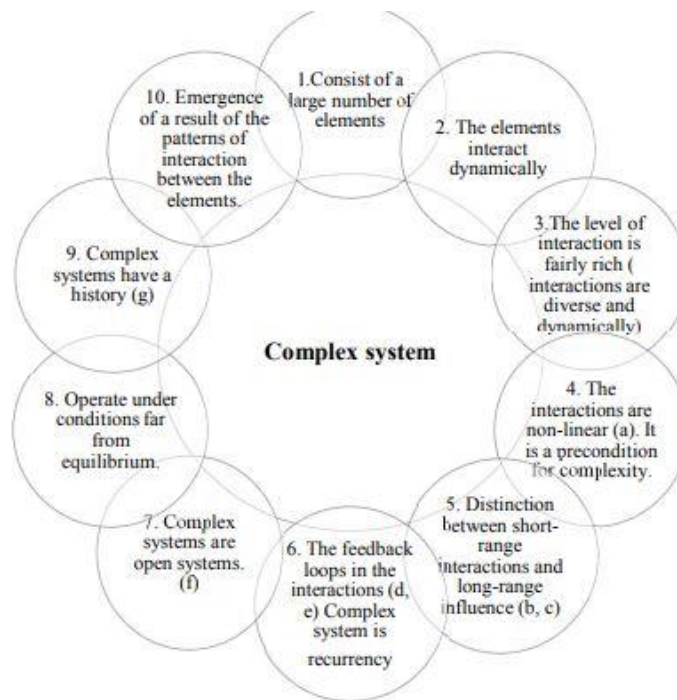


Figure 8 The characteristics of complex systems

- A- It is a requirement for complexity.
- B- The short range: Information is received primarily from instant neighborhoods.
- C- The long range: Inspiration gets modulated along with can be suppressed, altered in number of ways, or enhanced.
- D- Positive: Simulating and enhancing.
- E- Negative: Inhibiting and detracting.
- F- They interact normally with their surroundings, and it is often hard to define the border of a complex system.
- G- Enrolment is not only through time; the past is responsible for the present behavior. Any analysis of a complex system which ignored the dimension of time is considered incomplete.

#### e. Social Cultural influences

Moving to the influencing factors that affects the decision making styles is social and culture norms escorted with the societies expectation that shapes the decision making, Culture, defined as the shared beliefs, values, and practices inside a precise social group, greatly influences the decision-making process (Hofstede G. , 2001). Cultural values and norms shape individual preferences, priorities, and decision-making methods. For example, prioritizing individual goals and independence tending due individualistic cultures, whereas collectivist cultures highlight group synchronization and interdependence (Triandis, 1995). These cultural differences can influence decisions about individual performance, collaboration, risk-taking, and resource allocation (Leung, Bond, & de Carrasquel, 2002). Social norms, or shared expectations of appropriate behaviour within a particular social group, can also influence decision-making. People often follow social norms to gain approval, avoid social sanctions, and maintain social relationships (Cialdini & Goldstein, 2004). The existence of social norms can influence decisions related to conformity, cooperation, and ethical considerations (Deutsch & Gerard, 1955). Social interactions and interpersonal relationships greatly influence the decision-making process. Opinions, advice and experiences of others can influence individual perceptions, beliefs and decisions. For example, social influence processes such

as conformity, submission, and information-driven social influence can influence decision-making through a desire for approval, authority, or information (Asch, 1951); (Milgram, 1963) In addition, social support and pressure from colleagues, family, and social networks can influence decision-making in areas such as career choices, health behaviours, and consumer choices (Berkman, Glass, Brissette, & Seeman, 2000) (Bicchieri, 2006). Broader social structures such as economic systems, political backgrounds, and institutional frameworks also influence decision-making. These structures can shape the options, constraints, incentives, and opportunities availability. As per (Thaler & Sunstein, 2008), For example, an economy that emphasizes competition and individualistic values can influence decisions related to career choices, entrepreneurship, and financial behaviour (Frey & Jegen, 2001). briefly the social culture influences shapes in the individuals or as collectivism, or could from social pressures, peers and colleagues which plays an important part in taking decision making.

#### **f. Decision-making environment**

A brief to this broad scope of study that there are many characteristics that influences the decision making such as availability and quantity of the needed information and potential consequences. One important characteristic of the decision-making environment in the presence of uncertainty besides the risks. Uncertainty refers to situations in which the outcomes of different options are unknown or unpredictable, while risk includes situations in which the probabilities of different outcomes can be estimated (March & Shapira, 1987). The level of hesitation and risk within the environment can influence decision strategies as individuals prioritize minimizing potential losses or seek opportunities for greater gains. (Kahneman & Tversky, 1979).

Social background also plays an essential part in the decision-making environment. People are often prejudiced by the norms, opinions, and behaviour of other individuals. Social factors such as group dynamics, social pressure, and agreeableness can be influenced by the outcomes processed from decision making. (Bond & Smith, 1996). Where the presence of authoritative figures with hierarchies can also influence decision-making by influencing power dynamics and allocation of resources (Ashford, Lee, & Bobko, 1998).

The availability and accessibility of information in decision-making environments is essential. The quantity and quality of information can affect the accuracy of the decisions made and the ability to consider relevant factors (Simon H. A., 1979). Too much or too little information can present challenges as decision makers need to effectively filter and prioritize information. Cultural and organizational factors also influence the decision-making environment. Cultural values, beliefs, and norms influence the decision-making process, as individuals may prioritize different goals and approaches based on their cultural context (Hofstede G., 2001). Organizational structures, policies, and decision-making processes can shape the environment by providing decision-making frameworks and guidelines. (March & G., 1994). An example to the content, the individual may relay more intuition decision making when they are highly uncertain about a specific situation.

### **3. Factors Influencing Decision-Making Styles.**

Dynamic styles could be impacted with different elements, including individual qualities, situational factors, and social impacts. Eight distinct decision-making styles were identified by both Sproles and Kendall (1986) in their research: stickler, brand-cognizant, oddity design cognizant, sporting, cost cognizant, confounded by-over choice, ongoing, and cognizant (Sproles & Kendall, 1986). One's decision-

making style can be influenced by factors like personality traits, self-concept, and values. For instance, people with a significant requirement for uniqueness might display a curiosity design cognizant style, looking for one of a kind and in vogue items to separate themselves from others. Situational factors, for example, time pressure, item inclusion, and data accessibility can likewise impact dynamic styles. Additionally, cultural influences have an important influence on different styles of decision making. People's partialities for decision-making styles can be shaped by socialization processes, cultural values, and norms. For instance, Durvasula's research in (1993) stated that consumers' decision-making style varied significantly in different cultures when they looked at the impact of diversity cultures on the consumer decision making in various nations. (S, Lysonski, & Andrews, 1993). These discoveries feature the complex idea of variables impacting dynamic styles. Consumers decision making are influenced from categorized and various influences such as Situational, cultural and individual factors. Here below are some of the key factors.

#### **a. Rational decision making**

The theory behind the rational decision making begins by setting alternatives that faces the decision maker. Analysts of specific choice scenarios typically only consider a small number of abstract alternatives that convey the significant or intriguing distinctions between the options. Researchers have suggested two feasible relations between cooperation and the generations of ideas, study resulted by (Paulus & Brown, 2007). Firstly, cooperation includes adhering to societal conventions and accepting the influence of other individuals' ideas, thus inhibiting the generation of idea. Otherwise, shared collaboration involves participating in the ideas of other group her members, facilitating the repossession of thoughts from related information, and stimulating generated ideas. Studies have shown that interaction to the ideas of others pretends idea creation (Nijstad, W, & Lodewijx, 2002), upsurges the recall of exclusive ideas (Leggett, K., & Paulus, 2005). The hypothesis is supported. We therefore conclude that perceptions of an individual's rational decision-making style are a positive link between the perception's appraisal of the individual's openness or capacity and the perception's aim to be involved in cooperation. We propose that it is implicitly and confidently related to the cognitive consumers task performances. The complete spectrum of conceivable actions frequently proves to be beyond comprehension, especially in dilemmas of what to do. The discipline of decision analysis discusses how to make these modelling decisions and offers practical methods and recommendations. Additional modelling methods are provided by recent work on Bayesian networks. Numerous effective knowledge- based systems are built on the foundation of these models and the accompanying inference procedures.

The rational decision making are influences by various factors that defines or analysis logical data, optimization, and evaluation of an objective.

Below are factors of the rational decision-making that affect the decision maker:

1. Information availability: the availability and reliability of a and information is very important when intending to purchase, this depends on the accuracy and comprehensive data available to help the decision makers make their decision relying on evidence and facts.
2. Decision Criteria: understanding the clarity of the criteria against an alternative object in time cost and efficiency or could be qualitative in such as satisfaction, quality, and sustainability.

3. Analysis and evaluation: The rational decision making needs to analyze and evaluate the availability of an object, in other words they access alternatives in the same criteria and analyze the benefits, risks and trades in comparison when the available options.
4. Cost benefit analysis: it is essential for the rational decision makers to conduct cost analysis to weigh the benefits against the costs that occurs helping them maximize the benefits before intending to purchase.
5. Time and resource constraints: decision makers strive to achieve the most efficient and possible outcome within time limitations in tradeoffs between variants such as cost, quality, and time.
6. Decision transparency and accountability: decision makers should be able to express their choices from a logical perspective and evidence available when intending to purchase.
7. Optimization: the decision makers aim to find the highest value between the options when optimizing their expected utilities.
8. Probability and risk assessment is the main factors that inspires rational decision to assess the risks which are associated with other options, it is to be considered of different outcomes when analyzing the risks against the outcomes.

#### **b. Intuitive decision making**

The intuitive decision making is referring to the development of the decision makers choices that are based on unconscious cognitive and feelings rather than analysing and deliberations. Research show that intuitive decision-making can be beneficial in certain situations. Intuition helps individuals quickly assess complex information, recognize patterns, and make decisions efficiently. (Dane & Pratt, 2007), This is particularly useful when dealing with time-sensitive or ambiguous situations, or when relying on expert knowledge and experience. (Kahneman & Klein, 2009). Intuitive decision-making is also beneficial for creative problem solving as it enables new insights and non-linear relationships (Dane E. , 2010). However, intuitive decision-making styles also have limitations. Intuition can be affected by cognitive biases, heuristics, and emotional states, which can lead to errors and suboptimal outcomes (Kahneman D. , 2011). Furthermore, relying solely on intuition can lead to overlooking important information and ignoring logical thought processes (Marteau, Hollands, & Fletcher, 2010). Hence, it is essential to recognize situations and conditions which intuitive decisions are most effective. Understanding the contributed factors to intuitive decisions that can make influence decision-making strategies. For example, research suggests that subject matter and domain-specific knowledge can improve intuitive decision-making by enabling pattern recognition and automated information processing (Klein G. , 1998). Furthermore, promoting metacognitive awareness and reflection helps individuals assess the reliability of their intuitive judgments and recognize when additional analysis or input is needed (Epstein, S., Denes-Raj, & Heier, 2016). It also relies on the pattern, expertise and past experiences associated with the quick decisions. Below are various factors that contributes that influence the decision maker:

1. Expertise: Intuition is often based in expertise on a specific domain, which comes through years of experiences and practices that developed a deep clarification of specific patterns and area of expertise allowing them making accurate decisions.
2. Pattern recognition: the decision makes relies on their ability to recognize the similarity between their current situation and previous experiences.
3. Unconscious processing: it involves the unconscious cognitive level resulting in generating solutions without analysing and reasoning.

4. Rapid decision-making fast decision making particularly where the situations are critical and have time limitation.
5. Cognitive fluency: the decision makers speed and ease during processing the information this occurs when the decision maker is familiar to the situation and often rely on intuition.
6. Emotional and somatic markers: Emotions play a huge role in decision making, where emotions serve the decision makers by signaling them with positive and negative outcomes.

### **c. Impulsive decision making**

An impulsive decision is often driven by emotions, immediate desires, and a sense of spontaneity. When buying something impulsively in Turkey, individuals may be influenced by factors such as the excitement of discovering a new item, the thrill of a limited-time offer, or the desire to indulge in a spontaneous purchase. Impulsive decision-making can lead to a swift and impromptu purchase without thoroughly considering the practicality, long-term value, or potential consequences. Impulsive buying can provide instant satisfaction and gratification of desires. Impulsive decision-making patterns have been linked in research to several undesirable outcomes. As an illustration, rash financial decisions may result in excessive debt, bad investment decisions, and financial instability (Lown, M., Bohnert, & Silva, 2016). Impulsive decision-making in relationships can lead to conflicts, rash splits, and shaky alliances (Nelson, E., Baguley, & Adams, 2017). Additionally, impulsive behaviour such as substance abuse or risky sexual behaviour can raise the possibility of adverse health effects (Peters, R., Upton, & Baer, 2018). Instability in decision-making is caused by a variety of underlying factors. According to some studies, the prefrontal cortex, which oversees inhibitory control and rational decision-making, is one neurobiological factor that may be connected to impulsive behaviour.,2010. In other studies, the importance of personality traits in predicting impulsive decision-making styles, such as high sensation-seeking or low conscientiousness, is emphasized (Whiteside & Lynam, 2001).

It takes a comprehensive approach to deal with impulsive decision-making patterns. By identifying and challenging impulsive thoughts and behaviours, people can replace them with more deliberate and rational decision-making processes using techniques like cognitive-behavioural therapy (CBT) (McMurrin & Howard, 2009). (Stephens-Lewis, et al., 2021) In addition, self-regulation training and interventions like mindfulness meditation have shown promise in lowering impulsive decision-making tendencies. It adds an element of surprise and excitement to the shopping experience. Impulsive decisions may overlook important factors such as budget constraints, practicality, or the actual need for the item. There is a possibility of regretting the purchase once the initial excitement fades away. Impulsive buying can strain one's budget or lead to unnecessary expenses.

### **d. Emotional decision making**

Emotional decision making here indicates the procedure of deciding the decisions that are connected to feelings, emotional responses, and intuitions rather than relying on object information. Emotions plays a signification role when the consumer intends to purchase, it also shapes their judgments and choices. The outcome of emotional decision making varies in various contexts, ranging from personal to business decisions. Research highlights equally the negative and positive aspects of emotional decision styles. On one hand, emotions provide valuable information and contribute to intuitive decision-making processes. Emotions can lead individuals to make decisions that are aligned with their values, desires, and personal

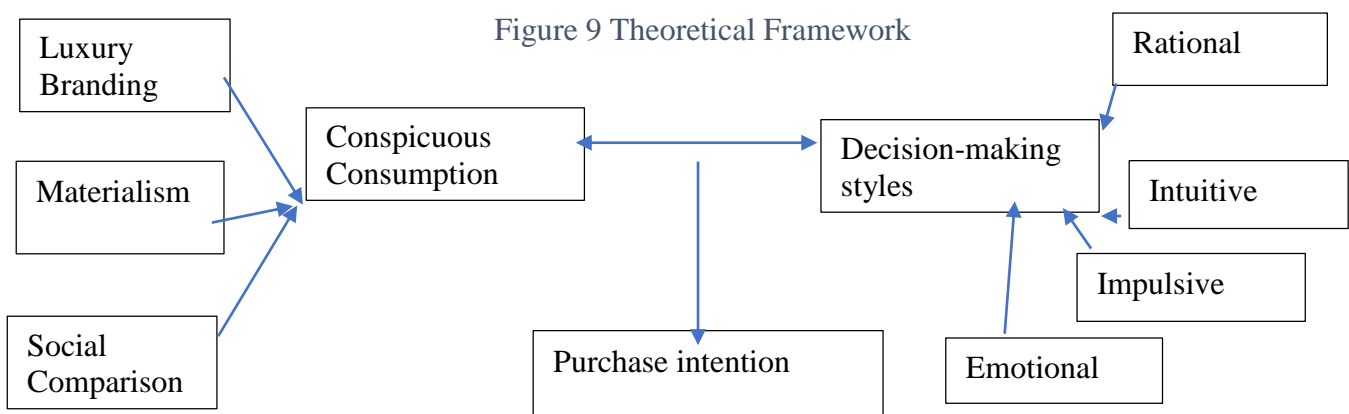


well-being. On the contrary, emotional decisions can also reflect indications to bias, impulsive decisions, and suboptimal outcomes. For example, people who make decisions based solely on immediate emotions may miss important information or fail to consider long-term consequences (Lerner, 2015). Emotional decision-making styles have been studied in many fields, including economics, psychology, and consumer behaviour. For example, in study of behavioural economics, researchers have explored the influences that drives the emotions by economic decision-making. Findings have shown that emotions such as fear and greed can influence risk taking, investment decisions, and consumer preferences (Loewenstein, G. F., & E. U., 2001).

The role of emotions in decision making can have practical implications. For example, research suggests that individuals can improve decision-making by increasing self-awareness of their emotions, adopting strategies to control their emotions, and incorporating both emotional and rational processes into decision-making. (Camerer, F., Loewenstein, & Rabin, 2004). In addition, interventions such as mindfulness training and emotion-focused therapy have been shown to improve emotional intelligence and can be expected to promote more balanced decision-making (Hofmann, 2011; Gross, Richards, & John, 2014). The key factor to understand the theoretical framework for the decision making is the dual process theory; that suggests that emotional decision making has a mixture of both rational cognitive process and intuitive process. According to the mentioned theory, emotions give the consumer with valuable information and guidelines that the consumer follows by influencing their perceptions and evaluations. The emotional decision making could be influenced by several factors, Firstly, the emotional styles of decision making differs from one consumer to another in terms of their emotional intelligence, cognitive style, personality traits, whereas some consumers may rely on emotional cues, where the other will rely on logic. Secondly, a decision's nature might affect how it is made emotionally. Decisions involving relationships with other people, moral problems, or critical circumstances, for instance, frequently elicit better emotional reactions that might have a weighty impact on the process of decision-making. When there could be slightly any time or available information, emotional decision-making might be extremely common, causing people to depend on their instincts or other heuristics.

Third, societal and cultural variables influence the way individuals make emotional decisions. The emotional reactions people go through when making decisions can be influenced by social conventions, cultural values, and peer pressure. Additionally, as emotions may spread, how people choose to act may be affected by the emotions of others in their social surroundings.

**C. Theoretical Framework**



As shown in figure 9 the theoretical framework highlights the understanding of the relationship between conspicuous consumption and the decision-making styles. Drawn from the proposed theory of conspicuous consumption studied from Thorstein Veblen, that shows the individuals engagement in conspicuous consumption that reflects their wealth and social status that signals their position and that they belong to an elite social group. This behavior is tangled with the decisions taken from them; that shows the range of cognitive process and the factors that influences the decisions made and how alternative choices are made. Decision-making styles that have high importance on materialistic and self-enhancement values that are aligned with the conspicuous consumption, and the desire of status and prestigious precedence are taken in their choices. Individuals with more rational and practical decision-making may be less inclined in conspicuous consumption whereas their focus lines under practical benefits rather than social status or symbolism.

### 1. Hypothesis

Based on the literature review the following hypothesis was developed:

H1: There is a significant relationship between Conspicuous consumption and Decision-making Style.

*Figure 10 Hypothesis*



## III. RESEARCH METHODOLOGY

### A. Research Method

The research methodology is a systematic study of a specific problem to resolve it. The research approach can be qualitative or quantitative research. Quantitative research follows quantitative methods and presents statistical calculations, graphs, and tables that work on numbers to know who, what, how, where, and when through research. The qualitative research design observes behaviour and focuses on why and how with open-ended questions. The commonly used research designs that fall into these two categories (qualitative and quantitative) are designs due to taken experiments, descriptive design, correlational design, diagnostic design, and explanatory design. The tentative design scientifically approaches the problem to find cause and effect and tests the effect of the independent variables to the dependent variables. The correlational design supports knowing the relationship between two variables and concludes. The descriptive design facilitates testing the hypothesis by following various assumptions and techniques for the data gathered from case studies, surveys, and other methods. Diagnostic research explores the reason for the research problem and finds solutions to address it. The explanatory design applies to research issues that have had limited or no earlier studies (Kothari, 2013). The present study

follows a quantitative approach with a descriptive research design, which aids in testing the hypothesis for the primary data collected using a survey.

The research methodology used in this research is survey and qualitative method. This study is to assess the impact of comparative study between conspicuous consumption and decision-making styles among Turkish consumers. Below are the correlation analysis conducted to the two variables, the correlation analysis is a statistical method that is used to test the relationship or comparison between the variables, in which it measures the direction and strength of the linear association between the variables. The correlation coefficients range is from -1 to 1, where a negative correlation closer to -1 reflects an inverse relationship as in that when one variable increases the other tends to decrease, and the positive correlations are closer to 1 indicated the direct relationship per one variable so when one variable increases the other tends to increase as well. A correlation coefficient of 0 reflects no linear relationship between variables.

### **B. Sampling Procedure**

The study population is the consumers available in turkey; it includes people residing in turkey. Hence, it includes students, employees, and families who consume various products to satisfy their needs and expectations. A convenience method for non-random sampling refers to the technique that involves selecting from population in a non-random manner; convenience sampling involves selecting elements that are available to the researcher. (William, 2023).

The sample size is 136, In this research study, we conducted sampling on a population of 88 million with the aim of estimating a population proportion with a 95% confidence level and a margin of error of 8.5%. As the true population proportion was unknown, we used a conservative estimate of 50%. Applying these parameters to the formula for calculating sample size, we arrived at a sample size of 132 respondents. By collecting data from this representative sample, we can draw inferences about the population proportion with a high degree of confidence. The selected sample size of 132 provides sufficient statistical power to detect meaningful effects and ensure the accuracy of our estimates. We will make every effort to ensure that the sampled individuals accurately reflect the characteristics of the larger population, thereby enhancing the external validity and reliability of the study's findings.

### **C. Measurement Instruments**

Surveys were designed based on the literature review conducted on each variable. 1 survey with three sections has been conducted for conspicuous consumption and decision-making styles variables. Both variables have individual section and 10 questions each. The first section was designed to collect demographical background of the respondents containing questions such as citizenship, city, age, and household income. The second section containing the conspicuous consumption of 10 questions using 5-point Likert scale. The third section containing 10 questions for the decision-making style variable with 5-point Likert scale. Table 9 shows the variables scales conducted for this research.

Measurement instruments are essential tools used in research to systematically collect data and quantify variables of interest. These instruments help researchers gather reliable and valid information to address their research questions and objectives.

**D. Data Collection**

To understand the relationship between conspicuous consumption and decision-making styles among Turkish consumers behaviours samples from Istanbul and Trabzon were chosen. For this study, more than 900 data was gathered. Data was gathered for each city, after subtracting participants who refused to be part of this study. Data were gathered through online surveys due to the time constraint and budget; a convenience method was chosen. A very practical method used because it can be used and applied on the social networks and internet as well as it gathers a large amount of data in very short time. A lot of active internet users and people with active profiles on social media that engage in online consumptions.

**E. Analysis Method**

The Analysis software that has been used in this research is the IBM SPSS (Statistical Package for the Social Science) it is a computed application that supports the statistical analysis of data that generates tabulated charts, plots, and data reports, distributions, normality, validity, factor analysis and various analysis methods.

In this research, Reliability test was conducted involving Cronbach’s test a scale between 0 and 1. Correlation test, factors analysis, distribution, normality and all tests has been applied accordingly through the gathered data using google form in Likert scale, following to the below analysis all analysis is explained thoroughly.

**F. Validity And Reliability**

Validity and reliability are aspects of research methodology that ensures the consistency and accuracy of the obtained results from the study. An overview of validity and reliability tests are along:

**1. Validity testing**

Refers to the stability and consistency of a measurement. It assess whether the research truly views the concepts that are under investigation in various types such as content validity, external validity and construct validity. (Trochim, 2008).

Table 5 Validity Test

N	Valid	136
	Missing	93
Mode		71.00
Range		80.00
Minimum		20.00
Maximum		100.00

Focusing on the methodology of the research on conspicuous consumption and decision-making styles, a validity test runned to ensure the integrity and accuracy of the data. In this analysis, it includes validity measures like content validity, that confirms that the measurement used for the decision-making style and conspicuous consumption are relevant and aligned with the objectives of the research. In addition to the face validity, the employed testing to make sure that the questionnaires were easy and clear to the participants.

In context of the results of the data analysis presented in table XX, it indicates the Mode which present the most occurred value that was identified as 71, highlighting the tendency of the data distribution, in addition the range which is the difference between the minimum and the maximum values, that was found to be 80, explaining the spread of data across the variables. The minimum value was 20 and the maximum was 100, highlighting valuable information of responses obtain in this research.

Conducting a validity test and construing the results, shows and ensure the accuracy of the data and strengthens the credibility of the findings. This contributes to a comprehensive understanding of the comparison of conspicuous consumption and decision-making styles. And their behaviors meaningfully and based on evidence.

## 2. Reliability test

The Cronbach’s Alpha is a broadly used measurement scale of internal consistency and reliability in research methodologies. It assesses the extent to which multiple questions in a measurement scale are correlated and measured at the same construct. A higher Cronbach’s Alpha means that the items in the scale are highly related and reliable in measuring the variables. Researchers mostly use the Cronbach’s Alpha to measure the consistency and measurement stability (Nunnally & Bernstein, 1994). The formula for Cronbach’s alpha is

Equation 1 Cronbach’s Alpha Formula (Nunnally & Bernstein, 1994)

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

N = the number of items.

$\bar{c}$  = average covariance between item-pairs.

$\bar{v}$  average variance.

In accordance, value of 0.7 and higher are generally considered acceptable for most research studies as reflected on the table below; this indicates satisfactory internal consistency among items.

Table 6 Cronbach’s Alpha Table (Nunnally & Bernstein, 1994).

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

In this study Cronbach’s Alpha has been applied to ensure reliability and consistency of our measurement instruments developing trustworthiness of the research findings.

### a. Conspicuous consumption reliability test

Table 7 Conspicuous Consumption Cronbach's Alpha results

Cronbach's Alpha	N of Items
.836	10

In this statistical analysis of the first variable of conspicuous consumption in this research, Cronbach's Alpha was calculated to be 0.836, as listed in table 8. This indicates that the value of Cronbach's Alpha has a high level of internal consistency among the items of the conspicuous consumption scale. The results suggest that the questionnaire items related to the behavior of conspicuous consumption are highly related and very high correlated in measuring the interest of the variable. The value of 0.836 gives evidence that our measurement instrument captures the different aspects of conspicuous consumption ensuring the stability and consistency of our research. The high level of internal consistency enhances and boosts the accuracy and confidence of the findings taken out of this research. It signifies that the taken scale of measurement is valid for understanding and studying the dynamics of conspicuous consumption among Turkish people.

### b. Decision making style reliability test.

Table 8 Decision-Making Styles Cronbach's Alpha result

Cronbach's Alpha	N of Items
.656	10

Following to the second variable of decision-making style, Cronbach's Alpha was calculated to be 0.656 in table 9. This Cronbach's Alpha value indicated a moderate level of internal consistency within the items in the decision-making styles, this is still within an acceptable range for the research purposes. The results indicate that the items used in our questionnaires related to decision-making style are reasonable and reliable in the construct measurement. Nevertheless, a higher Cronbach's Alpha would have stronger evidence on internal consistency, but 0.656 scale still determine a reasonable level of reliability of our measurement scale. Those findings improve the confidence of the data on decision making styles among the candidates. This measurement scale stays a useful tool for understanding the decision-making process, providing valuable into the cognitive and behavior approach to decision making.

## G. Data Analysis

### 1. Descriptive Analysis

The descriptive analysis was conducted to explore the participants of conspicuous consumption and decision-making styles using the most used measurement scale, Likert scale.

This study employed two Likert scales to assess decision-making styles and conspicuous consumption within a diversity of 136 contributors in Turkey aged between 18 and 55.

The Conspicuous consumption tendency scale (CCTS) was designed for the participants preferences through engaging them in conspicuous consumption behaviors. The CCTS including 10 items, the

participants participated their statements with the 5-point Likert scale ranging from 1 Strongly agree to 5 Strongly disagree.

Correspondingly, the decision-making style scale (DMSS) was utilized to explore the participants decision-making styles. The DMSS containing 10 items with responses ranging from 1 strongly agree to 5 strongly disagree. This scale allows them to indicate their decision-making inclinations throughout various decision situations. Descriptive analysis of the DMSS Scores reflects the full understanding of the decision-making styles by the Turkish consumers.

This analysis includes calculating the standard deviation and the mean scores for each item for the two variables. By using the Likert Scales and conducting a descriptive analysis, this study gained valuable insights to participants’ conspicuous consumption and decision-making style patterns. Reviewed on table 18, the data 136 participants revealing a score of 3.74 (SD= 1.083) suggesting the moderate level of conspicuous consumption among the Turkish consumers. And a score of 3.88 (SD=1.075) also reflecting a moderate level of decision making among the consumers. These finds lay the foundation for further inferential analysis to explore relationships and comparisons between the two variables of conspicuous consumption and the decision-making styles in this study.

Table 9 Conspicuous Consumption & Decision-Making Styles Scale

Variables	Items	Mean	Std. Deviation
Conspicuous consumption	It says something to people around me when I buy a high priced brand	3.55	1.128
	I buy some products because I want to show others that I am wealthy.	2.57	1.303
	I would buy an interesting and uncommon version of a product otherwise available with a plain design, to show others that I have an original taste	3.07	1.269
	Others wish they could match my eyes for beauty and taste	3.25	1.160
	I choose products or brands to create my own style that everybody admires	3.38	1.123
	I always buy prestigious products	3.07	1.113
	I often try to find a more interesting version of the ordinary products because I want to show others that I enjoy being original	3.21	1.220
	I feel by having a piece of a rare antique I can get respect from others	2.89	1.203
	I show to others that I am modern	2.95	1.188

Decision making styles	I would hang a valuable painting in my room	3.25	1.275
	When it comes to purchasing products, I try to get the very best or perfect choice	3.74	1.083
	The more expensive brands are usually my choices.	2.89	1.257
	Getting very good quality is very important to me	3.88	1.075
	The most advertised brands are usually very good choices	3.1	1.150
	I keep my wardrobe up to date with the changing fashions.	3.08	1.236
	It's fun to buy something new and exciting	3.74	1.109
	I look carefully to find the best value for the money	3.89	1.045
	Often, I make careless purchases I later wish I had not.	3.25	1.147
	The more I learn about products, the harder it seems to choose the best	3.67	0.997
Once I find a product or brand I like, I stick with it.	3.76	1.056	

## 2. Demographic Analysis

Table 10 Demographic Statistics

		Gender	Age	City	Education	Employment	Income
N	Valid	402	402	402	402	402	399
	Missing	3	3	3	3	3	6
Minimum		1	1	1	1	1	1
Maximum		2	5	2	5	5	5

The data collection for this study was conducted methodically to gather comprehensive statistics results, using quantitative approach with a sample size of 136 participants observed in table 5. This study's purpose is to evaluate the relationship between two variables of interest. The contributors were selected randomly through random sampling method to ensure that the presented samples are enhanced generally, and the representativeness of the sample represent a larger scale and population.



**a. Gender Distribution**

Table 11 Gender Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	248	61.2	61.7	61.7
	Female	154	38.0	38.3	100.0
	Total	402	99.3	100.0	
Missing	System	3	.7		
Total		405	100.0		

In Table 14 the data collection process of 136 participants, there was a gender distribution of 86 males and 50 females, permitting in the aim of investigation of the potential gender differences in different variables. This demographic information of gender was obtained through a survey stated at the beginning of this study. Comparing the behaviors and responses between males and females, the results of this gender analysis will highlight the gender influence in the framework of this study area where it contributes to a full understanding of the research’s results. It is important to understand the gender influence within the right contents, knowing the difference between individuals that may exist exceeding the scope of this study.

**b. Age**

Table 12 Age Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	120	29.6	29.9	29.9
	25 - 34	147	36.3	36.6	66.4
	35 – 44	78	19.3	19.4	85.8
	45 – 55	47	11.6	11.7	97.5
	55 or older	10	2.5	2.5	100.0
	Total	402	99.3	100.0	
Missing	System	3	.7		
Total		405	100.0		

In table 15, it shows that the collected data was gathered from a diverse sample of participants ages between 18 and 55 years and beyond. The study aimed to observe the influence of age on variables. The range was carefully chosen to cover a wide representation of the adult population, permitting a full analysis of age-related differences. This includes individuals of different group ages, the research is to understand how age may influence variables, analysing data across specific age provided insights into a significant age pattern. It is essential to examine the age cautiously, recognizing the difference of individuals within a wide range of participants. With this research methodology it emphasises the age diversity it contributes in distribution to a clear understanding of the study area and implications across various age categories.

**c. City**

Table 13 City Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Istanbul	294	72.6	73.1	73.1
	Trabzon	108	26.7	26.9	100.0
	Total	402	99.3	100.0	
Missing	System	3	.7		
Total		405	100.0		

That data was collected from participants residing in two major distinct cities, Istanbul, and Trabzon, comparing, and contrasting different variables of interest within these two cities. The method used was the purposive sampling, selecting participants from each city and ensuring a diverse and representative sampling. Stating the city was part of the data collections process by including participants from both Istanbul and Trabzon. As observed in table 8 participants from Istanbul were more willing to participate in the questionnaires and survey a total of 103 participants of a total 75.7%. the cultural backgrounds and characteristic of each city could lead to different behaviours and different responses among the participants. Analysing the information from the two cities would provide valuable insights into significant similarities or differences among them. The research methodology focuses on comparing two district cities that gives more understanding to the research area.

**d. Education**

Table 14 Education Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some high school	9	2.2	2.2	2.2
	High school	60	14.8	14.9	17.2
	Bachelor’s degree	246	60.7	61.2	78.4
	Master's degree	71	17.5	17.7	96.0
	Ph. D or Higher	16	4.0	4.0	100.0
	Total	402	99.3	100.0	
Missing	System	3	.7		
Total		405	100.0		

A comprehensive analysis of education has been conducted to test the influence of education on conspicuous consumption and decision making. The participants educational level was conducted on the study ranging from high school diploma to postgraduate degrees, grouping participants into different categories to access differences between them or seek patterns among the groups. This helps understanding the different level of education and how it could shape the individuals’ perspectives and decision-making

styles. It is important to interpret the educational analysis with accounting of the experiences of the participants responses. Focusing on education provides valuable understandings to the role of education.

**e. Employment**

Employment analysis has been conducted to study the potential influence of the consumers throughout their employment status and its effect on their decision making and conspicuous consumption. This included the consumers current employment status that was collected through self-reported data.

Table 15 Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full-time	184	45.4	45.8	45.8
	Employed part-time	66	16.3	16.4	62.2
	Seeking opportunities	98	24.2	24.4	86.6
	Retired	7	1.7	1.7	88.3
	Others	47	11.6	11.7	100.0
	Total	402	99.3	100.0	
Missing	System	3	.7		
Total		405	100.0		

This analysis involves categorising groups based on their current status such as employed, self-employed, unemployed and others. The figure in table 18, highlights the position role influences the consumer behaviour on an individual according to their employment status.

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**f. Income**

Table 16 Income Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$ 1.00 - \$ 5,000.00	208	51.4	52.1	52.1
	\$ 5,000.00 - \$ 10,000.00	84	20.7	21.1	73.2
	\$ 10,000.00 - \$ 15,000.00	39	9.6	9.8	83.0
	\$ 15,000.00 - 20,000.00	41	10.1	10.3	93.2
	\$ 20,000.00 or more	27	6.7	6.8	100.0
	Total	399	98.5	100.0	

Missing System	6	1.5		
Total	405	100.0		

In this research the method for examining the conspicuous consumption and decision-making styles is thorough income analysis was performed to examine possible relationships between consumers income levels. Participants' income information was collected using self-reported data recording based on monthly. The income analysis categorized participants into different income groups seeking difference in conspicuous consumption trends and decision-making styles throughout different income levels. In this study, we pursue to understand how financial resources influence individuals' preferences for status-enhancing goods and services by examining the impact of income on conspicuous consumption behaviour. Furthermore, this analysis aimed to examine whether income level was associated with a particular decision-making style, such as impulsive or rational decision-making. The income analysis results provide insight into the role of income as a potential determinant of conspicuous consumption and the impact of income on consumer decision-making. This study will contribute to a better understanding of the dynamics between income, conspicuous consumption and decision-making styles and will provide valuable information to marketers, policy makers and researchers wishing to study consumer behaviour in the context of income-related factors.

### 3. Normality Test

Normality test is conducted before conducting any certain statistical analyses, as it is essential to check the variables are following normal distribution. Normality testing helps ensuring the assumptions of statistical test are met, and that the results are accurate and reliable. There are several methods to run normality test such as Shapiro-wilk test a widely spread statistical test, where the sample comes from normality distributed population. And Kolmogorov-Smirnov test which is mentioned to be another type of normality test of samples where is compares empirical cumulated distribution of data to cumulative distribution function of normal distribution. For this research we have applied normality test for two variables conspicuous consumption and decision-making styles, the data for both variables' conspicuous consumption and decision-making styles indicates that they follow a normal distribution as shown below in table 11 and table 12. As a result, parametric statistical test can be used assuming normality with confidence.

Table 17 Conspicuous Consumption Normality test

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Conspicuous Consumption	.081	136	.028	.982	136	.074

a. Lilliefors Significance Correction

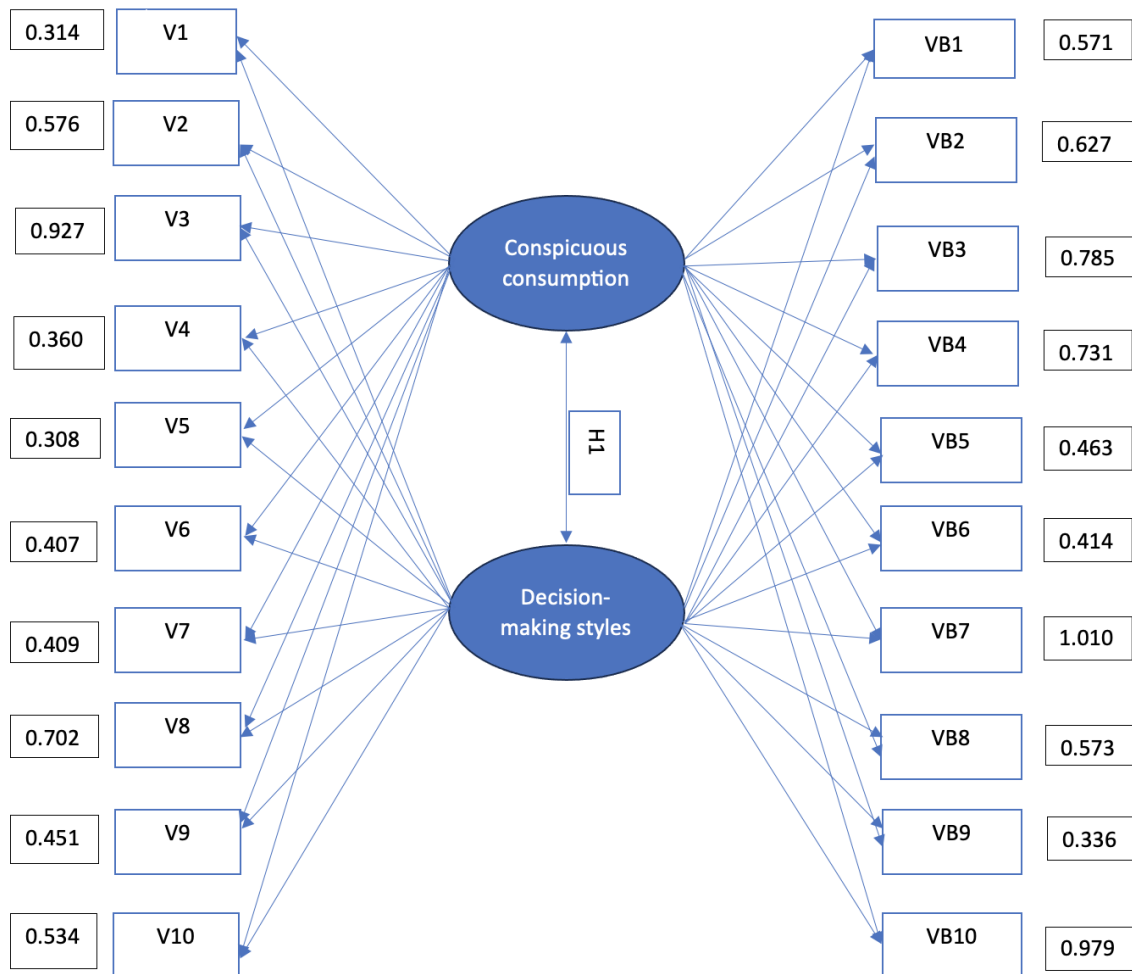
Table 18 Decision-Making Style Normality test

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Decision-making Styles	.082	136	.025	.969	136	.053

a. Lilliefors Significance Correction

#### 4. Factor Analysis

The factor analysis is a statistical technique that helps to identify underlying factors and dimensions that explain the pattern of correlations among observed variables, following the research two variables were set which were Conspicuous consumption variable which are related to the acts of purchasing high-end and luxury goods for a purpose of displaying wealth or social status and the second variable which is the decision making style variable that includes the different approaches that would affect making choices such as impulsive decision-making, rational decision-making and risk-averse decision-making.



**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.773
Bartlett's Test of Sphericity	Approx. Chi-Square	805.530
	df	190
	Sig.	<.001

Table 19 Factor Analysis

A joint factor analysis has been conducted for both variables seeking to find the comparison of the two variables. A brief explanation of the results of the statistics in table 19, the measurement of sampling adequacy (MSA), the MSA value results shows a measurement of 0.773 indicating the adequacy of the conducting factor analysis, MSA values that ranges from 0 to 1, the higher the value the better adequacy of the sampling. MSA values above than 0.6 are generally consider acceptable as factor analysis. And in our case the MSA value is 0.773 reflects the suitability of the sample for conducting factor analysis. The Chi-square value of 805.530 shows a statistic that is used to test the hypothesis that the observed covariance matrix is equal to the implied covariance. In this research the Chi-square test is highly sensitive to the sample size, large and small discrepancies between the observed and implied covariance can lead to significant values of Chi-square values. The degrees of freedom (df) indicate the independent number of pieces of information available to calculate the Chi-Square statistic, our degrees of freedom is 190 degrees. The Significance level (sig.) shows a value of <0.001 that means that the Chi-square test is greatly significant. In hypothesis testing, the level of significancy represents the probability of the obtained results. If the hypothesis was true, the significant level of <0.001 would mean that probability of Chi-Square value of 805.530 due to chance alone is below than 0.001.

**5. Hypothesis Testing**

H1= The hypothesis question for this study; Is there a significant relationship between conspicuous consumption and decision-making styles?

There is a significant relationship between conspicuous consumption and decision-making styles

Figure 11 Hypothesis testing for conspicuous consumption and decision-making styles



**a. Statistical test for hypothesis**

The analysis used to conduct the hypothesis statistical testing is the Correlation analysis, it is the essential statistical technique that is used to examine the relationship between our two variables of conspicuous consumption and decision-making styles. The correlation analysis helps in understanding the extend of how the conspicuous consumption and decision-making styles are relation and if there are any significant relationship between them.

The correlation analysis is visible as shown below. It has shown a positive relationship between conspicuous consumption and decision-making styles.

The correlation analysis conducted for the relationship between conspicuous consumption shows a positive relationship between the two variables. As it suggests that individual with certain decision-making is more likely engaging in conspicuous consumption behavior. For example, those who prefer excessive choices or impulse buying might demonstrate a higher level of conspicuous consumption.

**b. H1= Relationship between conspicuous consumption and decision-making styles**

Conspicuous consumption and decision-making styles variables significantly deviated from normal distribution; correlation was used for testing the relationship between the two variables, the results showed that decision-making styles are correlated to conspicuous consumption among Turkish consumers Table 20, the correlation is positive and moderate.

Where the correlations are showing positive values

Table 20 Correlation test

		M e a n	S T D	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
1	Age	20.24	1.00																						
2	Gender	1.37	0.48	-0.00																					
3	V1	3.55	1.13	0.04	-0.09																				
4	V2	2.57	1.30	0.16	0.07	.38**																			
5	V3	3.07	1.27	0.09	0.03	.34**	.49**																		
6	V4	3.25	1.16	0.04	0.06	0.11**	.32**	.34**																	







.389**	.464**	.334**	.335**	.398**	1														
.475**	.481**	.254**	.339**	.371**	.380**	1													
.287**	.366**	.364**	.287**	.333**	.447**	.431**	1												
.288**	.479**	.268**	.326**	.311**	.327**	.404**	.312**	1											
0.061	0.079	.242**	.206*	.244**	.178*	0.108	.323**	0	1										
.423**	.377**	.288**	0.156	.355**	.189*	.320**	.279**	.355**	0.12	1									
-0.01	0.082	0.16	.246**	.298**	0.149	0.019	.210*	0.032	.412**	0.048	1								
.272**	.218*	.281**	.193*	.278**	.364**	.383**	.362**	.260**	0.153	.408**	0.046	1							
0.137	.322**	.275**	.239**	.459**	.333**	.370**	.376**	.373**	.188*	.311**	0.124	.281**	1						
0.067	0.003	0.062	.217*	0.045	.200*	0.079	0.125	0.083	0.116	0.058	.198*	0.096	0.14	1					
-0.127	0.151	0.121	0.049	0.013	0.129	0.061	.234**	0.065	0.118	0.013	0.166	0.133	0.07	.480**	1				
.285**	.232**	.214*	0.058	0.136	.248**	.396**	0.151	.352**	0.125	.307**	0.317**	.257**	0.156	0.097	1				
0.136	0.16	.175*	0.14	.229**	0.132	.254**	.211*	0.153	.213*	0.095	.199	.172*	0.164	.320**	0.118	1			
0.056	-0.031	0.061	.214*	0.009	0.022	0.009	-0.016	0.066	.185*	0.115	0.158	0.12	0.049	.340**	.299**	0	.390**	1	

14	15	16	17	18	19	20	21	22
1								
-0.048	1							
.408**	0.046	1						
.311**	0.124	.281**	1					
-0.058	.198*	0.096	0.14	1				
0.013	0.166	0.133	0.07	.480**	1			
.307**	0.06	.317**	.257**	0.156	0.097	1		
0.095	0.039	.191*	.172*	0.164	.320**	0.118	1	
-0.115	0.158	-0.12	0.049	.340**	.299**	0	.390**	1

#### **IV. RESULTS AND FINDINGS**

##### **A. Descriptive Statistics**

The conspicuous consumption and decision-making scores are based on a sample of 136 participants the conspicuous consumption score Mean = 3.493, SD = 1.302 Minimum score of 2.57 and maximum score of 3.74. these descriptive statistics provides us with an overview of the conspicuous consumption score. 3.493 Mean indicates a moderate level of conspicuous consumption tendency among the samples. The minimum and maximum scores of 2.57 and 3.74 reflects the range of the scores tested in the sample. While decision-making styles presented a mean score of 3.5 SD = 1.115, a minimum score of 2.89 and a maximum of 3.88. the descriptive analysis of the decision making of SD score shows the widely spread data but less spread out from conspicuous consumption.

##### **B. Hypothesis Testing Results**

As a Hypothesis testing results in this study it has shown that there is a significant relationship between Conspicuous Consumption and Decision Making styles

##### **C. Analysis Of Conspicuous Consumption Behaviours**

In the previous year's conspicuous consumption were only seen in developed countries. However, this fact has changed throughout the years emerging into all classes of emerging countries. As the cultural pattern of conspicuous consumption became part of on an individual's culture, and the amount of conspicuousness that are socially and publicly are considered as an influence of taking decision in purchasing valuable products. Among Turkish society it has been seen that there must be a social event, where consumers can reflect their wealthiness. In According to the results and analysis it has been found out that consumers tend to conspicuous consume based on their income the higher the income the higher the consumptions are. The social status demonstration means that they are using consumption to display their wealth and social status to others. They consume in thoughts of gaining prestige and sends a message to reflect their identities.

##### **D. Analysis Of Decision-Making Styles**

Decision-making styles is the responsive pattern occurred by an individual in a decision-making process. The response is determined based on different situations of decision-making, the decision-making process taken by decision makers are influenced by various habits such and different cognitive abilities, such as self-regulation or self-evaluation or rational decision-making and environmental decision-making depending on the circumstances that can derive conspicuous consumption, that encourages them to own brands products. It has been observed that there is a product awareness as seen the majority of the consumers gathers a lot of information of a certain product before intending to purchase it, which indicates that the consumers proceeds in purchasing products that serves the purpose and needs, whereas on the other hand, there is a higher number of consumers whom regrets purchasing products after purchasing them, and this significantly indicates that decision-makings are taken due to any of the influence of the decision-making factors that resulted in conspicuous consumption for a consumer.

##### **E. Relationship Between Conspicuous Consumption and Decision-Making Styles**

There is a significant relationship between conspicuous consumption and decision-making styles based on the findings among Turkish consumers that the decision-making styles and the conspicuous consumption

are directly proportionally to each other as the decision-making derives the conspicuousness in consumption, through the society, peers, or family. If there are huge pressure impacted from society, friends, or family; to maintain a certain social status, then the decision-making drives the conspicuousness in purchases and vice versa. Following that conspicuous consumption of consumers are influenced from the society and social events that significantly increased due globalization and social media, where it focuses on determining an individual's status through focusing on the luxurious brands or prestigious cars or neighbourhood that states the consumers status, pushing the individuals to conspicuous consumption. In addition, we came across the impact of the income status and employment status to the decisions made and the conspicuous consumptions and the results showed that the more secure an individual is and the higher monthly income the more decisions made that influences conspicuous consumption and reflection of wealthiness status and social awareness arises through the expensive and luxuriousness brands and products owned by the consumer.

## V. DISCUSSION

### A. Overview Of Findings

This study examined the potential and positive relationship between conspicuous consumption and decision-making styles and the status of conspicuousness of the brands by Turkish consumers. The significant relationship that was discovered included that the relationship is consisted with the studies in the literature review. From a closer look and investigating the relationship. Symbolic, self-image and ownership of brands had the strongest influence that drives decision-making that in returns influences the conspicuous consumption. These findings are essential for marketers and academics to understand the consumer behaviour and what derives the consumers under the key of association or a specific brand. In instances if the consumer was not affected from symbolic characteristics and self-imagine there wouldn't indicate any signal to the consumer to take decisions in conspicuous consumption.

### B. Interpretation Of Results

The results of the correlation analysis showed a significant positive relationship between conspicuous consumption and decision-making styles. When individuals' decisions are made based on their preferences for impulsive behaviour, extravagant and willingness for social recognition and reveal their social status this engages higher levels of conspicuous consumption. The positive results may indicate that the decision-making style plays a significant role in driving consumers inclination towards the social symbols and the conspicuous consumption. The findings contribute a better and deeper understanding of the factors that influences conspicuous consumption and decision-making style. The results interpret the importance of considering the individuals decision making when designing strategies.

### C. Theoretical Implications

This research contributes to the fields of psychology, marketing, and consumer behavior, highlighting main implications of this research is the social identity theory, in which conspicuous consumption involves purchasing of luxury and high-end goods to reflect one's social status sign that undergoes the social identity theory, suggesting that individuals are driven from their own group members and often are engaged in behaviors that enhances their social identity. Whereas decision-making styles plays a significant role in choosing how the individuals choose to represent themselves and send silent message to their group members through their conspicuous choices. A second theory that this study can be implied

to is the self-presentation theory, in which decision-making styles such as impulsive and rational decision making can be linked to the individuals explaining how individuals represent themselves to others. Conspicuous consumption can be shown as a form of self-presentation where individuals use their purchasing decisions to send certain personality traits, desired image, or values to others. Thirdly, marketing and advertising strategies, where marketers use the conspicuous consumption and decision-making styles knowledge to shape more effective advertisements and promotional campaigns. Such as targeting impulsive decision-makers single time offers or that appeals to risk-averse consumers with safety and reliability messages.

#### **D. Limitations Of the Study**

Limitations of this study during the investigation of conspicuous consumption and decision-making style we came up for the following, starting with the sample size as the study's sample might not represent the entire population as the study has been performed in a specific geographic region. That would limit generalizing of the findings to a wider population. As well as the self-reported bias, as the data collected was through self-reported questionnaires that could be subject to socially desirable bias, where the research contributors may provide responses believing that they are socially expected or accepted, affecting the accuracy of the study.

#### **E. Recommendations For Future Research**

For Future research, here are some recommendations to expand the existing knowledge of conspicuous consumption and decision-making styles. Longitudinal Study, conducting longitudinal studies helps examine the conspicuous consumption and decision-making styles change over time, this examines the stability of the consumers behavior into their long-term effects. Another recommendation would be understanding the impact of digital and social media on the consumer by examining the impact of digital platforms and social media and investigating how social media influences affects consumer the effect of consumers' preferences for luxury purchases.

## **VI. CONCLUSION**

### **A. Summary of Findings**

To conclude, this study has given the insights of what derives and influences the consumers in terms of decision-making style and conspicuous consumption. It also highlighted the importance of the decisions made in accordance with the feeling that have been induced by the brands between consumers and the self-image and social status of individuals. It has also pointed the conspicuous consumption of the consumers are influenced by society and peers to reflect their wealthiness and social image and status. This study has proven a significant understanding of the comparison of the conspicuous consumption and the decision-making styles and how are they directly proportional to each other, along with the understanding of the consumers behaviours among the Turkish society and consumers.

### **B. Contribution to the Field**

This research makes a significant contribution to the field of consumer behavior and decision-making and the dynamics of conspicuous consumption. The findings have practical implication for marketers and researchers looking to understand what influences consumer choices and their purchasing intentions.

### C. Final Remarks

As a final remark, this study provided all means by which individuals would understand the comparison and relationship of the conspicuous consumption and the decision-making styles along with the consumer behavior and understand the conspicuous consumption of individuals and variables that set their decision-making.

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## VIII. APPENDICES

### APPENDIX A: SURVEY QUESTIONS

#### **PART :1 Demographic questions**

##### **1. What is your gender?**

- Male
- Female

##### **2. What is your age?**

- 18 - 24
- 25 - 34
- 35 – 44
- 45 – 55
- 55 & older

##### **3. Where are you living?**

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**4. What is the highest degree/ level of education you have accomplished?**

- Some high school
- High school
- Bachelor’s degree
- Master's degree
- Ph. D or Higher

**5. What is your current employment status?**

- Employed full-time.
- Employed part-time.
- Seeking opportunities
- Retired
- Others (Please Specify): \_\_\_\_\_

**6. What is your Household income?**

- \$ 1.00 - \$ 5,000.00
- \$ 5,000.00 - \$ 10,000.00
- \$ 10,000.00 - \$ 15,000.00
- \$ 15,000.00 - 20,000.00
- \$ 20,000.00 or more

***Part II: Conspicuous consumption***

***Kindly specify the answer the describes you the best.***

No .	Scales	Strongly Agree	Agree	Neutra l	Disagre e	Strongly Disagree
1	It says something to people around me when I buy a high priced brand.					
2	I buy some products because I want to show others that I am wealthy.					
3	I would buy an interesting and uncommon version of a product otherwise available with a plain design, to show others that I have an original taste.					
4	Others wish they could match my eyes for beauty and taste.					

5	I choose products or brands to create my own style that everybody admires.					
6	I always buy prestigious products.					
7	I often try to find a more interesting version of the ordinary products because I want to show others that I enjoy being original					
8	I feel by having a piece of a rare antique I can get respect from others					
9	I show to others that I am modern					
10	I would hang a valuable painting in my room					

***Part III: Decision-making styles***

***Kindly specify the answer the describes you the best.***

No.	Scales	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	When it comes to purchasing products, I try to get the very best or perfect choice.					
2	The more expensive brands are					
3	Getting very good quality is very					
4	The most advertised brands are usually very					
5	I keep my wardrobe up to date with the changing					



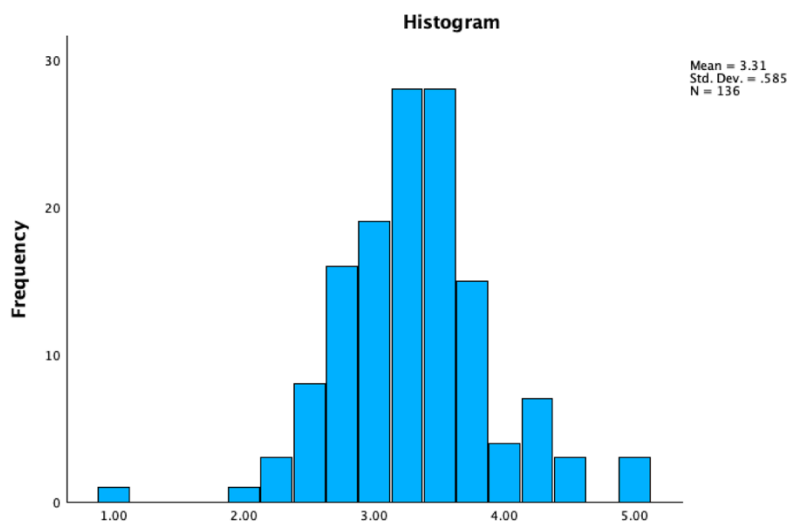
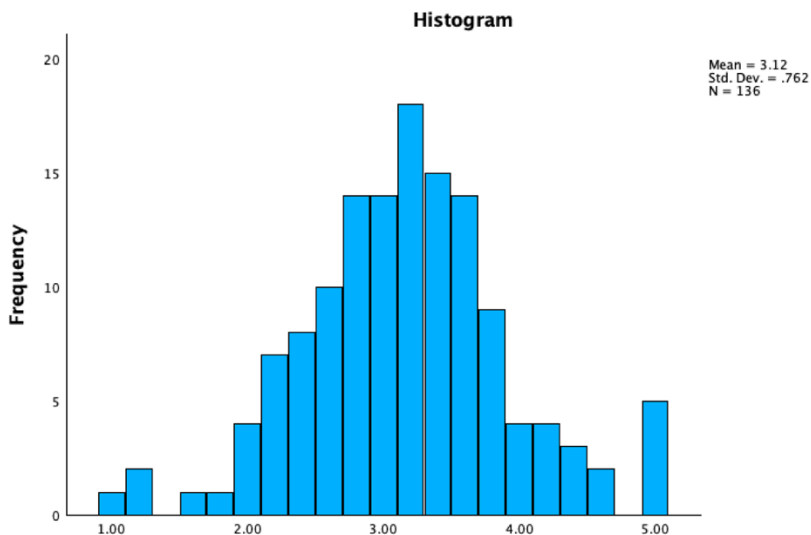
<u>6</u>	<b>It's fun to buy something new and exciting</b>					
<u>7</u>	<b>I look carefully to find the best value</b>					
<u>8</u>	<b>Often, I make careless purchases I later wish I had not</b>					
<u>9</u>	<b>The more I learn about products, the harder it seems to choose</b>					
<u>10</u>	<b>Once I find a product or brand I like,</b>					

**APPENDIX B: TOTAL VARIANCE**

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings						
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.372	26.861	26.861	5.372	26.861	26.861	3.501	17.503	17.503
2	2.178	10.892	37.754	2.178	10.892	37.754	2.459	12.296	29.800
3	1.411	7.056	44.810	1.411	7.056	44.810	1.955	9.777	39.577
4	1.244	6.222	51.032	1.244	6.222	51.032	1.883	9.417	48.993
5	1.077	5.386	56.418	1.077	5.386	56.418	1.485	7.424	56.418
6	.923	4.615	61.033						
7	.907	4.534	65.567						
8	.817	4.085	69.652						
9	.787	3.937	73.589						
10	.742	3.711	77.300						

11	.699	3.497	80.796						
12	.622	3.109	83.906						
13	.574	2.868	86.774						
14	.550	2.749	89.522						
15	.453	2.263	91.785						
16	.437	2.183	93.968						
17	.379	1.893	95.861						
18	.341	1.706	97.567						
19	.274	1.371	98.937						
20	.213	1.063	100.000						

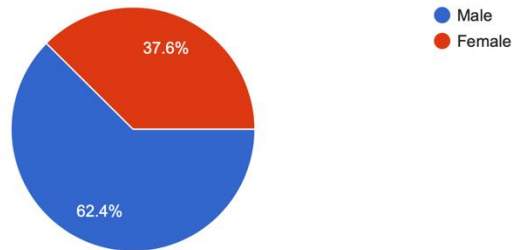
### Appendix C; Normality test Histogram



## APPENDIX D: SCALE RESPONSES

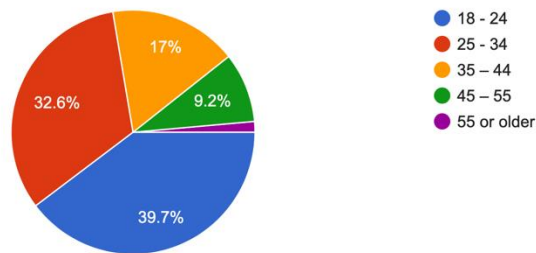
What is your gender?

141 responses



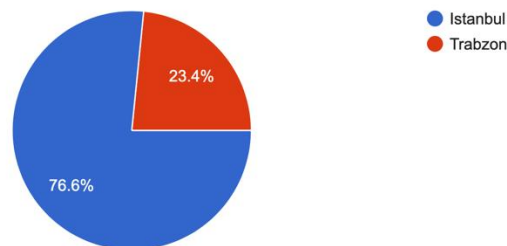
What is your age?

141 responses



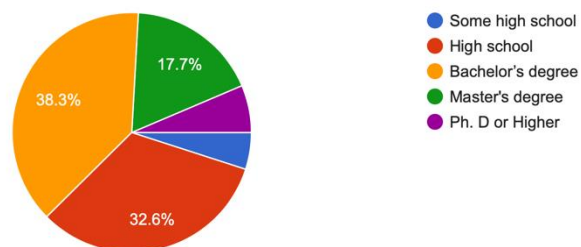
Where are you living?

141 responses



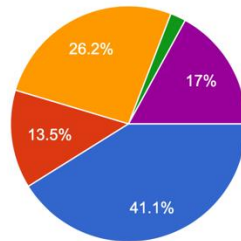
What is the highest degree/ level of education you have accomplished?

141 responses



What is your current employment status?

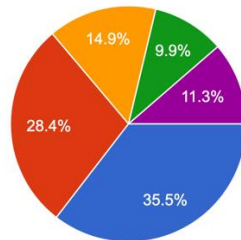
141 responses



- Employed full-time.
- Employed part-time
- Seeking opportunities
- Retired
- Others

What is your Household income?

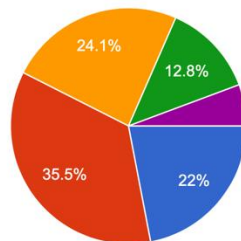
141 responses



- \$ 1,00 - \$ 5,000.00
- \$ 5,000.00 - \$ 10,000.00
- \$ 10,000.00 - \$ 15,000.00
- \$ 15,000.00 - 20,000.00
- \$ 20,000.00 or more

It says something to people around me when I buy a high priced brand.

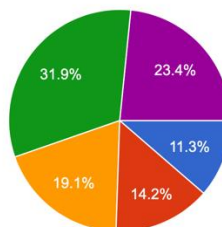
141 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

I buy some products because I want to show others that I am wealthy.

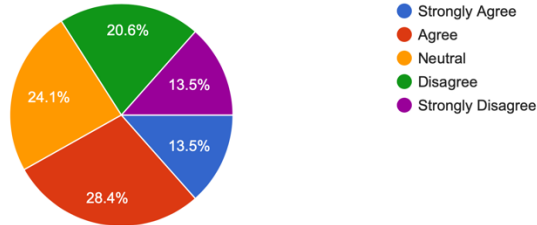
141 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

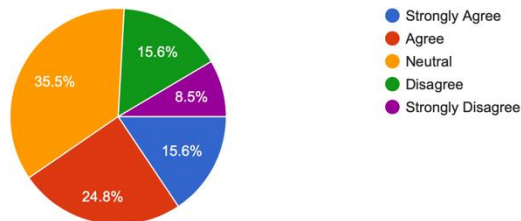
I would buy an interesting and uncommon version of a product otherwise available with a plain design, to show others that I have an original taste.

141 responses



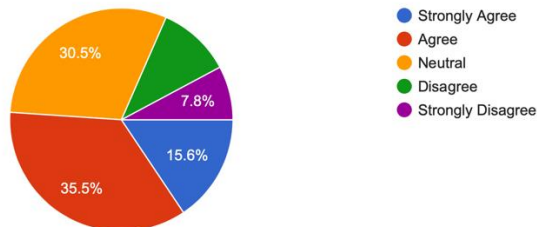
Others wish they could match my eyes for beauty and taste.

141 responses



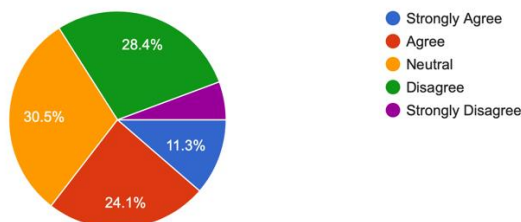
I choose products or brands to create my own style that everybody admires

141 responses



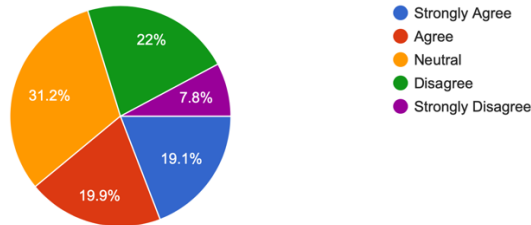
I always buy prestigious products.

141 responses



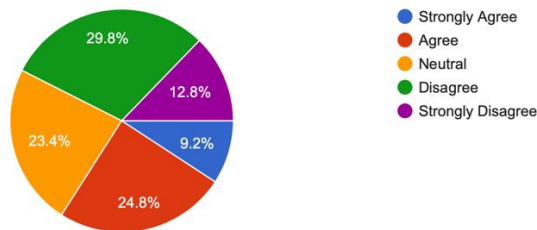
I often try to find a more interesting version of the ordinary products because I want to show others that I enjoy being original.

141 responses



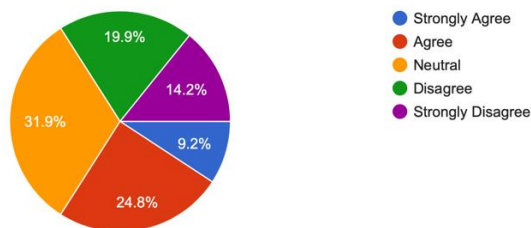
I feel by having a piece of a rare antique I can get respect from others.

141 responses



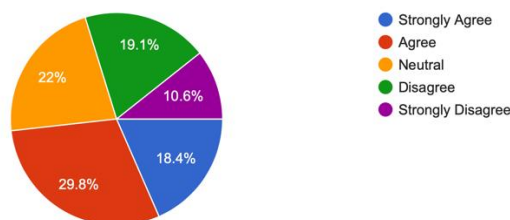
I show to others that I am modern

141 responses



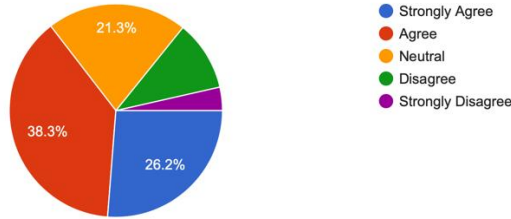
I would hang a valuable painting in my room

141 responses



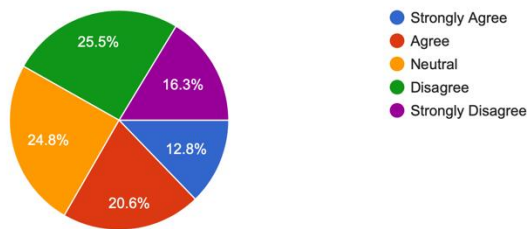
When it comes to purchasing products, I try to get the very best or perfect choice.

141 responses



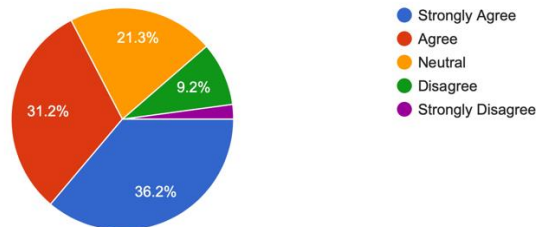
The more expensive brands are usually my choices.

141 responses



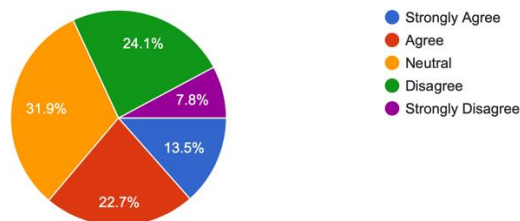
Getting very good quality is very important to me.

141 responses



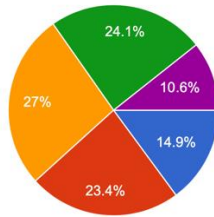
The most advertised brands are usually very good choices.

141 responses



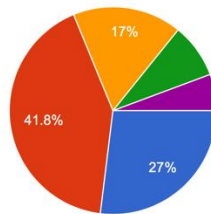
I keep my wardrobe up to date with the changing fashions.

141 responses



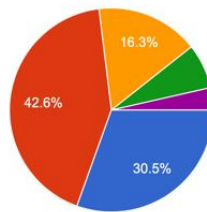
It's fun to buy something new and exciting.

141 responses



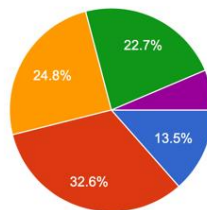
I look carefully to find the best value for the money.

141 responses



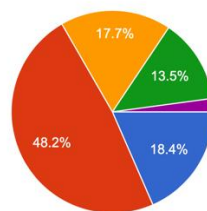
Often, I make careless purchases I later wish I had not.

141 responses



The more I learn about products, the harder it seems to choose the best.

141 responses





Once I find a product or brand I like, I stick with it.  
141 responses

