

The Effect of Self-Esteem and Trait Anxiety on Bandwagon Luxury Consumption Behavior: Sample of a State and Private University

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Abstract

We aimed to analyze the bandwagon effects of self-esteem and trait anxiety on luxury consumption behavior among postgraduate students in social sciences institutes of one state and one private university. Additionally, we also aimed to describe socio-demographic differences in the bandwagon luxury consumption behavior between the study samples. Study results suggest that, self-esteem and trait anxiety have a significantly negative correlation. Although self-esteem and trait anxiety had positive correlation with bandwagon luxury consumption behavior, this relationship was not statistically significant.

Keywords: Self-esteem, trait anxiety, bandwagon, luxury consumption behavior.

Bandwagon is first described by Leibenstein's (1950) 'consumer demand theory' (Niankara, 2009). Leibenstein, describes consumers' demand of goods and services on the basis of motivation; classified in two main categories: functional and nonfunctional. Non-functional demand is also subdivided in external effects (Bandwagon, snob and Veblen effects) on benefit or speculative and irrational demand.

Functional demand represents the demand due to internal structural quality of a product; non-functional demand represents the demand caused by external factors. This latter demand is also classified as 'Bandwagon effect', 'Snob effect' and 'Veblen effect'. Bandwagon effect means that, an increase in demand for a product is the result of others also consuming the same product. Snob effect means that, a decrease in demand for a product is a result of the others are also using the same product; Veblen effect means that, an increase in demand due to a higher price, rather than a lower price (Leibenstein,1950). Bandwagon effect specifically occurs as a result of consumers to be recognized by their own group and bought a well-known, popular and luxury brand for being equalized with a certain group (Tsai et. al, 2013).

According to Oxford American Dictionary, luxury means, extremely comfortable or elegant, especially when involving great expense in exaggerated life style, and luxury products are usually at a high price (Tatt, 2010). When they try to be known within a special group and recognized by the other group members, the consumers start to buy certain luxury products; in contrary, snob effect occurs when consumers seek rare luxury brands, leaving the crowd and social norms, and seeking to create a unique and individualized self (Self-image) (Tsai et. al Yang, 2013).

Leibenstein's (1950) bandwagon effect analysis shows that, the consumer preferences are only psychological (Maxwell, 2014). Considering the consumption of one individual is not independent from other individuals, Leibenstein explored the effect of these behaviors on the market demand and defined that utility function of an individual involves the amount of consumption of a product by other individuals (Heineike and Ormerod, 2009). In this context, according to Leibenstein's bandwagon analysis, the people would like to be in collaboration, relationship, in harmony with group members, in a fashionable, stylish way or being a part of a group in an active way (Gisser et al., 2009).

In the literature, there are studies focused on self-esteem and conspicuous consumption (Hatami et al., 2015; Lewis and Moital, 2016), self-esteem and luxury consumption (Hudders and Pandelaere, 2013), self-esteem and intention to buy luxury brand (Opiri and Lang, 2016), culture, self-image and luxury, fashionable consumption (Souiden et al., 2011), anxiety and luxury consumption (Shultz et al., 2015), conspicuous consumption and social anxiety (Velov et al., 2014), conspicuous consumption and social exclusion (Lee and Shrum, 2012), conspicuous consumption and state anxiety (Wang and Zhu, 2016), social anxiety and buying brand (Ruvio et al., 2008), social exclusion and brand (Chen et al., 2017). In this context, the contributions of this study are:

- There are limited studies on the effects of self-esteem and trait anxiety on bandwagon luxury consumption behavior relationship. Therefore, we believe this study will contribute to the literature to enlighten the bandwagon consumption behavior.
- Understanding the relationships between self-esteem, trait anxiety and bandwagon and effects of self-esteem and trait anxiety on bandwagon behavior, may reveal the link between the individuals' personal characteristics and purchasing behavior. Such an inner awareness may also help to manage their own purchasing behavior. Additionally, this awareness may also be used by firms to manage consumer behaviors.

The main purpose of this study, which is carried out on postgraduate students of 'Business Administration' and 'Human Resources Management' departments of a private and a state university, is to determine the effects of self-esteem and trait anxiety on bandwagon luxury consumption behavior. The effects of socio-demographic factors such as gender, age, marital status and income may also play a role in bandwagon luxury consumption behavior. In this context, a secondary purpose of this study is to determine the differences in bandwagon luxury consumption behaviors related to some socio-demographic characteristics of the participants forming the sample in this study. Accordingly, the research questions searched in this study are:

1. Is there a difference in terms of bandwagon luxury consumption behavior according to socio-demographic variables such as gender, marital status, age, working status, monthly income and school type?
2. Is there a relationship between participants' self-esteem, trait anxiety, and bandwagon luxury consumption behavior?
3. Do the participants' self-esteem and trait anxiety levels affect the bandwagon luxury consumption behavior?

Literature Review

Bandwagon Effect

Bandwagon effect which exists when the consumers buy a certain product to identify within a specific group or to gain recognition by their own group (Tsai et al., 2013) is a phenomenon characterized by an increase in the probability of individual acceptance depends on the likelihood of other doing so (Chen et al., 2015). Bandwagon effect is a positive relationship of individual purchasing behavior and purchasing behavior of others (Granovetter and Song, 1986). In Leibenstein's analysis, bandwagon effect is absolutely psychological. In other words, a consumer may feel better by acting like the others (Rohlf's, 2001).

Adaptation studies have shown that individuals' perceptions of their peers' popular attitudes are also influential on their own attitudes and behaviors. When a trend gains popularity, the others will probably join it; because they will be pleased psychologically to do so. For this reason, information about what others think triggers the bandwagon effect (Seely, 2014). One characteristic that can be said for a bandwagon: It is the pressure to adopt something because of reasons such as "Everybody does it, so we have to do it" or "it will solve all our problems" (Turner, 1997).

The individual believes that something that many others accept is good for him/her too (Chaiken, 1987); what the others want, the individual asks for that (Choi et al., 2015). Therefore, the individual interprets his close friends in his/her reference group to buy a particular product as if it had a high quality. This understanding is based on the assumption that close friends of the individual have a special knowledge of the product and, if this knowledge can be used for him/her, convince him/her to behave in a similar way (Bischoff and Egbert, 2010). In this context, it can be said that whether an individual will exhibit purchasing behavior can be determined in part by the number of other people who have made purchasing behavior (Granovetter and Song, 1986). In this aspect, bandwagon behavior is mostly affected by addiction (Kastanakis and Balabanis, 2012b).

The key concept in bandwagon effect theory is the 'critical mass'; because in bandwagon markets with different dynamics from classical markets, it is difficult to market a product or service that exhibits the bandwagon effect in the initial conditions where both the consumer set

and bandwagon advantages are small. In such cases, the bandwagon effect, which often stumbles before continuing, becomes unstoppable after a sufficient number of consumers have joined. In this context, products and services with bandwagon effect can either fail or achieve limited success if they can not reach a certain demand level, that is, the critical mass; those who reach the critical mass are likely to grow very quickly. After the critical mass has been exceeded, the bandwagon effect leads to positive feedback and this demand is subject to this feedback (Rohlf, 2001). At this point, the two consumers making identical choices produce 'positive feedback' (Kandori and Rob, 1993). Such feedback starts when enough consumers join to bandwagon in overcoming critical mass.

The first consumer cluster provides the advantage of adequate bandwagon to increase the participation of additional consumers. When additional consumers join, more bandwagon effects are produced, which encourages more user participation. This positive feedback continues until reaching a very large consumer cluster (Rohlf, 2001) and the informational waterfalls formed take shape quickly in individuals who decide not to ignore their own personal informational signs and follow the behavior of others (Bikhchandani et al., 1992, Maxwell, 2014).

Conspicuous Consumption and Bandwagon Effect

Conspicuous consumption was revealed in the famous work of Thorstein Veblen (1899) published in his work called 'Leisure Class Theory' (Bergman, 2010). Conspicuous consumption, which continues to attract the attention of researchers in its own special perspective (Chaudhuri and Majumdar, 2006), is defined as over-consumption which aim to be a sign of competitive and superior social class membership (Patsiaouras and Fitchett, 2012); obtaining and preserving the status or prestige to prove the proud of richness (Page, 1992); and as unnecessary consumption of expensive products and services to show richness (Bergman, 2010). Individuals make conspicuous consumption to exhibit the economic wealth they possess (Sivanathan and Pettit, 2010); however, conspicuous consumption is not limited to 'leisure class', because there is a willingness to resemble between groups (vertical) and within groups (horizontal) (Weber, 2011).

Although conspicuous consumption is seen higher in individualist cultures than in collectivist cultures, to show off with success, money, self, and ownership are all consumer-specific situations throughout the world (Chaudhuri and Majumdar, 2006). It doesn't matter if they belong to different cultures, all people make self-presentation and manage their behaviors more or less in order to earn self-esteem. However, if luxury products in collectivist cultures are regarded as symbols of excellence because of their compliance with social norms and the expectations of others, the group members attach themselves to such behavior in order to achieve harmony. In individualist cultures, having or

purchasing certain luxury products for consumers is probably motivated by the individuals's internal preferences and emotions instead of norms (Yu, 2014). Almost at the same time as Duesenberry (1949), Leibenstein has expanded the general category of 'conspicuous consumption' to more specific subclassifications referred as 'snob effect', 'bandwagon effect' and 'Veblen effect' (Weber, 2011). Therefore, it is possible to evaluate the bandwagon effect as a subcategory of conspicuous consumption.

Self, Self-Esteem and Bandwagon Effect

In general, when individuals who observe other people's consumption behaviors think they need to own these particular products to be 'involved' or 'part of a particular group'; they create a bandwagon effect by purchasing these products. As others also buy and use them, these products also have a charming effect. Thus, the individual consumer characteristics underlying consumption behavior have been the focus of interest for many scientists (Kastanakis and Balabanis, 2012a). In the context of individual factors, personality is at the forefront, affecting individual consumption behavior.

Personality, as a set of characteristics, beliefs, opinions, attitudes and different habits that the individual exhibits consistently or in a consistent way, distinguish individuals from others (Gherasim and Gherasim, 2013). The self is a part of the personality (Burger, 1986), its subjective side, and it is not possible to draw clear boundaries between development and structure between the two (Köknel 1986). According to psychoanalytic theory, a self system that exposed to conflict; according to behavioral theory, a conditional response package; according to organism theory, a functional and developmental state; according to phenomenology, an integrality form; according to symbolic interactivity, a function of interpersonal interaction (Sirgy, 1982).

The concept of self (Sirgy, 1982), which is related to all the emotions and thoughts of the individual as an object, can be internal by award-winning development; and can be external through the symbolization of the image that individuals want to show to the others (Eastman and Eastman, 2015). Accordingly, individuals buy the products; to express themselves and to support their identity feelings (Sirgy, 1982; Eastman and Eastman, 2015), to give information about their self and to strengthen their self-esteem (Sirgy, 1982; O'Cass and McEwen, 2006, Tatt, 2010, Toth, 2014). According to Grubb and Grathwohl (1967): (1) the concept of self is valuable to the individual and behavior is directed towards the preservation and development of the concept of self (2) the purchase, display and use of goods have symbolic meanings to the individual and others and (3) the individual's consumption behavior is directed towards developing the concept of 'self' through symbolic consumption of products (Sirgy, 1982).

Self-esteem (Truong and McColl, 2011), an important concept in psychology and consumer behavior, is the central component of self-concept (Neiss et al., 2002; Kundu and Rani, 2007) and evaluative aspect of it (Van Zyl et al., 2006). Self-esteem depends on how an individual evaluates the concept of self (Burger, 1986) and refers to the universal feelings of self-love, self-worth, self-econfidence and self-acceptance (Rosenberg, 1965). Self-esteem is a relatively new concept that scientists have been exploring since the mid-1960s and structured as 'a result of behavioral processes'; 'a buffer to protect harmful behavior' or 'a self-drive to guide current and future behavior' (Sages and Grable, 2011). Individuals act to increase their self-esteem (Truong and McColl, 2011).

According to Sirgy (1982), the consumer will either be motivated to take a product that is rated positive to maintain his or her positive self-image (positive self-harmony state) or develop himself or herself by approaching an ideal image (positive self-inconsistency state); on the other hand, avoids purchasing a product that is evaluated as negative to avoid self-depreciation (negative self-harmony status and negative self-disagreement). In this context, self-consistency predicts that the consumer will be motivated to purchase a product with a positive or negative image, which is in line with his/her self-image. It serves to maintain consistency between behavior and self-image and tries to avoid incompatibility that may arise from an inconsistency. The value and image settled inside the product will be affected by a stimulated self-scheme. For example, if the product is a luxury car, and the primary image is a 'high status', the value deduced for the car's 'high status' image depends on the precise nature of the stimulated self-image size which includes the 'status'. If the 'high status' has a positive value on the stimulated self-image size, then this positive value will be reflected in the product; if the 'high status' has a negative value, it will reflect a negative value to the product (Sirgy, 1982). The self-esteem, which is a special manifestation of ego, is not entirely dependent on status, but it is a strong determinant. People want to express their statuses; since possessed properties reduce the danger of unrecognition of status (O'Shaughnessy, 1992).

On the other hand, there is strong evidence that there is a relationship between self-esteem and conspicuous consumption (Lewis and Moital, 2016). In the past, consumers were shopping on the basis of acquiring the goods and services needed and based on the value of money (Tatt, 2010). After 1990, moving beyond these simple purchasing and consumption behaviors, consumer surveys have shown interest in settled and historical concepts such as status groups, consumer perceptions and memory, emotions, hierarchical needs, consumption for another, semiotics and status symbolism, hedonism, group dynamics and socialization processes, inferiority and self-esteem. It is thought, directly or indirectly, that these concepts are related to the interpretations behind the conspicuous consumption drives (Patsiaouras and Fitchett, 2012).

Today, therefore, modern consumers are shopping for rewarding themselves, satisfying their psychological needs, feeling good, expressing themselves, exhibiting their personality, or increasing their self-esteem. The purchased product has become a psychic validation (Tatt, 2010). According to Wadman (2000), as the society begins to see the possession of quality goods as a way to increase self-esteem when other consumers own quality products, self-esteem of individuals whose annual consumption is stable has begun to diminish (Lewis and Moital, 2016). While Rosenberg's classical thesis states that momentary self-evaluations are context-dependent, people often make meanings about their own self-esteem as a means of their own emotional response to many different social situations. The individual consumers in the bandwagon state are also motivated to feel good about their self at that moment (Kerremans, 2009).

In the theory that Duesenberry (1967) labels as the 'bandwagon' effect, he expresses that in the name of protecting their self-esteem, they struggled with other individuals (McCormick, 1983; Page, 1992). In order to avoid loss of self-esteem, individuals will try to compete with other individuals by increasing their consumption expenditure, which is known as the 'show effect' (Dussenberry, 1949; Lewis and Moital, 2016). In this context, according to Veblen who links with self-esteem, individuals do not buy necessities once they have achieved an increase in socio-economic status. Rather, they buy products that will show others the improvement in their socio-economic position to create self-esteem (Delaney, 2008).

There is strong evidence that self-esteem is related to conspicuous consumption (Lewis and Moital, 2016). According to Sivanathan and Pettit (2010), individuals with low self-esteem rely on conspicuous products to change their perceptual situation (Lewis and Moital, 2016). According to Veblen, the psychological mechanism behind conspicuous consumption is that, self-esteem relies on the respect of the individual by others and is proportional to the wealth of his/her possessions. In this context, fluctuations in the perceived richness of the individual can also lead to changes in self-esteem. For this reason, the individual will need to demonstrate a substantial amount of 'financial power' in order to protect and enhance self-esteem (Campbell, 1989). In fact, as a threat to self-esteem, when they are deprived of status symbols, it is more likely that the consumers push their budgets to possess these symbols of status. (O'Shaughnessy, 1992). In this context, conspicuous consumption refers to purchasing products beyond the level of income (Delaney, 2008).

Anxiety and Bandwagon Effect

Each specific emotion is associated with a number of cognitive assessment processes through a number of psychological mechanisms, and thus influences decision making (Achar et al., 2016). In the context

of psychological theory, Freud is the first scientist to explain the concept of anxiety; 'Something felt' as an unpleasant emotion or state (Spielberger, 1966:9). Anxiety, often considered as an emotional problem, is essentially like other personality traits that can be conceptualized as a coherent model over time (Wilt et al., 2011). For this reason, it is generally expressed today that a comprehensive theory of anxiety should distinguish anxiety of 'temporary emotional state' and anxiety of 'individual differences' (Smith and Smoll, 1990). Spielberger has developed procedures to use 'state anxiety' and 'trait anxiety' in practice (Gaudry et al., 1975). According to Spielberger et al. (1970) 'state anxiety'; is a temporary emotional state that can be defined at a certain time by subjective tension, apprehension, and autonomic nervous system stimulation. 'Trait anxiety' is relatively constant interpersonal differences in tendency to anxiety and possible state anxiety that may be experienced in the future.

In this context, researchers have begun to investigate the effects of emotional variables on consumer behavior in recent years (Hill and Gardner, 1987). Why do the consumers feel anxious? According to Woodward (2011); consumer anxiety refers to the theory that personal consumption can sometimes cause anxiety in the individual, due to the perception that choices of consumption will be judged negatively by others. For example, consumer practices that are personally identifiable, visible to others and open to trial, such as clothing, embellishment, hair or life styles, form the basis for consumer anxiety. According to theory, as negative judgments made by others about the things consumed or the way they consumed may challenge or abrade an individual's social status, this constitutes a kind of social risk of consumption. Baumeister and Tice (1990), on the other hand, emphasized the exclusion from the social groups and stated that anxiety is possibly a result of this exclusion and possibly in a natural form. According to this 'exclusion' theory of anxiety, anxiety is related to the groups' causes of exclusion such as inadequacy, desire for immortality and not being attractive. Events that make an individual feel more incompetent, guilty or shameful create anxiety.

Hypothesis Development

There are many factors that may influence consumer behaviors and don't stay constant over time in each situation. Demographic factors such as age, gender, income, occupation, educational level, marital status and family history may be mentioned on the top of the list (Kumar, 2014). In many respects, gender comes first among the most important factors that may affect consumer buying behavior. In men and women, differences in upbringing and socializations, motives, perspectives, justifications and considerations may play a role on the basis of their orientation to different products (Siddiqi, 2016, Iakshmi et al., 2017). The gender factor also causes a perceptual difference in the consumption

of the product (Iakshmi et al., 2017). In this context, women make purchasing decisions more emotionally, subjective and intuitive while men are more realistic, analytical, logical and data-driven reasoning. Men are more likely to focus on the utilitarian aspect of buying (Siddiqui, 2016). Moreover, the study of Stokburger-Sauer and Teichmann (2013) shows that women's attitudes towards luxury goods are more positive than men's, and that women are more sensitive to the uniqueness, hedonic and status values of luxury goods.

Age is related to behavioral factors of the consumer that may change by the periods of life (Gherasim and Gherasim, 2013). Young consumers, despite minor differences in various cultures, often act individually in their choices and do not conform to the rules of society. Young consumers are well aware of the existing luxury labels, are modern and fashionable; they also have access to these brands when they have higher disposable incomes. However, luxury products, which are perceived as rare and valuable, become the object of compulsive purchasing if they are in harmony with the self-image of the young consumer. In this context, older consumers focus on self-realization and younger consumers focus on the concept of self (Moreno-Gavara and Jiménez-Zarco, 2016). The marital status is also one of the main demographic factors that can affect the decision to buy a luxury brand. Behaviors such as showing different reactions to various features of luxury brands, focusing on different dimensions of these products and wanting to buy them from different places can be affected by the marital status variable (Srinivasan et al., 2015).

The income level is also a socio-demographic variable that affects the purchasing behavior of the consumer in various ways. First, the absolute income hypothesis put forward by John M. Keynes stated that as a rule and on average, people increase their consumption as their income increases. According to this, even not in the same amount, consumption expenditures follow this curve when income rises or falls (Cicarelli, 1974). Similarly, according to Waheed et al. (2014), consumer behavior is also significantly dependent on income levels. Based on the above-mentioned literature focusing on the effects of socio-demographic factors such as gender, age, marital status, income on purchasing and luxury consumption behavior, these factors may also play a role in bandwagon luxury consumption behavior. In this context, this hypothesis is proposed:

H1: There are differences in terms of bandwagon luxury consumption behavior according to socio-demographic variables.

Self-esteem and personality most likely share a common developmental root (Kendler et al., 1998). A type of self-esteem is found in personality variable that expresses how people generally feel about themselves. Researchers call this self-esteem 'global self-esteem' or

‘trait self-esteem’ because it is relatively permanent in terms of time and circumstances (Brown and Marshall, 2006).

There are studies in the literature of consumer behavior showing that the concept of ‘self’ reflects on consumer behaviors in various forms. For example, Arndt et al. (2004) found that buying a product increases the self-esteem of the individual by flushing the ego; Naz and Lohdi (2015) indicated that concept of self positively influences the purchase of luxury goods; Stepieri et al. (2016) argue that luxury products which provides social recognition can serve to improve social status and may increase the self-confidence of the individual; Woodward (2001) noted that negative judgments about the things consumed or the way they consumed can lead to relatively minor or transient psychological distress in an individual such as self-doubt, loss of self-esteem or shame. In this context, as personality traits may significantly affect the bandwagon luxury consumption behaviors (Shaikh et al., 2017) and acceptance of self-esteem as a personality trait (Brown and Marshall, 2006), it is suggested that self-esteem may affect bandwagon luxury consumption behavior.

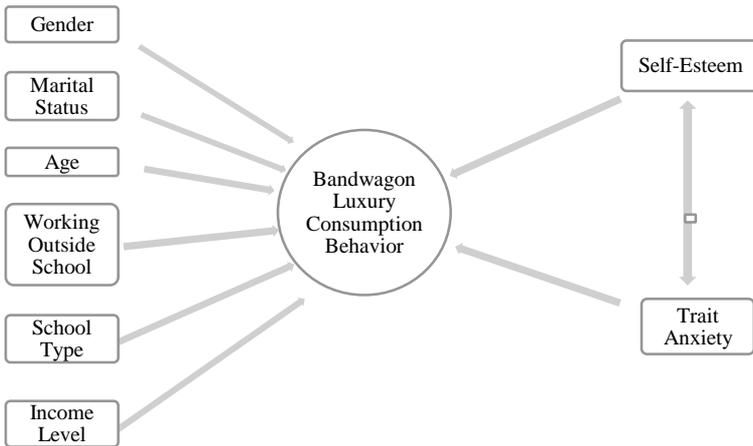
On the other hand, in this study, in addition to self-esteem, it has also been discussed the effect of trait anxiety as a personality trait (Cox, 2007) on bandwagon luxury consumption behavior. There are some hints in the literature suggesting that the anxiety may be related to bandwagon behavior. For example, according to Grupe and Nitschke (2013), uncertainty about a possible future threat disrupts the individual's ability to avoid or mitigate that threat, prevents preparation for the future effectively and efficiently and results in anxiety. Fu and Sim (2011) stated that this uncertainty leading to anxiety is also a prerequisite for activation of the bandwagon process. Accordingly, the ambiguity of values triggers a process of information waterfall which leads to bandwagon.

Anxious individuals tend to focus on negative outcomes rather than the potential gains associated with the decision process (Haleblian et al., 2004). Therefore, high trait anxiety is associated with avoiding risky decisions (Bromen-Fulks et al., 2014). Furthermore, according to the sociometer theory, negative responses such as anxiety are stimulants against social rejection, disapproval, or exclusion, an individual may maintain his/her self-esteem by avoiding these negative consequences (Leary and Downs, 1995). It can be concluded that the above-mentioned research on the effects of self-esteem and anxiety on various consumption behaviors suggests that both phenomena may play a role in bandwagon luxury consumption behavior. In this context, following hypotheses are proposed:

H2: There are relationships between self-esteem, trait anxiety and bandwagon luxury consumption behavior.

H3: Self-esteem and trait anxiety affect the bandwagon luxury consumption behavior.

The conceptual framework of this study is shown at Figure 1:



Research Methodology

Sample

This study is carried out on postgraduate students from the 'business administration' and 'human resources management' departments of social science institutes of a state and a private university. The study sample consists of a total of 92 participants; 51 from a state and 41 from a private university. Although all questionnaires (n=100) have returned back, we considered only 92 in our study due to various reasons such as missing forms, missing answers etc. Socio-demographic characteristics of the participants were 56.5% male, %77.2 not married, %53.3 working outside the school, %54.4 had a monthly income of 1501 TL or less; % 55.4 from state university and % 44.6 from private university.

Data Collection Tools.

Socio-demographic Characteristics. Six questions to determine the socio-demographic characteristics of the participants such as gender, marital status, age, whether they worked in an out-of-school job, monthly income level and school status were prepared by the researchers.

Spielberger Trait and State Anxiety Inventory (STAI)- Trait Anxiety Subscale (STAI-T). The inventory, which each consists of 20 items and 2 subscales, was developed in 1970 by Spielberger, Gorsuch and Lushene. Anxiety that the individual feels at a certain moment was

measured by the State Anxiety Subscale (STAI-S), and anxiety in general, is measured by the Trait Anxiety Subscale (STAI-T). In this study we only used the Trait Anxiety Subscale (STAI-T).

STAI-T is answered through a 4-point scale, which is rated (1) Almost Never, (2) Sometimes, (3) Often and (4) Almost Always. High scores in this scale indicate high trait anxiety. Test-retest and Kuder-Richardson reliability coefficients were respectively 0.73-0.83 and 0.86-0.92 and convergent validity ratings were 0.80 for Taylor Manifest Anxiety Scale, 0.75 for IPAT anxiety score and 0.52 for the Multiple Affect Adjective Check List in the original form of the scale.

The adaptation, validity and reliability study of STAI in Turkish was done by Öner and Le Compte in 1983. In that study, Kuder-Richardson reliability coefficients were 0.83-0.87; substance reliability correlations were 0.34-0.72; test-retest reliability coefficients were 0.71-0.86 and construct validity was 0.62 between state and trait anxiety subscales and considered adequate.

Cronbach's alpha internal consistency rate of the Spielberger State-Trait Anxiety Inventory-Trait Anxiety Subscale (STAI-T) in this study is 0.897.

Rosenberg Self-Esteem Scale (RSES). The scale was developed by Moris Rosenberg in 1965. 'Self-esteem', 'continuity of the concept of self', 'trust in people', 'sensitivity to criticism', 'depressive affect', 'dreaming', 'psychosomatic information', 'threatening relations between people', 'degree of participation in discussions', 'interest of parents', 'relationship with father', and 'psychic isolation', there are totally 63 items in 12 subscales. In this research, the 'self esteem' subscale which reflects the opinions of the individual as a human being in terms of his/her own worth and constituted of five positive and five negative items, was used. The answers were coded on a 5-point scale; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. Reverse scoring was done for negative items. In the original form of the scale (Rosenberg, 1965), the internal consistency rate was 0.77, the minimum repeatability rate was at least 0.90, criterion validity rate was 0.55 and construct validity ratings were -0.64 for anxiety, -0.54 for depression and -0.43 for anomie and considered adequate. The scale was adapted to Turkish by Çuhadaroğlu in 1986 and the validity rate was found as 0.71 and the test-retest reliability rate was 0.75.

For our study, Cronbach's alpha internal consistency rate of Rosenberg Self-Esteem Scale (RSES) is 0.843.

Bandwagon Luxury Consumption Scale. Kastanakis and Balabanis (2012a) developed a scale with 3 items to measure consumer behavior of bandwagon. This scale measures, in particular, the individual's bandwagon luxury consumption trend, depending on the product category (Van Schalkwyk, 2014).

Responses to the scale developed by Kastanakis and Balabanis (2012a) to determine the individual's luxury consumption behavior in

relation to the increased consumption of others, were: (1) Strongly Disagree, (2) Disagree, (3) Partly Disagree, (4) Neutral, (5) Partly Agree, (6) Agree, and (7) Strongly Agree. In the study of Kastanakis and Balabanis (2012a), the meaning of luxury clock is used because of its high symbolic features. Participants were asked to consider how these products reflect their own personalities. Thus, it was attempted to connect with the participants' self and trait.

In the original form of the scale, the construct validity reliability was at least 0.70 in support of internal consistency and convergent validity. Cronbach's alpha of the original scale used in various studies in the literature is 0.85. Cronbach alpha values obtained; 0.85 in the later study of Kastanakis and Balabanis (2014), 0.94 in the study of Tsai et al. (2013), 0.78 in the study of Van Schalkwyk (2014) and 0.916 in the study of Mdekeza (2014).

The Cronbach's alpha internal consistency rate of the Bandwagon Luxury Consumption Behavior Scale in this study is 0.881.

Operation. The questionnaires used in the research were submitted to postgraduate students of a state and a private university in the field of 'Business Administration' and 'Human Resources Management' fall and spring semesters of 2016-2017. The participants were informed about how to fill out the scales and the data was used in only for scientific purposes not for any other purpose.

SPSS 15.0 software was used in the analysis of the data. First, Cronbach's alpha internal consistency rates of the questionnaire forms were found and frequency analysis that evaluate the socio-demographic characteristics of the participants was performed. 'T test for independent samples', 'one-way ANOVA', 'Pearson's correlation analysis' and 'multivariable regression analysis' were used to answer research questions.

Data Analysis and Results

The self-esteem, trait anxiety, and bandwagon luxury consumption behavior mean scores of the study sample were shown in Table 1.

Table 1. *Self-Esteem, Trait Anxiety and Bandwagon Luxury Consumption Behavior Scores*

Variable (n=92)	Mean	SD
Self-esteem	4.0739	0.62404
Trait anxiety	2.1022	0.36644
Bandwagon luxury consumption behavior	4.3551	1.86334

In studies of anxiety, it appears that different cut-off points are used to distinguish participants' anxiety levels as high or low. In this context, although there is no definite cut-off point for STAI, in general,

the most common cut-off score used for the trait anxiety was 2.25 (Conde et al., 2010), it can be said that the mean trait anxiety score of the sample is close to low-end (M=2.1022, SD=0.36644). Similarly, the RSES lacks a precise cut-off point that categorizes participants' self-esteem levels (Strange et al., 2005). However, the scores in the 5-point Likert form were between 10 and 50, and the cut-off point was accepted as 27 (2.7) (Morrison, 2011). In this context, it can be said that the level of self-esteem of this study sample is high (Ort = 4.0739, S = 0.62404).

In the literature, there was no cut-off value that would help to determine the bandwagon behavior as high or low according to the Kastanakis & Balabanis Bandwagon Luxury Consumption Scale.

Differences Between Bandwagon Luxury Consumption Behavior in Terms of Socio-demographic Variables. In order to determine the differences between bandwagon luxury consumption behaviors in terms of socio-demographic variables of participants, one-way ANOVA was used for 'monthly income' variable and 't test for independent samples' was applied for gender, marital status, non-school employment and school type variables.

As the majority of the sample was 22 years of age or older (n = 91), thinking that it would not provide an appropriate comparison, no analysis was performed for age variable. Findings for other variables are shown in Table 2.

Table 2. Bandwagon Luxury Consumption Behavior by Socio-demographic Variables

Variable (n=92)	Bandwagon Luxury Consumption Behaviour	
	Mean	S
<i>School Type</i>		
Private University (n=41)	4.2276	1.84758
State University (n=51)	4.4575	1.88793
	T=-0.586, p=0.559	
<i>Gender</i>		
Male (n=52)	4.5000	1.83229
Female (n=40)	4.1667	1.90964
	T=0.849, p=0.398	
<i>Marital Status</i>		
Married (n=21)	4.7460	1.68623
Not Married (n=71)	4.2394	1.90836
	T=1.096, p=0.276	
<i>Working outside School</i>		
Yes (n=49)	4.5170	1.83971
No (n=43)	4.1705	1.89454
	T=0.889, p=0.376	
<i>Monthly Income</i>		
0-1000 TL (n=33)	4.1515	1.91502
1001-2000 TL (n=17)	4.3137	1.57881
2001 TL or Higher (n=42)	4.5317	1.95069
	F=0.385, p=0.682	

As seen in Table 2, working outside school ($t = 0.889, p = 0.376$), monthly income ($F = 0.385, p = 0.682$), gender ($t = 0.849, p = 0.398$), marital status ($t=1.096, p=0.276$), and school type ($t = -0.586, p = 0.559$), there were no significant differences between the group mean scores, then H1 is rejected.

The Relationship Between Self-esteem, Trait Anxiety and Bandwagon Luxury Consumption Behavior. In this study, 'Pearson's correlation analysis' was used to reveal the relationships between sample self-esteem, trait anxiety and bandwagon luxury consumption behavior. The results obtained are shown in Table 3.

Table 3. *Relationship Between Self-Esteem, Trait Anxiety and Bandwagon Luxury Consumption Behavior*

Variable (n=92)	1	2	3
Trait anxiety	-		
Self-Esteem	-0.608**	-	
Bandwagon Luxury Consumption Behavior	0.129	0.054	-

** $p < 0.01$. $r = 0-0.29$ shows low relationship; $r = 0.30-0.64$ shows moderate relationship; $r = 0.65-0.84$ shows high relationship; $r = 0.85-1$ shows very high relationship (Ural and Kilic, 2006: 248).

As seen in Table 3, the results obtained by Pearson's correlation analysis as an answer of 'Is there a relationship between participants' self-esteem, trait anxiety and bandwagon luxury consumption behavior?' reveals that there is a significant moderate negative relationship between self-esteem and trait anxiety ($r=-0.608, p<0.05$). On the other hand, it was remarkable that, there was a positive but non-significant relationship between bandwagon luxury consumption behavior and self-esteem ($r=0.054, p>0.05$) and trait anxiety ($r=0.129, p>0.05$), then H2 is partly accepted.

Table 4. *Results of Multivariate Analysis Showing the Effects of Self-esteem and Trait Anxiety Over the Bandwagon Luxury Consumption Behavior.*

Dependent Variable	Independent variables	Constant	B	Beta	T	P
Bandwagon	Trait Anxiety	-0.965	1.310	0.258	1.975	0.051
	Self-esteem		0.630	0.211	1.617	0.109
$R^2=0.045, \text{adj. } R^2=0.023, F=2.088, p=0.130$						

Effects of Self-Esteem and Trait Anxiety on Bandwagon Luxury Consumption Behavior. To answer the question: 'Do self-esteem and trait anxiety levels of the participants effect the bandwagon luxury

consumption behavior?', in other words, to determine how self-esteem and trait anxiety may explain the total variance over the bandwagon luxury consumption behavior, multivariate regression analysis was used as a tool. Self-esteem and trait anxiety were independent variables and bandwagon luxury consumption behavior is the dependent variable in our model. The study results were shown in Table 4.

As seen in Table 4, according to multivariate regression analysis; together with self-esteem and trait anxiety did not seem to make a significant contribution to explain the change in bandwagon luxury consumption behavior ($R^2=0.045$, adj. $R^2=0.023$, $F=2.088$, $p=0.130$), then H3 is rejected. On the other hand, the effect of trait anxiety on bandwagon luxury consumption behavior, alone, was found to be very close to the significance limit ($p=0.051$).

Discussion

“...The compelling red dressing gown forced everything else to fit in its own fashion...”

Denis Diderot (1713-1784) is the first to draw attention to the issue of unity and influence. Diderot presented an important discovery with the article entitled ‘Regrets on Parting with My Old Dressing Gown’. Article begins while Diderot is sitting in his den in melancholy and confusion. He thinks how the once congested, humble, chaotic and happy room transformed into an elegant, organized, elaborately furnished relentless space. He believes its all because of his dressing gown. It was a fact that he had gradually changed any item in the room including the table, the gobelin, the chairs, the woodworks, the bookshelves and the clock with the idea that they did not suit his dressing gown. This change suggests that he is seduced by the desire for luxury life and the desire for harmony (McCraken, 1988).

Nowadays, consumption behavior exceeding its initial role in existence and survival of human being, currently has gained a central position which has become a purpose. For this reason, consumers have started not only to consume only for their survival, but also to show luxury consumption tendency (Öymen-Dikmen, 2008). Through marketing policies that provide persuasive and easy payment, individuals acquire luxury products far beyond their purchasing capacities (Waheed et al., 2014). In this context, luxury products, which are usually quite expensive, are bought by individuals for different purposes (Tatt, 2010).

Luxury products may have a function to serve consumers by increasing their self-esteem through emotions by providing recognition, improving social status and purchasing (Stepieri et al., 2016). Truong and McColl (2011) declared that, self-esteem may serve as a monitoring function in the path of luxury consumption behaviour for personal rewarding; individuals purchase luxury products to preserve or enhance their perception of self-esteem. On the other hand, although the relationship between psychological anxiety and purchasing and

consumption behaviors is frequently noted, however, it could be thought that the number of empirical researches related to the subject is insufficient (Nagashima, 2003).

In this study; there was no significant difference between bandwagon luxury consumption behavior according to socio-demographic variables such as gender, marital status, monthly income, non-school working and type of the graduated school. There are some studies in the literature which focus on the relationship between socio-demographic variables, consumption and purchasing behavior to reach out various outcomes. According to the work of Memushi in 2013, the conspicuous consumption level is higher in young and middle-aged people. In the study of the author in 2014, it was found that women played a major role in conspicuous consumption. Chakraborty (2016) stated that although men consumers spend more on luxury products than women, and their luxury product purchasing potentials are higher, the differences between men and women consumers are not statistically significant. In parallel to this study, the results of Hatami et al. (2015) showed that there was no significant difference between male and female participants in terms of demonstrating conspicuous consumption. Although the participants in between 28-35 years-old age group were found to spend more on luxury fashion, 18-27 years-old age group tend to care more about interpersonal relationships and brand image. Srinivasan et al. (2014) have established a relationship between marital status and the effect of purchasing luxury products. Accordingly, married individuals give more importance to their families' opinions while the singles give more importance to their friends' vision in making up their decision. In the study of Vijayakumar and Brezinova (2012), it has been shown that participants tend to devote their income to preserve their social status rather than enjoyment, and tend to spend more on luxury goods to display their favorable current socioeconomical status compared to the past.

In this study, Pearson's correlation analysis applied to determine the relationship between self-esteem, trait anxiety and bandwagon luxury consumption behavior revealed a negative and significant relationship only between self-esteem and trait anxiety. In addition, both self-esteem and trait anxiety were found to be positively associated with the bandwagon luxury consumption behavior, but not significant. There is a general agreement in the literature that individuals with low self-esteem are more likely to give importance to branded products (Souiden et al., 2011). In this context, unlike the results of studies, which implies that the search for self-esteem may lead to bandwagon luxury consumption behavior (Truong and McColl, 2011), it is noteworthy that a positive relationship is found between self-esteem and bandwagon luxury consumption behavior in this study. Similarly, conspicuous consumption (Hatami et al., 2015; Lewis and Moital, 2016) and luxury consumption (Hudders and Pandelaere, 2013) were found to have significant positive

relationships with self-esteem. On the other hand, Opiri and Lang (2016) have determined that self-esteem has no significant effect on the intention to purchase luxury brands. In this study, it was stated that individuals with high self-esteem would not be engaged in luxury shopping in order to increase the already high-level of self-esteem. Cultural dimensions of this entity should also be encountered in analysing these results. For example in collectivist cultures, consumers have used luxury fashion accessories as a tool to reflect high social status and positive self-images (Souiden et al., 2011). Some studies indicate that luxury consumption can lead to even greater self-esteem due to the high symbolic values of luxury brands reflecting success and social gain (Hudders and Pandelaere, 2013). In this study, a positive relationship of self-esteem and bandwagon luxury consumption behavior might be explained by the collectivist cultural context of the sample, symbolic value of the luxury products (Hudders and Pandelaere, 2013) and the desire to exhibit a higher self-esteem (Souiden et al., 2011).

Theories about the human nature indicate that as a biological entity, humans are adapted to live in small social groups. Human beings are anxious to be excluded from these social groups. Anxiety of exclusion occurs primarily as a reaction to the phenomenon of ‘being excluded’ (Baumeister and Tice, 1990). Therefore, according to the theory of social exclusion, it can be said that the main reason of the anxiety is the perception of exclusion of the individual from important groups (Leary, 1990). Lee and Robbins (1998) have shown that social commitment additionally contributes to this trait anxiety.

On the other hand, it can be said that one of the reasons of luxury consumption is the influence of the social group that the individual is included. The dominant norm or standards of a social group in which the individual belongs may drive the attention of the individual to a new style or products in parallel with other group members. It is difficult for an individual to make a purchasing decision independent of the influence of others. The group in question provides a reference frame for making a decision to buy (Venkatesan, 1966). Therefore, it can be considered that an individual can move into a luxury or conspicuous consumption track by acting in line with the norms and standards of the group due to the fear of exclusion from their social group. In this regard, Shultz et al. (2015) stated that, luxury consumption particularly aims to relieve and heal the anxiety of the consumers; Velov et al. (2014), stated that conspicuous consumption is related to perceived social anxiety.

According to Lee and Shrum (2012), social exclusion in the form of ignorance leads to an increase in conspicuous consumption. It can be said that, fear of social exclusion, individuals can give up their financial favors for their social well-being (Mead et al., 2010). In the literature, there are several studies supporting these findings. For example, it has been stated that perception of being highly different from the others may increase the social anxiety while lowering the self-esteem yielding

demand to luxury brands (Ruvio et al., 2008); socially excluded individuals are more motivated to engage with a brand (Chen et al., 2017) and values of materialism play an mediation role between state anxiety and conspicuous consumption (Wang and Zhu, 2016).

In this study, in line with the above-mentioned studies which focused on relationships between anxiety, purchasing and luxury consumption behavior, the relationship of bandwagon luxury consumption with increased anxiety, although close to statistical significance, supports that the bandwagon luxury consumption is feeded with increased level of anxiety in an individual. It can be thought that, this situation is a result of the individual's efforts for not being apart from their social group or trend of the majority.

This study also revealed a significant and negative relationship between self-esteem and trait anxiety which was similar with previous literature (Baumeister et al., 2000; Asadi et.al, 2010) and could be explained by positive effects of self-esteem and negative effects of trait anxiety.

Conclusion

This study focused on the relationships between self-esteem, trait anxiety and bandwagon luxury consumption behavior, the effects of self-esteem and trait anxiety on bandwagon behavior and the differences in terms of bandwagon behavior according to some socio-demographic variables. Study findings showed that there are no statistically significant differences in terms of bandwagon behavior according socio-demographic variables. There is a significant negative correlation between self-estem and trait anxiety. On the other hand, the positive correlation between self-esteem and trait anxiety with bandwagon behavior is not statistically significant. According to the findings of this study, it can be considered that as the self-esteem increases, trait anxiety decreases; if self-estem and trait anxiety are high, bandwagon luxury consumption behavior will increase, or vice versa.

Limitations and Future Research Directions

The limitation of this study is that the data was collected from a sample of postgraduate students from the 'business administration' and 'human resource management' departments of social science institutes of a state and a private university. In the future, searching further inter-relationships between self-esteem, anxiety and bandwagon in other study populations such as individuals with different levels of income, education and culture may provide further information on consumers' bandwagon behavior of luxury consumption.

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