

# IDENTIFYING THE INFLUENCE OF ADDICTIVE CONSUMPTION ON THE REPURCHASE INTENTION

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## ABSTRACT

*This study attempts to identify the influence of the actual and ideal self-congruence on the addictive consumption and the latter's influence on the repurchase intention. It also studies the influence of the addictive consumption on the consumption emotions and the mediation effects of such emotions on the repurchase intention. The data regarding this study has been obtained from the consumers living in the province of Erzurum by way of questionnaires. In analyzing the obtained data, a structural equation model has been used. The results of this study suggest that the actual and ideal self-congruence is influential on the addictive consumption, while the addictive consumption is influential on the repurchase intention. However, the study has found that the consumption emotions have no mediation effect on the repurchase behavior.*

**Keywords:** Addictive consumption, Self-congruity, Consumption emotions, Repurchase intention

## INTRODUCTION

Today it is possible access to any product from various parts of the world with unprecedented ease. In this respect, one can argue that the luxury goods are increasingly made available to larger masses. There are many factors affecting consumer preferences in today's society (Can and Telingün, 2016). By buying a luxury item, the consumers purchase intangible qualities such as reputation and respect, and thus they satisfy their emotional needs rather than their physical ones. The consumers of luxury goods attach importance to the history of the brands of their choice and establish emotional ties between themselves and the products and brands. As such, emotions play a significant role in shaping up our daily lives and influencing our consumption and purchasing behaviors. However, the emotions created through luxury consumption can be just as negative as they can be positive. To this end, while making a selection out of the products and brands, the consumers pick the ones that are most congruent with their self-image.

The addictive consumption can be described by the following words; purchasing, spending or continuous shopping. When the literature is reviewed, it is seen that the addictive consumption are usually addressed in terms of substance addiction (such as smoking and consumption of alcohol etc.) and not thoroughly studied within the context of luxury goods. For this reason, this study has attempted to address the luxury consumption products and study the tendencies of the addicted consumers to repurchase the products within that particular category, their consumption emotions and self-congruity. Expensive and usually prestigious products (such as cars, jewelry, computers etc.) that attract the consumer by its trademark and distinguishing features fall into the category of specialty products (Tıgılı and Akyazgan, 2003). This study has been conducted under the assumption that the individuals will be able to reduce negative emotions by purchasing luxury goods and adopt a repurchasing behavior on the promise of such positive emotions, which will ultimately lead them to their ideal self. The results obtained from this study are intended to be used in filling the aforementioned gap in the literature. When the literature is reviewed, it is seen that the addictive consumption has not been addressed in terms of self-congruity. From this perspective, this study aims to contribute to the literature. With this aim in mind, the variables of actual and ideal self-congruence, addictive consumption, consumption emotions and repurchase intention have been added to the scope of this study. The following chapters contain information regarding self-congruity, consumption emotions and addictive consumption.

## LITERATURE REVIEW

### Self-Congruity

Self refers to the sum total of an individual's opinions, thoughts and emotions (Litvin and Goh, 2002), representing an individual's attitudes, emotions, perceptions and evaluation of oneself as an object (Grubb and Grathwohl, 1967). The self-congruity, however, means the congruence between the consumer image and product image (Hosany and Martin, 2012; Plewa and Palmer, 2014). The self-image congruence is based on an assumption that individuals choose products congruent with their self-image (Başar et al., 2015). Sirgy and Su (2000) define self-congruity as a cognitive congruence that exists between the object and the individual's self. According to this definition, self-congruity makes inferences regarding the product-user image and the consumer's self (Coward et al., 2008; Ha and Im, 2012). Self-congruity has two different aspects, namely the actual self-congruity and ideal self-congruity. While the actual self-congruity is the match between the actual self-possessed by the individual and the images represented by the products/trademarks, the ideal self-congruity is the match between the ideal persona that the individual desires to attain and the images represented by the products/trademarks (Sirgy, 1982; Wei, 2014). According to Markus and Nurius (1986), the actual self presents realistic and objective details regarding the consumer and involves that the individual is easily accepted and approved by others. When such conditions present themselves, the person gets motivated and maintains his/her existing self. Ideal self is about the desires, hopes, ambitions and aspirations of the individual and more personal than the other one. Through ideal self, a person strives to attain the persona of their dreams by expanding their existing self (Quoting by Wei, 2014). According to consumer behavior researches, individuals choose the products compatible with themselves. If the product image matches with that of the consumer's self-image, the product is selected and repurchases ensue. When the literature is reviewed, it is seen that the studies conducted on self-congruity usually dwell on the brand and store image and self-congruity and measures the consumers' attitudes towards the brands and stores (Sirgy, 1982; Escalas and Bettman, 2003; Liu et al., 2010). Moreover, the self-congruity theory has been studied in terms of consumer loyalty and a highly significant relationship has been established between the consumer loyalty and self-congruity (Ha and Im, 2012).

### Consumption Emotions

According to Han and Back (2008) an emotion is a reaction shown by the individual to make sense of the situations he/she is in. Emotional processes that affect the majority of consumers are subconscious. In addition, emotion in the context of the consumption process consists of a series of responses resulting in the use of the product, service or experience (Türk and Erciş, 2015). Consumption emotions are the psychological reactions resulting from the consumption of products and services (Hou et al., 2013). Consumption emotions differ from other emotions in terms of their characteristics and intensity. In this respect, it can be argued that they contain more specific characteristics and are observed more rarely than other emotions (Han and Back, 2008). The positive and negative emotions experienced before and after the moment of purchase have a direct influence on the consumer's perception, evaluation and behavior (Argan and Akyıldız, 2014). According to Holbrook and Hirschman (1982), luxury consumption goods are instrumental in revealing positive and negative consumption emotions due to their symbolic characteristics. The studies conducted on consumption emotions suggest that the individuals are able to reduce their negative emotions through the purchases they make and maintain their positive state of mind by feeding their selves with positive emotions. In addition, different emotional states bring about different attributions and evaluations regarding the individual and their immediate environment, and the individual make their choice under the influence of such emotional states (Kemp and Kopp, 2011). The consumption emotions are generally classified as positive and negative consumption emotions (Zeelenberg and Pieters, 2004). While the positive emotions contribute to the consumer's social interaction with their environment, the negative emotions result in exercising more control and perceiving more risks (Cavanaugh, 2009; Kemp, 2008). While the positive emotion consumptions are influential on satisfaction, the negative consumption emotions are influential on dissatisfaction and cripples the repurchase behavior (Philips and Baumgartner, 2002; Zeelenberg and Pieters, 2004; Han and Back, 2008). Studies conducted show that the negative consumption emotions are more influential in determining the future repurchase behavior than

the positive consumption emotions. Positive consumption emotions give rise to positive behaviors, which in turn increase the repurchase likelihood (Tronvoll, 2010).

## Addictive Consumption

Also known as compulsive consumption or purchasing patterns in the literature, the addictive consumption is described as the purchasing practices that a chronic, compulsory and instinctive nature (Scherhorn, 1990; Lopez and Villardefrancos, 2013). In this respect, addictive consumption is practiced in line with strong habits. Such a behavior can be described by the following words: purchasing, spending and shopping continually. In other words, such a behavior can be described as the experiencing of the concepts of purchasing, spending and shopping all at once and on a continuous basis (Ureta, 2007). Moreover, the concept of addictive consumption is the combination of the anticipation and preparation prior to the shopping experience, pondering on and choosing the products and making payment, post shopping activities as well as the thoughts, feelings and behaviors resulting from the aforementioned activities (Natarajan and Goff, 1991). Such consumption practices help them feel better and overcome other addictions they may have. However, the social environment and the peer group in which the individual is in also play a significant role in terms of maintenance of such consumption behavior patterns. Failure to attain the identity that an individual aspires to build or possess leads him/her to anxiety and depression. The development of identity and ideal self is also dependent on the individual being socially accepted and empowered. In this respect, the addicted consumers see shopping as an opportunity for demonstrating their creativity, building up and conveying their self-image (Scherhorn, 1990; Scherhorn et al., 1990). Addicted consumer consume more than other consumers. What is more, they continue to purchase the products they wish to own even if they suffer financially as a result, and in this fashion they engage in repurchases (Lopez and Villardefrancos, 2013). It is seen that the studies conducted on addictive consumption mostly dwell on the concepts of self-construction, emotional intensity and the relationships with the cultural factors (Smith, 2007). As a result of those studies, it has been established that the maintenance of a particular behavior is underpinned by the addictive consumption. In addition, it is suggested that the unhappy consumers try to eliminate their negative mood and emotions by engaging in addictive consumption. Moreover, it is established that success and happiness are also influential on the addictive consumption (Lopez and Villardefrancos, 2013; Chen, 2009; Dittmar, 2005). Lastly, it has been reported that the consumers wish to compensate their lack of self-respect with addictive consumption and be socially accepted through such practices (Scherhorn, 1990; Scherhorn et al., 1990).

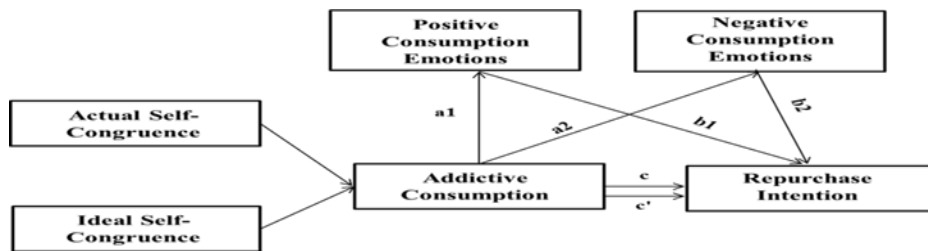
## Purpose, Scope and Limitations of the Study

In this study, the efforts have been made to identify the influence of the actual and ideal self-congruence on addictive consumption and the latter's influence on repurchase intention in the case of adult consumers purchasing luxury goods in the province of Erzurum. In addition, the study has also addressed the influence of addictive consumption on consumption emotions and the mediation effect of such emotions on repurchase intention. For this purpose, the very first question asked to the respondents of the questionnaire was whether or not they had ever purchased a luxury item, and the questionnaire forms of only those who answered "Yes" were taken into consideration. Since no particular product group has been the focus of this study, the results obtained from this study cannot be generalized for product groups and Turkey in general.

## Research Model

Research model is shown in Figure 1.

**Figure 1. Research Model is shown here**



The following hypotheses were developed for the purposes and model of the research;

- H1: The actual self-congruity is influential on the addictive consumption.
- H2: The ideal self-congruity is influential on the addictive consumption.
- H3: The addictive consumption is influential on positive consumption emotions.
- H4: The addictive consumption is influential on negative consumption emotions.
- H5: The addictive consumption is influential on repurchase intention.
- H6: The positive consumption emotions are influential on repurchase intention.
- H7: The negative consumption emotions are influential on repurchase intention.
- H8: The positive effect of the addictive consumption on repurchase intention is eliminated by the mediation effects of the positive and negative consumption emotions or presents a statistically significant difference.

## METHODOLOGY

### Sampling Process

The population of this study consists of adult consumers (over 18 years of age) who live in Erzurum. A convenience sampling method was used as the preferred study method, and, the very first question asked to the respondents of the questionnaire was whether or not they had ever purchased a luxury item, and the questionnaire forms of only those who answered "Yes" were taken into consideration. A total of 450 questionnaires were applied, and after the elimination of incomplete or wrongly completed questionnaires, 400 questionnaires were included in the evaluation. Prior to the application of the final questionnaire forms, a preliminary test was applied to a group of 20 consumers representing the study sample. They were asked to evaluate the self-congruity, consumption emotions, addictive consumption and repurchase intention scales in order to give the questionnaire its final form.

### Data Collection Method and Tool

Research data were collected first-hand by using a face-to-face survey method. Used in the study by Elliot (1994) and developed by D'Astous (1990), and in addition to developed by Valence et al. (1988) scales were used to identify the addictive consumption, while the scale developed by Sirgy and Su (2000) was used to measure the actual and ideal self-congruence. The scale developed by Richins (1997) was used to measure the consumption emotions. In order to identify the repurchase intention of the consumers, however, the repurchase intention scale developed by Parasuraman (2005), Pavlou and Fygenon (2006) were used. This scale was taken from Aydin's (2015) doctoral thesis. The data was analyzed by using the SPSS 20.0 and LISREL 8. 51 statistics software packages. In analyzing the data, descriptive statistics, confirmatory factor analysis and structural equation model were employed.

## DATA ANALYSES

### Demographic Characteristics

It was established that the majority of the respondents were female (60,8%), single (53%), aged between 36 and 44 (35,3%), university graduates (40,5%), earning a monthly salary of 2501 to 3500 TL (41,5%) and public servants (50,3%).

### Testing of the Scales Used in the Study

A confirmatory factor analysis was used for testing whether the actual and ideal self-congruence, positive and negative consumption emotions, addictive consumption and repurchase intention scales used in the study were consistent with the study sample. The Chi-square and fit index values for the scales obtained as a result of the analysis are presented below.

**Table 1. Chi-Square and Fit Index Values of the Scales is shown here**

	X <sup>2</sup> /df	RMSEA	RMSR	GFI	NFI	NNFI	CFI
Actual Self-Congruence	1,22	0,02	0,00	1,00	1,00	1,00	1,00
Ideal Self-Congruence	1,23	0,02	0,01	1,00	1,00	1,00	1,00
Addictive Consumption Scale	1,26	0,03	0,03	0,98	0,99	1,00	1,00
Positive Consumption Emotions	1,47	0,03	0,02	0,99	0,99	1,00	1,00
Negative Consumption Emotions	2,07	0,05	0,02	0,98	0,99	0,99	1,00
Repurchase Intention Scales	0,00	0,00	0,00	1,00	1,00	1,00	1,00

Confirmatory factor analysis conducted for testing out the actual self-congruity. It was established that the fit indices of the single factor structure consisting of 4 items were over the acceptable level and thus the model provided a good fit, the factor loadings were at a satisfactory level (within the range of 0,81 and 0,84), the error variances were at a low level (Std.Err.≤0,35), and the t values for all items were statistically significant at the level of 0,01. The Cronbach Alpha coefficient of the scale was found to be 0.89. The total item correlations were between 0,74 and 0,79. The variables included in the actual self-congruity scale are presented below.

**Table 2. Actual Self Congruence Variables is shown here**

Variables	Std. $\beta$	Std. E	t	R <sup>2</sup>	r	$\alpha$
The image of this product is similar to how I am	0,84	0,30	19,04	0,71	0,75	
The image of this product is similar to how I see	0,82	0,33	19,07	0,67	0,76	
The image of this product is similar to how others believe that I am	0,82	0,33	19,17	0,67	0,79	0,89
The image of this product is similar to how others see me	0,81	0,35	18,09	0,66	0,74	

Confirmatory factor analysis conducted for testing the ideal self-congruity. It was established that the fit indices of the single factor structure consisting of 4 items were over the acceptable level and thus the model provided a good fit, the factor loadings were at a satisfactory level (within the range of 0.76 and 0.83), the error variances were at a low level (Std.Err.≤0.42), and the t values for all items were statistically significant at the level of 0,01. The Cronbach Alpha coefficient of the scale was found to be 0.89. The total item correlations were between 0.72 and 0.78. The variables included in the ideal self-congruity scale are presented below.

**Table 3. Ideal Self Congruence Variables is shown here**

Variables	Std. $\beta$	Std. E	t	R <sup>2</sup>	r	$\alpha$
The image of this product is similar to how I would like to be	0,76	0,42	17,06	0,58	0,74	
The image of this product is similar to how I would like to see myself	0,79	0,37	17,95	0,62	0,77	
The image of this product is similar to how I would like others to see me	0,83	0,30	19,32	0,69	0,78	0,89
The image of this product is similar to how I ideally like to be seen by others	0,77	0,41	17,21	0,59	0,72	

Confirmatory factor analysis conducted for testing out the addictive consumption scale. As a result of the suggested modifications 12 items were removed from the analysis and the model reached acceptable fit values. It was established that the fit indices of the single factor structure thus created was over the acceptable level and thus the model provided a good fit, the factor loadings were at a satisfactory level (within the range of 0,51 and 0,76), the error variances were at a low level (Std.Err≤0,74), and the t values of all items were statistically significant at the level of 0,01. The Cronbach Alpha coefficient of the scale was found to be 0.91. The total item correlations were between 0.58 and 0.76. The variables included in the addictive consumption scale are presented below.

**Table 4. Addictive Consumption Scale Variables is shown here**

Variables	Std. β	Std. E	t	R <sup>2</sup>	r	α
When I have money, I cannot help but spend part or the whole of it.	0,63	0,60	12,96	0,40	0,61	0,91
I am often impulsive in my buying behavior.	0,61	0,63	12,40	0,37	0,58	
I sometimes feel that something inside pushed me to go shopping.	0,70	0,51	14,68	0,49	0,69	
There are times when I have a strong urge to buy.	0,76	0,42	16,67	0,58	0,76	
As soon as I enter a shopping center, I have an irresistible urge to go into a shop to buy something.	0,63	0,60	12,97	0,40	0,65	
I have often bought a product that I did not need.	0,66	0,56	13,80	0,44	0,69	
During my adolescence, I had enough money to buy myself, from time to time, some things that I enjoyed.	0,61	0,62	12,37	0,37	0,65	
During my entire teen-age years, I was told that what I should do with my money.	0,65	0,58	13,47	0,42	0,70	
In the event that I had some financial problems, I know that I could rely on somebody to help me out.	0,55	0,69	10,98	0,30	0,61	
I frequently buy this product just because they look nice on other people.	0,51	0,74	10,08	0,26	0,59	
I feel more important when I'm buying this.	0,60	0,64	12,27	0,36	0,64	

Confirmatory factor analysis conducted for testing out the consumption emotions, as a result of the suggested modifications 34 emotion were removed from the analysis and the model reached acceptable fit values. It was established that the fit indices was over the acceptable level and thus the model provided a good fit, the factor loadings were at a satisfactory level (within the range of 0.52 and 0.93), the error variances were at a low level (Std.Err≤0.73), and the t values of all items were statistically significant at the level of 0,01 for positive consumption emotions. The Cronbach Alpha coefficient of the scale was found to be 0.89. The total item correlations were between 0.61 and 0.81. The variables included in the positive consumption emotions are presented below.

**Table 5. Positive Consumption Emotions Variables is shown here**

Variables	Std. β	Std. E	t	R <sup>2</sup>	r	α
Optimistic	0,59	0,65	12,43	0,35	0,66	0,89
Happy	0,52	0,73	10,72	0,27	0,61	
Eager	0,69	0,53	15,01	0,48	0,68	
Surprised	0,79	0,37	18,30	0,62	0,75	
Proud	0,93	0,13	23,40	0,86	0,81	
Relieved	0,81	0,35	18,86	0,66	0,74	

Similarly it was established that the fit indices was over the acceptable level and thus the model provided a good fit, the factor loadings were at a satisfactory level (within the range of 0.53 and 0.88), the error variances at a low level (Std.Err≤0.72), and the t values of all items were statistically significant at the

level of 0,01 for negative consumption emotions. The Cronbach Alpha coefficient of the scale was found to be 0.89. The total item correlations were between 0.58 and 0.78. The variables included in the negative consumption emotions are presented below.

**Table 6. Negative Consumption Emotions Variables is shown here**

Variables	Std. $\beta$	Std. E	t	$R^2$	r	$\alpha$
Unfulfilled	0,59	0,66	12,25	0,35	0,58	
Depressed	0,77	0,41	17,11	0,59	0,71	
Ashamed	0,82	0,32	19,64	0,67	0,77	
Jealous	0,88	0,23	21,32	0,77	0,77	0,89
Lonely	0,83	0,31	19,86	0,69	0,78	
Guilty	0,65	0,58	14,09	0,42	0,71	
Miserable	0,53	0,72	11,04	0,28	0,58	

As a result of the confirmatory factor analysis conducted for testing out the repurchase intention scale, it was established that the fit indices of the single factor structure consisting of 3 items were over the acceptable level and thus the model provided a good fit, the factor loadings were at a satisfactory level (within the range of 0.66 and 0.76), the error variances were at a low level (Std.Err $\leq$ 0.57), and the t values for all articles were statistically significant at the level of 0,01. The Cronbach Alpha coefficient of the scale was found to be 0.77. The total item correlations were between 0.57 and 0.65. The variables included in the repurchase intention scale are presented below.

**Table 7. Repurchase Intention Scale Variables is shown here**

Variables	Std. $\beta$	Std. E	t	$R^2$	r	$\alpha$
I intend to purchase this product.	0,66	0,57	12,21	0,44	0,57	
If I am satisfied with this product, I would be willing to take the same product again.	0,76	0,42	13,89	0,58	0,63	0,77
I will buy this product more in the near future.	0,67	0,55	12,42	0,45	0,59	

## Testing the Study Model

At first, the Sobel test was performed to identify whether the c path -which gained significance once the mediator variables were added- was no longer significant (c') or, if still significant, whether the resulting difference was statistically significant (Meydan and Şeşen, 2011). At last, 3 models were established for the A, B and C conditions. The hypotheses of the study were identified as follows:

### Hypotheses for the Condition A (tested with Model 1):

H1: The actual self congruity is influential on the addictive consumption.

H2: The ideal self congruity is influential on the addictive consumption.

H3 : The addictive consumption are influential on positive consumption emotions.

H4 : The addictive consumption are influential on negative consumption emotions.

H5 : The addictive consumption are influential on repurchase intention.

### Hypotheses for the Condition B (tested with Model 2):

H6 : The positive consumption emotions are influential on repurchase intention.

H7 : The negative consumption emotions are influential on repurchase intention.

The hypothesis formed by adding the mediator variables (positive consumption emotions and negative consumption emotions) and seeking the answer to the main problem of the study was identified as follows:

### Hypothesis for the Condition C (tested with Model 3 the "Study Model"):

H8: The positive effect of the addictive consumption on repurchase intention is eliminated by the mediation effects of the positive and negative consumption emotions or presents a statistically significant



difference. In this case, the "positive consumption emotions" and "negative consumption emotions" are multiple mediator variables in the relationship between the "addictive consumption " and "repurchase intention".

When the results regarding the models thus established are reviewed, the following results have been found with respect to the aforementioned hypotheses. The fit indices for the models established for testing out the study hypotheses are presented below.

**Table 8. Fit Index Value Related to Research Models is shown here**

	X <sup>2</sup> /sd	RMSEA	RMSR	GFI	NFI	NNFI	CFI
Model 1 (the model established for the condition A)	1,63	0,04	0,06	0,90	0,96	0,98	0,98
Model 2 (the model established for the condition B)	1,55	0,04	0,04	0,96	0,97	0,99	0,99
Model 3 (the model established for the condition C)	1,48	0,035	0,058	0,90	0,96	0,98	0,98

The path analysis results obtained with respect to the study models are presented below.

**Table 9. Model 1 Path Analysis Results is shown here**

				Std. $\beta$ / (Std. E)	t	R <sup>2</sup>
H1	Actual Self Congruence	→	Addictive Consumption	0,36/ (0,49)	5,07	0,51
H2	Ideal Self Congruence	→	Addictive Consumption	0,42/ (0,49)	5,76	
H3	Addictive Consumption	→ a1	Positive Consumption Emotions	0,25/ (0,94)	4,18	0,06
H4	Addictive Consumption	→ a2	Negative Consumption Emotions	-0,23/ (0,95)	-3,89	0,05
H5	Addictive Consumption	→ c	Repurchase Intention	0,67/ (0,55)	8,51	0,45

**Hypothesis results for the Condition A;** H1, H2, H3, H4, H5 hypotheses were accepted.

**Table 10. Model 2 Path Analysis Results is shown here**

				Std. $\beta$ / (Std. E)	t	R <sup>2</sup>
H6	Positive Consumption Emotions	b1	Repurchase Intention	0,24/ (0,87)	3,92**	0,13
		→				
H7	Negative Consumption Emotions	b2	Repurchase Intention	-0,22/ (0,87)	-3,66**	
		→				

**Hypothesis results for the Condition B;** H6, H7 hypotheses were accepted.



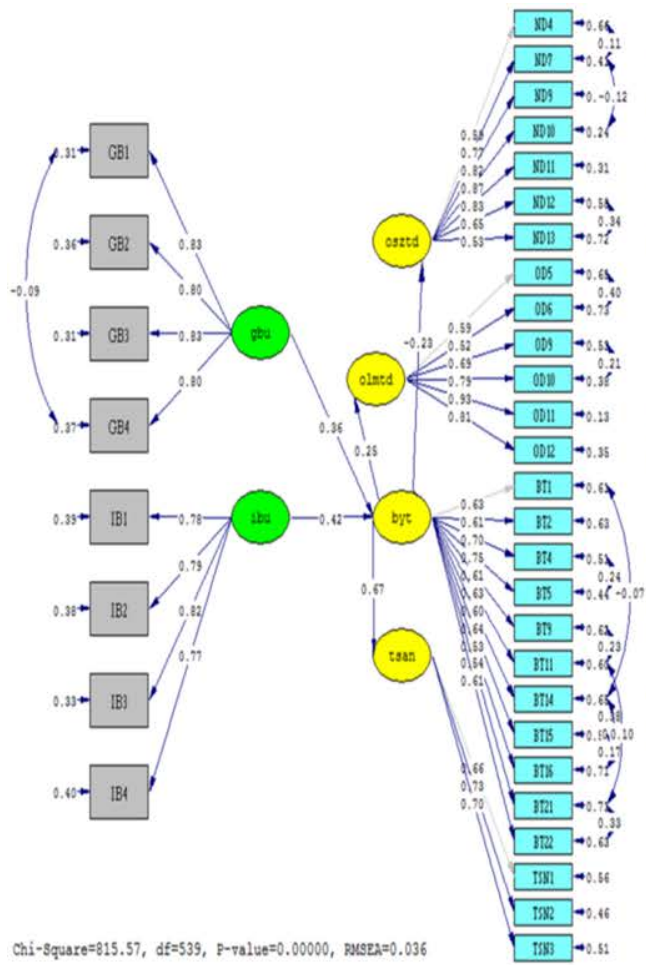


Figure 2. Model 1 is shown here.

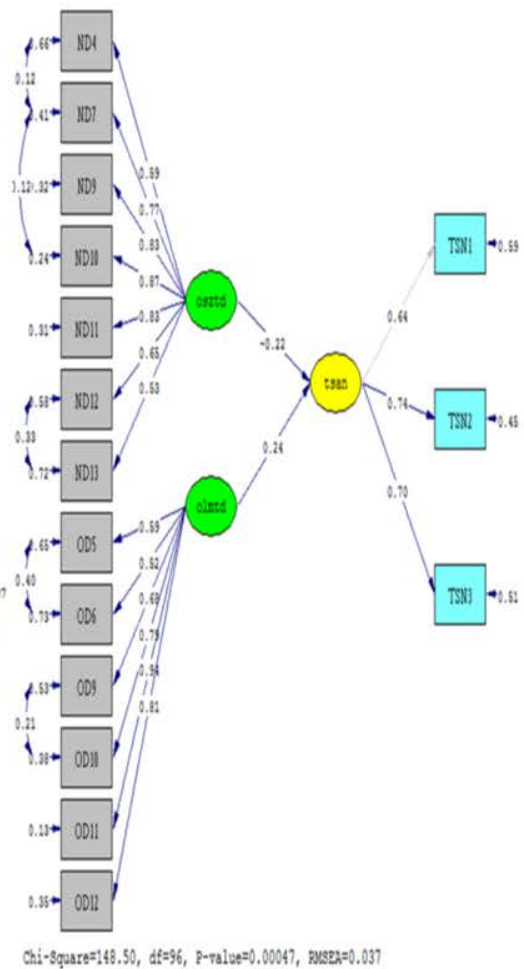


Figure 3. Model 2

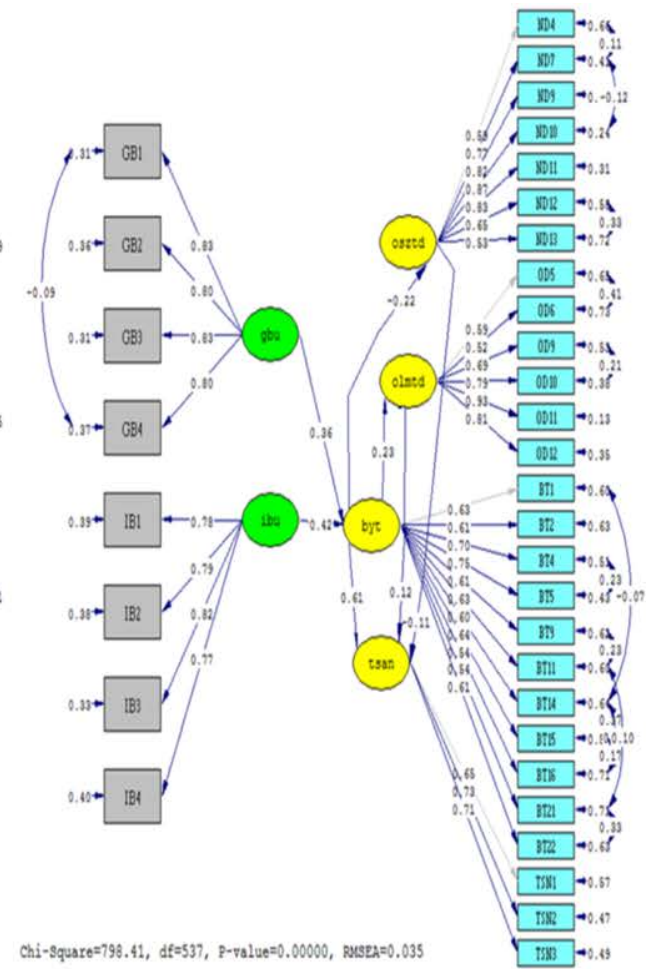


Figure 4. Model 3

The Model 3 results for the Condition C -which was formed by adding the mediator variables (positive and negative consumption emotions) hypotheses thereof are presented below.

**Table 11. Model 3 (Research Model) Path Analysis Results is shown here**

			Independent Model			Model with Mediator Variable		
			$\beta$	t	R <sup>2</sup>	$\beta$	t	R <sup>2</sup>
H1	Actual Self Congruence	→	0,36 (0,49)	5,07		0,36 (0,49)	5,04	
					0,51			0,51
H2	Ideal Self Congruence	→	0,42 (0,49)	5,76		0,42 (0,49)	5,73	
H3	Addictive Consumption	a1 →	0,25 (0,94)	4,18	0,06	0,23 (0,94)	3,95	0,06
H4	Addictive Consumption	a2 →	-0,23 (0,95)	- 3,89	0,05	-0,22 (0,95)	- 3,67	0,05
H6	Positive Consumption Emotions	b1 →	0,24 (0,87)	3,92		0,12 (0,54)	2,26	
					0,13			
H7	Negative Consumption Emotions	b2 →	-0,22 (0,87)	- 3,66		-0,11 (0,54)	- 2,13	0,46
H5/ H8	Addictive Consumption	c/c' →	<b>0,67</b> <b>(0,55)</b>	<b>8,51</b>	<b>0,45</b>	<b>0,61</b> <b>(0,54)</b>	<b>7,90</b>	

Reviewing the results obtained for the Model 3;

1. When the t values are considered, it is seen that the ideal self congruity variable is more influential on the addictive consumption than the actual self congruity variable. Meaning, the individuals engage in addictive consumption in order to attain their ideal self image and thus they get addicted to the products that help them attain their ideal self image.

2. Again, according to the t values, it is seen that the positive and negative consumption emotions have more or less the same influence. The influence of the addictive consumption on the positive consumption emotions is in the positive direction. Based on this result, it is concluded that the positive consumption emotions that an individual has increases in proportion with the increase in the addictive consumption. The influence of the addictive consumption on the negative consumption emotions is in the negative direction. Based on this result, it is concluded that the negative consumption emotions of the individual are reduced with the increase in the addictive consumption and thus the individuals are gradually relieved of their negative consumption emotions in the end. This result is in parallel with the findings of the literature.

3. When the influence of positive and negative consumption emotions on repurchase intention is reviewed, it is seen that the positive consumption emotions has a positive effect on the repurchasing behavior. It is concluded that repurchase intention increases in proportion with the increase in the positive consumption emotions of the individual. The negative consumption emotions, on the other hand, have a negative effect on the repurchasing behavior. According to this result, the individual tends to repurchase the items once the negative consumption emotions are reduced.

4. Addictive consumption influence the repurchase intention in a positive manner (c path,  $\beta=0,67$ ;  $t=8,51$ ;  $p<0,01$ ). However, once the positive and negative emotions are added as intermediaries to the model, the original influence of the addictive consumption variable on the repurchase intention seems not to have been eliminated but somewhat reduced (c' path,  $\beta=0,61$ ;  $t=7,90$ ;  $p<0,01$ ) and its significance appear to have been reduced, if not altogether eliminated. As a result of the Sobel test conducted for identifying

whether such changes in the path coefficients were the result of the effects of the mediator variables, it was established that positive consumption emotions ( $STS^a=0,16$ ;  $p>0,05$ ) and negative consumption emotions ( $STS^b=0,15$ ;  $p>0,05$ ) variables were not actually the mediator variables. In other words, the positive and negative consumption emotions are not the mediator variables in the relationship between the addictive consumption and repurchase intention.

### Hypothesis results for the Condition C:

H8 Rejected: The positive effect of the addictive consumption on repurchase intention is not eliminated by the mediation effect of the positive and negative consumption emotions or does not present a statistically significant difference. The positive and negative consumption emotions have no mediation effect in the "relationship between the addictive consumption and the repurchase intention".

## CONCLUSION AND SUGGESTIONS

According to the results of this study, it is established that the actual and ideal self congruence is influential on the addictive consumption. That is to say that both the actual self, which allows an individual to be easily accepted in the society and approved by other individuals and thus make him/her wish to preserve his/her existing self, and the ideal self, which involves the desires, aspirations, hopes and ambitions of a person and enables one to be the person of their dreams, are influential on the addictive consumption. In addition, it is seen that the ideal self congruity variable is more influential on the addictive consumption than the actual self congruity variable. This finding suggests that the individuals engage in addictive consumption in order to attain their ideal self image and thus they get addicted to the products that help them attain their ideal self image.

The study has found that the addictive consumption lead to the repurchasing behavior and the addiction, in turn, to the positive and negative consumption emotions. The influence of the addictive consumption on positive consumption emotions is in the positive direction. It is concluded that the positive consumption emotions of the individuals increase as such consumption practices increase. The influence of the addictive consumption on the negative consumption emotions, however, is in the negative direction. It is concluded that the negative consumption emotions of the individual are reduced with the increase in the addictive consumption and thus the individuals are gradually relieved of their negative consumption emotions in the end. When the influence of positive and negative consumption emotions on the repurchase intention is reviewed, it is seen that the positive consumption emotions has a positive effect on the repurchasing behavior. According to this result, it is concluded that the repurchase intention increases in proportion with the increase in the positive consumption emotions of the individual. The negative consumption emotions, on the other hand, have a negative effect on the repurchasing behavior. According to this result, the individual tends to repurchase the items once the negative consumption emotions are reduced. However, when the positive and negative consumption emotions are added as mediators to the model, the statistical significance of the original influence of the addictive consumption variable seems not to have been eliminated but somewhat diminished. Based on this finding, it has been established that the positive and negative consumption emotions are not the mediator variables in the relationship between the addictive consumption and repurchase intention.

On the strength of these findings, the following suggestion can be made: in today's market, everybody can consume the luxury goods and every person from all walks of life can afford to buy the luxury goods. Because of that, the competition in luxury goods is reshaped on a constant basis, producing new winners and losers all the time. The brand strategy for the products change as well, which means that the luxury goods are now made available almost everywhere thanks to the diversification of the retailing services. The fact that both the actual and ideal self has been found to be influential on the addictive consumption suggests that the companies are able to build customer loyalty through the products that are high quality, possess emotional, rational and beneficial values and inspire pleasure and ambition in the customers. The

<sup>a</sup> STS: Sobel Test Statistics,  $\beta_A=0,23$ ,  $SH_A=0,94$ ;  $\beta_B=0,12$ ,  $SH_B=0,54$

<sup>b</sup> STS: Sobel Test Statistics,  $\beta_A=-0,22$ ,  $SH_A=0,95$ ;  $\beta_B=-0,11$ ,  $SH_B=0,54$

loyalty to luxury goods is maintained for as long as the difference and prestige of the product is preserved. The consumers attach importance to the history of the brand and establish emotional ties with the products and brands. This is because the things we purchase are the reflections of our emotions. The individuals are able to manage their emotions by buying products, and shape up their social lives and future based on such consumption and purchasing practices. This is because the consumers prefer a particular product not only based on its objective and rational qualities but also on the emotional value that it holds for the consumers. The consumer that aims to preserve his/her self in line with the attitudes he/she has developed tends to buy the products that best fit the persona he/she wishes to build for himself/herself. Therefore, marketing strategies should aim to create good and positive emotions in customers. The design process of a new product should include the consumers, whereby the products should be manufactured in such a way as to speak to the hearts and minds of the customers. In order to build a strong emotional base and loyalty, the marketers are compelled to come up with the strategies that will enable them to understand the consumer's behavior, psychology, latent desires and needs and create a new, quality and unique experience for the consumers. Luxury goods segments can be compartmentalized to evaluate different expectations and requirements and the consumer loyalty can be thus built. Firms should have emphasized the differences of their brands and their promises to the consumer. Company to distinguish itself with respect to its product and trademark benefit, target audience image, competitors, value and emotional orientations in line with its strategic objectives in order to maintain repurchases and addictive consumption, and ultimately create a sustainable advantage. Loyalty to luxury goods and repurchases can be ensured for as long as value creating differences increase and carried into the future.

## **RECOMMENDATIONS FOR FUTURE STUDIES**

The future studies on this subject may address the issue of symbolic consumption and present the relationships between the variables from this particular perspective. The studies may also address the service industry. Through studies to be conducted, the addicted consumer profiles for the service industry can be identified and the strategies can be developed accordingly. The studies may be focused on experiential consumption practices and strategies can be developed for the service industry as to how to retain consumers. The future studies may examine the psychological state of the addictive consumers. The interaction between the addictive consumption and relationship marketing can be investigated. From this perspective, such variables as personalities and attitudes of the addicted consumers in addition to their emotions can also be included in the future studies. The addictive consumption may be studied in the future studies in terms of self respect, self portrayal, self esteem variables. The levels of self esteem and self respect of the addicted consumers may be studied.

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