

Assessment Of Influence Of Materialistic Values On Consumption Innovativeness

* *Manit Mishra*

MATERIALISM - AN INTRODUCTION

Materialism is an eclectic notion which finds a mention in an entire gamut of disciplines. The text book definition of materialism states that it is a personality-like trait which distinguishes between individuals who regard possessions as essential to their identities and their lives, and those for whom possessions are secondary (Schiffman and Kanuk, 2005, p. 157 158).

The consumer researchers have studied the construct of materialism (e.g. Belk, 1984; Burroughs and Rindfleisch, 2002; Richins and Dawson, 1992) and its causes and consequences (e.g. Larsen, Sirgy and Wright, 1999; Rindfleisch, Burroughs and Denton, 1997; Sirgy, et. al. 1998). They have investigated materialism as a personality trait (Belk, 1984; 1985); as a consumer value (Richins 1987; Richins and Dawson, 1992); as a consumer attitude (Campbell, 1969); as an orientation towards money and possessions (Moschis and Churchill, 1978); as a way of life (Daun, 1983; Steiner, 1975); as an acquisitive ideology (Bishop, 1949) and Holt (1998) raised an important question as to whether materialism is more about “how” rather than “what” one consumes. However, the intellectual coup-de-grace with respect to materialism may be owed to R.W. Belk (1983, 1984, 1985, 1987, 1988, 1990, 1991) who did pioneering and extensive work related to this construct. Belk has defined materialism through worldly possessions (1983), through materialistic traits (1984, 1985) and through comic characters like Richie Rich, Archie, and Uncle Scrooge etc. (1987). The crowning glory in the entire portfolio of Belk's work on materialism is his operationalization of the construct “materialism”. Belk (1984, 1985) viewed materialism as an integration of personality traits - possessiveness, non-generosity and envy and proposed an indirect measurement system of personality through empirical determination of these three traits using three sub-scales measuring each of these traits.

The other significant measure of materialism is the one operationalized by Richins & Dawson (1992) who suggested that “materialism represents a mindset or constellation of attitudes regarding the relative importance of acquisition and possession of objects in one's life.”. They operationalized materialism through measurement of three centrally held beliefs relevant to the materialistic value: *acquisition centrality, the role of acquisition in happiness and the role of possessions in defining success*. A factor analysis revealed the underlying dimensions as success, centrality and happiness. Here success represents, “use of possessions as an indicator of success in life,” centrality concerns, “the importance of acquisition and possession generally,” and happiness reflects “the perception that possessions are needed for happiness.”. The items loading heavily on the factors were then summated to create an overall measure of materialism. The scale satisfied the validity and reliability criteria.

The present author believes that the scale developed by Richins and Dawson (1992) is more acceptable in and applicable to consumers in varied cultures owing to their definition of materialism as a, “value that guides people's choices and conduct in a variety of situations, including but not limited to, consumption arenas.”. In addition, the sheer diversity and depth of the respondent profiles used in the process of operationalisation, which included adult consumers, students from three universities in different parts of USA and households, too contributes towards its ability to ascertain the extent of materialistic values among urban Indian consumers. Therefore, for the present study, Richins and Dawson (1992) scale was used to measure materialism.

OBJECTIVE

The objective was to determine the relationship of materialism with a particular aspect of consumer behaviour. The author believes that a more materialistic consumer would exhibit a different behaviour with respect to consumption

* Assistant Professor (Marketing), Department of Business Management, C.V. Raman College of Engineering, Bhubaneswar, Orissa. E-mail: manitmishra@rediffmail.com

innovativeness when compared to a less materialistic consumer. Therefore, this aspect of consumer behaviour and its relationship with materialism was exhaustively examined.

MATERIALISM AND CONSUMER BEHAVIOUR

Belk (1985) reviewed the history of consumption in USA since 1960 and reached at a conclusion that there has been a rise in the materialistic tendencies among the yuppies (young urban professionals) in the 1980s. This conclusion was supported by the empirical evidence gathered by **Burnett and Bush (1986)** using more than 3000 respondents. Another longitudinal study of materialistic values by **Easterlin and Crimmins (1991)** indicated a dramatic increase in private materialism as a life goal and a sharp decline in emphasis on personal self fulfillment among US high school students from the early 1970s to the 1980s. Some of the other researchers who have provided evidence of increasing materialism in the West are - **Belk and Pollay (1985a)**, **Belk and Pollay (1985b)**, **Belk and Zhou (1987)**, **Friedman (1985)** etc. This increase in materialism has important implications on consumption meanings (**Zinkhan, 1994**). The influence on consumption meaning is due to the fact that materialistic consumers may think it impossible to achieve end states such as status recognition or happiness without having sufficient or appropriate possessions (**Fournier and Richins, 1991**) and the importance of “*we are what we have as perhaps the most basic and powerful fact of consumer behaviour*” (**Belk, 1988**) underscores the importance of possessions to consumers today.

The materialistic orientation is manifested in the consumer's behaviour since individuals are known to reflect their values and belief by what they do purchase and even by what they do not purchase (**Dickinson and Hollander, 1991**). For example, **Aron O' Cass (2004)** during his research on consumption of fashion clothing, found strong evidence that materialistic values significantly contribute to an individual's involvement in fashion clothing and purchase decision. **Richins and Dawson (1992)** corroborated these findings when they suggested that “*materialistic people value acquisition and means to acquire possessions more highly than those low in materialism.*”. The discussion means that materialistic consumers attempt to manifest their status and success by purchasing socially visible products with higher than average price or cost in the product category.

Further, since materialistic consumers rely on possessions to indicate success publicly (**Richins 1994**), they tend to judge their own and others' success by what they own, and strive to achieve happiness through possessions (**Richins and Dawson, 1992**). Therefore, they are more likely to desire and acquire possessions that are regarded as better within the context of economic viability and cultural acceptability. This desire for acquisition and subsequent possession is preceded by display of an important consumption behavior like consumption innovativeness, wherein, materialism acts as the independent variable.

MATERIALISM AND CONSUMPTION INNOVATIVENESS

Rogers (1976, p. 295) defined innovativeness as, “*the degree to which a responding unit is relatively earlier in adopting an innovation than other units in the system.*”. This is a temporal definition of innovativeness wherein the time elapsed between introduction and adoption of an innovative product is the determining factor. **Rogers (1995)** classified those consumers as innovators who constitute the first 2.5% of the market (in terms of population) to purchase a particular product. This perspective however, has been criticized (**see Midgley and Dowling, 1978**) since it is based only on one product observation and, therefore, entangles one's innovativeness with the effects of situational variables.

An alternative approach to gauge innovativeness is through determination of the number of items from a listing of new products in a given product class that an individual has purchased at the time of undertaking the study (**Midgley and Dowling, 1978**). However, critics have charged that it errs in its level of abstraction (**Goldsmith et. al. 1995**). Researchers have also attempted to treat it as a hypothetical individual differentiating dimension - some people have a stronger degree of it while others have less. **Goldsmith and Hofacker (1991)** defined innovativeness as the relative willingness of a person to try a new product or service.

The issue is contentious, but innovativeness has received considerable attention from consumer researchers (e.g. **Hirschman 1980a; Hirschman 1980b; Midgley and Dowling, 1978; Robertson, 1971; Rogers, 1983**). In addition, there seems to be an agreement among researchers that innovativeness is a personality construct that is possessed to a

greater or lesser degree, by all individuals since everyone in the course of their lives adopt some objects or ideas that are new in the context of their individual experience.

The consumption innovativeness literature classifies it into two types - open processing and domain specific. The open processing innovativeness (operationalized by **Joseph and Vyas, 1984**) influences the ways in which an individual consumer reacts to new products, sensations, experiences and communications within their environment. On the other hand, the domain specific innovativeness reflects the tendency to learn about and adopt innovations within a specific domain of interest. Researchers have found that domain-specific measures of innovativeness have yielded more useful predictions of the adoption of innovations by consumers in comparison to open processing innovativeness (e.g. **Goldsmith and Hofacker, 1991; Hirschman, 1980b**). Further, **Gatignon and Robertson (1985)** have found little overlap in innovativeness across domains or product categories and, therefore, concluded that innovativeness is more domain specific. For example, interest in Internet and Internet shopping is viewed as an innovation (**Mahajan and Wind, 1989; Peterson et. al, 1997**). **Citrin et. al. (2000)** empirically determined that domain specific innovativeness has a stronger effect than open processing innovativeness on consumer adoption of the internet for shopping.

Therefore, taking into consideration domain specific consumer innovativeness, over a broad range of domains would lead to categorical assessment of innovativeness. Researchers have been studying the process through which the transmission and adoption of innovation takes place (**Bass, 1969; Fourt and Woodlock, 1960; Griliches, 1957; Mansfield, 1961; Rogers, 1962**). An attempt has been made towards determining the link between consumption innovativeness and some individual variable (**Baumgarten, 1975; Darden and Reynolds, 1974; Goldsmith and Hofacker, 1991; Green and Langeard, 1975; Midgley and Dowling, 1978; Summers, 1971**) which could be demographic, socio- economic, psychographic or cultural. A significant step in this direction is the findings of **Daghfous et. al. (1999)**. The study empirically established the fact, in a cross cultural environment, that individual values have significant impact on consumer innovativeness. Further, the impact was found to be positive on consumer innovativeness for values associated with hedonism - the doctrine that pleasure is the most important thing in life. It is pertinent to add here that for the purpose of the present study, materialism has been considered as an individual value based on **Richins and Dawson's (1992)** conception of materialism as "*a value that guides peoples' choices and conduct in a variety of situations including, but not limited to consumption arenas.*". Therefore, the present author believes that materialism as a value influences consumption innovativeness.

Another perspective which relates materialism to consumption innovativeness is the willingness exhibited on the part of the materialistic individual to adopt new products or engage in new consumption experiences. **Belk and Zhou (1987)** commented on the growing materialism in China and the increasing willingness of the Chinese consumers to try out new products. *The present author believes that this inclination towards trying new products could be a manifestation of three different phenomena.*

✿**The First One Is Compulsive Buying :** The *compulsive buying behaviour* is defined as a "*chronic, repetitive purchasing that becomes a primary response to negative events or feelings*" (**Faber and O' Guinn, 1992**). **Park and Burns (2005)** carried out a study on fashion orientation, credit card use and compulsive buying, wherein, they concluded that compulsive buying is a side effect of materialism. This contention is supported by **Faber and O' Guinn (1988, 1992)** who reported that compared to other consumers; compulsive buyers are higher on materialism. The present author believes that this leads us to speculate that some of the materialistic consumers engage in excessively repetitive shopping to reduce their tension or anxiety, which is the psychological reaction to stress. The stimuli for consumption may be inner directed, but eventually, it does make such consumers heavy users and frequent buyers in certain product categories. A related fact is that in most cases, consumption innovativeness is associated with heavy users in a product category (e.g. **Dickerson and Gentry, 1983; Robertson, 1971; Taylor, 1977**). **Taylor (1977)** found a significant positive relationship between usage of a product class and time of adoption of related products. The bottom-line of the preceding discussion is that materialism contributes to consumption innovativeness through compulsive buying behaviour.

✿**The Second Phenomenon Is Conspicuous Consumption :** **Mason (1981, p.7)** defined conspicuous consumption as, "*a form of consumption, which is inspired by the social rather than by the economic or physiological utility of the product.*". **Belk (1983)** believes that conspicuous consumption is a prominent manifestation of the materialistic trait of

vanity, which tantamounts to admiration for one's own appearance or achievements, among consumers (see **Netermeyer, Burton and Lichtenstein, 1995**). Materialists tend to give possessions a central place in their lives (**Fournier and Richins, 1991; Richins and Dawson, 1992**). They use their possessions towards ensuring better impression management (**Belk, 1985; Richins, 1994**). **Aron O' Cass (2004)** has found that materialists rely heavily on external cues, favouring those possessions that are worn or consumed in public places. The important aspects of possessions for materialists being - utility, appearance, financial worth and ability to convey status, success and prestige. In other words, consumers with materialistic tendencies derive utility of consumption and possessions from their symbolic value (**Belk, 1988**). Therefore, the present author believes that since materialists give precedence to symbolic connotations and they derive satisfaction out of public reaction to their possessions, there is a continuous comparison between their actual state and the desired state. This notion is also facilitated by the fact that materialistic consumers continuously search and gather information on available material objects through media (**Sirgy et. al., 1998**). This results into a greater awareness about products available that manifest social status, leading to the continuous comparison. As a result, in order to maintain a desired level of symbolic utility, materialists tend to possess consumption innovativeness.

✿ **The Third And Final Phenomenon Is Envy : Belk (1984, 1985)** proposed that materialistic consumers are likely to possess the personality trait of envy. The exhibition of envy is significant in contributing towards greater consumption innovativeness of materialistic consumers, since it generates a sense of displeasure and ill will towards another individual if he attains perceived superiority through possession of anything desirable. This displeasure propels a materialistic individual to be the first one to acquire a desired object, thereby generating consumption innovativeness. However, an explanation to the relationship between materialism and consumption innovativeness through above mentioned phenomena cannot be exhaustive, unless the role of culture is taken into consideration. Culture influences the drives that motivate people to take further action and the degree of search behaviour that an individual deems appropriate (**Hirschman, 1981**). The four dimensions of culture - individualism and collectivism, power distance, uncertainty avoidance, masculinity and femininity (**Hofstede, 1980**) and there manifestations - values, heroes, rituals and symbols (**Hofstede, 1997**) influence consumption innovativeness. **Sangeeta Singh's (2006)** study on impact of culture in adoption of innovations concluded that cultures with smaller power distance, weaker uncertainty avoidance and more masculine tendencies are likely to be more innovative. Given the fact that Indians are fundamentally different from their western counterparts (**Dumont, 1970**) and there being variations in the extent of materialism from country to country (**Felix, Hernandez and Hinck, 2000**), it would be interesting to find out how far materialism influences consumption innovativeness among Indian consumers. On the basis of the preceding deliberation, the present author offered the following hypothesis to delineate the relationship between materialism and consumption innovativeness:

H: The more materialistic Indian consumers tend to possess greater consumption innovativeness in comparison to the less materialistic consumers.

The construct of consumption innovativeness was measured using **Hirschman (1981)** scale.

SAMPLE DESIGN

The cluster sampling method was used. A total of 500 questionnaires were distributed across ten different professional institutions in the cities of Bhubaneswar and Cuttack. The upper age limit was tentatively restricted to 40, since this is the generation that has grown up in a period when gratification of senses was not considered to be an anathema of monstrous proportions. The lower age limit was put at 20 years, since the study was aimed at measuring materialistic tendencies among adults. The survey instrument was a questionnaire comprising of questions on demographic profiles of the respondents and all the scales measuring constructs of interest to the present study. The sample size was 252. The sample comprised of 140 males and 112 females. The mean age of the respondents was approximately 25 years, with a standard deviation of approximately 6 years. The modal age of the respondents was found to be 21 years.

DATA ANALYSIS AND DISCUSSION

The Hirschman scale is a fifteen item measure. The internal reliability of the scale measured using Cronbach's alpha

Table 1 : Rotated Component Matrix

Variable	Factor				
	1	2	3	4	5
H1	0.081	0.540	0.199	0.098	0.060
H2	0.292	0.198	0.703	0.026	0.026
H3	0.262	0.125	0.700	0.028	-0.215
H4	-0.068	0.180	0.616	0.143	0.232
H5	0.433	0.367	0.173	0.126	-0.445
H6	0.026	-0.013	0.041	0.872	0.099
H7	0.034	0.113	0.025	0.866	0.001
H8	0.520	0.162	0.005	0.165	-0.097
H9	0.762	-0.110	0.067	-0.011	0.335
H10	0.770	0.105	0.200	-0.133	-0.046
H11	0.174	0.447	-0.514	0.182	-0.028
H12	0.131	0.273	0.087	0.149	0.808
H13	0.301	0.469	0.107	0.209	0.060
H14	0.193	0.568	0.353	-0.212	-0.170
H15	-0.090	0.708	-0.019	-0.027	0.141

coefficient was found to be 0.721, which is much higher than the minimum acceptable alpha level of 0.50 (Nunnally, 1978). A factor analysis was carried out on the data generated. The objective was to identify those dimensions which may not be relevant for subsequent analysis in a study on the construct of materialism. The KMO measure of sampling adequacy was found to be 0.711, which indicates that the data matrix was suitable for factor analysis (Hair et. al. 5th ed., p. 99).

A principle component analysis with latent root criterion was carried out. An orthogonal (varimax) rotation method generated five factors, which collectively explained 57.7% of the total variance. In order to interpret the factors, a factor loading of 0.5 was considered to be significant (Hair et. al., 5th ed., p.112). This is a stringent interpretation of the factors. The rotated component matrix shows that item H5 loaded almost equally on factors 1 and 5, but neither of the loading was above 0.5. In addition, the item H13 does not load heavily on either factor, and has a communality of only 0.370. These items pertain to innovativeness in movies and transportation, respectively.

On the basis of profound examination of the Rotated component matrix given in Table 1, the derived factors were named as follows. Factor 1 consists of items on vacations, foods and restaurants, and therefore, was named as “*outdoor innovativeness*”. Factor 2 consists of items on dances, hair styles and sports activities. All these activities require high amount of physical activity or focus on physical appearance and ,therefore, have been named as “*physical innovativeness*”. Factor 3 is related to places to shop, apparel, home furnishings and political ideas. The item “*political ideas*” has a negative factor loading, while the rest of the items have positive factor loadings. It would be fair to name this factor as “*materialistic innovation*” since three of these items are about shopping for different products while the fourth item is negatively correlated to the other three items. This also indicates a difference in perception about buying

Table 2 : Factor Matrix

Factors				
Outdoor	Physical	Materialistic	Intellectual	Ideological
H8: Vacations	H1: Dances	H2: Places to shop	H6: Books	H12: Religious ideas
H9: Foods	H14: Hair styles	H3: Apparel	H7: Magazines	
H10: Restaurants	H15: Sports activities	H4: Home furnishings		
		H11: Political ideas		

apparel or home furnishings and having innovative political ideas. A negative factor loading of political ideas could also be because in India, politics is considered to be a social service and politicians are supposed to exhibit indifference towards material gains. For the purpose of calculation of innovativeness, the variable pertaining to political ideas was reverse scored (see Hair *et. al.*, 5th ed., p.130). Factor 4 comprises of the items on innovativeness towards books and magazines. These items are related to an intellectual activity and ,therefore, may be aptly named as “*intellectual innovativeness*” . Factor 5 is loaded heavily on a single item, innovativeness towards religious ideas. It may be appropriately named as “*ideological innovation*” . The five factors and their respective variables have been exhibited in Table 2. Of all the factors identified, ideological innovation has little in common with materialistic tendencies. Therefore, this factor was not considered towards determination of consumption innovativeness for the purpose of the present study. To summarize, the items pertaining to innovativeness towards movies, transportation and religious ideas were dropped from the scale. The overall consumption innovativeness score was calculated by determining the sum of the scores on the remaining items. In subsequent analysis, the Hirschman (1981) scale of consumption innovativeness, modified on the basis of factor analysis results so that it may be appropriate for the study of the construct materialism, was taken into consideration.

MATERIALISM AND CONSUMPTION INNOVATIVENESS

The hypothesis states that more materialistic Indian consumers tend to possess greater consumption innovativeness in comparison to the less materialistic consumers. The value of the correlation coefficient indicating relationship between materialism and consumption innovativeness was found to be 0.173 at 1% level of significance. **The finding leads the present author to conclude that there is no evidence to reject the hypothesis. Thus, Indian consumers having greater materialistic tendencies, and exhibit higher consumption innovativeness.**

CONTRIBUTION OF THE STUDY

The present study was able to explore the relationship between materialism and consumption innovativeness among urban Indian consumers. This was warranted, since analysis of national consumer behavior data across cultures shows that consumption patterns vary according to the dimensions of a given culture (see De Mooij, 1998a; 1998b). The findings of the present study suggested that materialistic Indian consumers display more consumption innovativeness. This finding has profound ramifications for practicing marketers associated with new product development and diffusion of innovation, more so in case of products, which are capable of conspicuous consumption. The success of a new product is contingent upon its faster diffusion across a social system. Conventional marketing suggests that the potential market for a new product should be segmented according to consumer's inclination to adopt an innovation. The consumers with a strong inclination to adopt are termed as innovators and early adopters. However, an innovation cannot be regarded merely as a technological phenomenon, but rather, as a conglomeration of technological, psychological as well as socio- cultural phenomena.

The findings of the present study show the relevance of a consumer value like materialism in influencing adoption of innovation. The materialistic Indian consumers have greater consumption innovativeness and ,therefore, are more likely to belong to the segments of innovators and early adopters. In other words, consumers who share materialistic values exhibit a stronger motivation to alter their lifestyle and obtain pleasure from their consumption experiences, and ,therefore, have an increased predisposition to adopt innovations. An inevitable deduction of this finding is that segmenting consumers according to their values is another tool in the strategic kit of marketing managers. Materialistic values, along with other values (e.g. empathy, self-actualisation) may be used towards segmentation of the social system of an innovation.

BIBLIOGRAPHY

- 1) Bass, F.M. (1969), “A New Product Growth Model for Consumer Durables,” *Management Science*, Vol. 15, No. 5, p. 215-227.
- 2) Baumgarten, S.A. (1975), “The Innovative Communicator in the Diffusion Process,” *Journal of Marketing Research*, Vol. 12, p. 12-18.
- 3) Belk, R.W. (1983), “Worldly Possessions: Issues and Criticisms,” in *Advances in Consumer Research*, Vol. 10, Bagozzi, R.P. and A.M. Tybout, Association for Consumer Research, p 514-519.
- 4) Belk, R.W. (1984), “Three Scales to Measure Constructs Related to Materialism: Reliability, Validity, and Relationships to Measures of Happiness,” in Kinnear, T. (Ed.), *Advances in Consumer Research*, Vol. 11, The Association for Consumer Research, p. 291-297.
- 5) Belk, R.W. (1985), “Materialism: Trait Aspects of Living in a Material World”, *Journal of Consumer Research*, Vol. 12, December, p. 265-280.

- 6) Belk, R.W. (1987), "Material Values in the Comics: A Content Analysis of Comic Books Featuring Themes of Wealth," *Journal of Consumer Research*, Vol. 14, June, p. 26-42.
- 7) Belk, R.W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, Vol. 15, September, p. 139-168.
- 8) Belk, R.W. (1990), "The Role of Possessions in Constructing and Maintaining a Sense of Past," in Goldberg, M., Gorn, G. and Pollay, R. (Eds.), *Advances in Consumer Research*, Association for Consumer Research, Vol. 17, p. 669-676.
- 9) Belk, R.W. (1991), "The Ineluctable Mysteries of Possessions," *Journal of Social Behavior and Personality*, 6(6), p 17-55.
- 10) Belk, R.W. and N. Zhou (1987), "Learning to Want Things," in Wallendorf, M. and P. Anderson (Eds.), *Advances in Consumer Research*, Vol. 14, Association for Consumer Research, p.478-481.
- 11) Belk, R.W. and R.W. Pollay (1985a), "Materialism and Magazine Advertising during the Twentieth Century," in Hirschman, E.C. and Holbrook, M. (Eds.), *Advances in Consumer Research*, Association for Consumer Research, p. 394-398.
- 12) Belk, R.W. and R.W. Pollay (1985b), "Images of Ourselves: The Good Life in Twentieth Century Advertising," *Journal of Consumer Research*, Vol. 11, No. 4, p. 887.
- 13) Bishop, F.P. (1949), *The Ethics of Advertising*, London, U.K.: Robert Hale.
- 14) Burnett, J.J. and A.J. Bush (1986), "Profiling the Yuppies," *Journal of Advertising Research*, 26 (April/May), p. 27-35.
- 15) Burroughs, J.E. and A. Rindfleisch, (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, Vol. 29, December.
- 16) Campbell, D. T. (1969), "Materialism" in Robinson, J.P. and P.R. Ishliver (Eds.), *Measure of Social Attitudes*, Ann Arbor: Institute for Social Research, p. 651-652.
- 17) Citrin, A.V., D. E. Sprott, S. N. Silverman and D. E. Stem, Jr. (2000), "Adoption of Internet Shopping: The Role of Consumer Innovativeness," *Industrial Management & Data Systems*, 100/7, p. 294-300.
- 18) Daghighi, N., J. V. Petrof, and F. Pons (1999), "Values and Adoption of Innovations: A Cross-Cultural Study," *Journal of Consumer Marketing*, Vol. 16, No. 4, p. 314-331.
- 19) Darden, W.R. and F.D. Reynolds (1974), "Backward Profiling of Male Innovators," *Journal of Marketing Research*, Vol. 11, p. 75-88.
- 20) Daun, A. (1983), "The Materialistic Lifestyle: Some Socio-Psychological Aspects", in Uusitalo, L. (Ed.), *Consumer Behavior and Environmental Quality*, New York: St. Martin's, p. 6-16.
- 21) De Mooij, M. (1998a), "*Global Marketing and Advertising: Understanding Cultural Paradoxes*," Sage Publications, CA.
- 22) De Mooij, M. (1998b), "Masculinity / Femininity and Consumer Behavior," in G. Hofstede and Associates, *Masculinity and Femininity: The Taboo Dimensions of National Cultures*, Sage, CA, p. 55-73.
- 23) Dickerson, M.D. and J.W. Gentry (1983), "Characteristics of Adopters and Non-Adopters of Home Computers," *Journal of Consumer Research*, Vol. 10, September, p. 225-235.
- 24) Dickinson, R. and S.C. Hollander (1991), "Consumer Votes," *Journal of Business Research*, Vol. 22, p. 335-346.
- 25) Dumont, L. (1970), *Homo Hierarchicus: The Caste System and Its Implications*, University of Chicago Press: Chicago.
- 26) Easterlin, R. and E. Crimmins (1991), "Private Materialism, Personal Self-fulfillment, Family Life, and Public Interest: The Nature, Effects, and Causes of Recent Changes in the Values of American Youth", *Public Opinion Quarterly*, Vol. 55, Winter, p. 499-533.
- 27) Faber, R.J. and T.C. O'Guinn (1988), "Compulsive Consumption and Credit Abuse", *Journal of Consumer Policy*, Vol. 11, p. 97-109.
- 28) Faber, R.J. and T.C. O'Guinn (1992), "A Clinical Screener for Compulsive Buying", *Journal of Consumer Research*, Vol. 19, December, p. 459-469.
- 29) Felix, R., R. Hernandez and W. Hinck (2000), "An Empirical Investigation of Materialism in Mexico", in Gundlach, G.T. and Murphy, P.E. (Eds.), *AMA Educators' Proceedings*, 11, Chicago: AMA, p. 279-286.
- 30) Fournier, S. and M.L. Richins, (1991), "Some Theoretical and Popular Notions Concerning Materialism", *Journal of Social Behavior and Personality*, Vol. 6, p. 403-414.
- 31) Fourt, L.A. and J.W. Woodlock (1960), "Early Prediction of Market Success for Grocery Products," *Journal of Marketing*, Vol. 25, October, p. 31-38.
- 32) Friedman, M. (1985), "Are Americans Becoming More Materialistic? A Look at Changes in Expressions of Materialism in the Popular Literature of the Post-World War II Era," in Hirschman, E.C. and Holbrook, M.B. (Eds.), *Advances in Consumer Research*, Vol. 12, Association for Consumer Research, p. 385-387.
- 33) Gatignon, H. and T.S. Robertson (1985), "A Propositional Inventory for New Diffusion Research," *Journal of Consumer Research*, Vol. 1, March, p. 849-867.
- 34) Goldsmith, R., J. Freiden, and J. Eastman (1995), "The Generality/ Specificity Issues in Consumer Innovativeness Research," *Technovation*, Vol. 15, No. 10, p 601-612.
- 35) Goldsmith, R.E. and C.F. Hofacker (1991), "Measuring Consumer Innovativeness", *Journal of the Academy of Marketing Science*, Vol. 19, No. 3, p. 209-221.
- 36) Green, R.T. and E. Langeard (1975), "A Cross-National Comparison of Consumer Habits and Innovator Characteristics," *Journal of Marketing*, Vol. 39, p. 34-41.
- 37) Griliches, Z. (1957), "Hybrid Corn: An Explanation in the Economics of Technological Change," *Econometrica*, Vol. 25, No. 4, p. 501-522.
- 38) Hair, J.F., R.E. Anderson, R.L. Tatham, and W.C. Black (1998), *Multivariate Data Analysis*, 5th ed., Pearson Education.
- 39) Hirschman, E.C. (1980a), "Innovativeness, Novelty Seeking, and Consumer Creativity," *Journal of Consumer Research*, Vol. 7, December, p. 283-295.
- 40) Hirschman, E.C. (1980b), "Black Ethnicity and Innovative Communication", *Journal of the Academy of Marketing Science*, Vol. 8, Spring, p. 100-118.
- 41) Hirschman, E.C. (1981), "American Jewish Ethnicity: Its relationship to some Selected Aspects of Consumer Behavior," *Journal of Marketing*, 45, p. 102-110.
- 42) Hofstede, G. (1980), *Culture's Consequences: International Differences in Work-Related Values*, SAGE, Newbury Park, CA.
- 43) Hofstede, G. (1997), *Cultures and Organizations: Software of the Mind*, McGraw-Hill, New York.
- 44) Holt, D.B. (1998), "Does Cultural Capital Structure American Consumption?", *Journal of Consumer Research*, Vol. 25, p. 1-25.
- 45) Joseph, B. and Vyas, S.J. (1984), "Concurrent Validity of a Measure of Innovative Cognitive Style," *Journal of the Academy of Marketing Sciences*, Vol. 12, No. 2, p. 159-175.
- 46) Larsen, V., M. J. Sirgy, and N.D. Wright (1999), "Materialism: The Construct, Measures, Antecedents, and Consequences." *Academy of Marketing Studies Journal*, 3 (2), p. 75-107.
- 47) Mahajan, V. and J. Wind (1989), "Market Discontinuities and Strategic Planning: A Research Agenda," *Technological Forecasting and Social Change*, Vol. 36, August, p. 185-199.

- 48) Mansfield, E. (1961), "Technical Change: The Rate of Imitation," *Econometrica*, Vol. 29, October, p. 741-766.
- 49) Mason, R.S. (1981), *Conspicuous Consumption*, St. Martin's Press, New York.
- 50) Midgley, D.F. and G.R. Dowling (1978), "Innovativeness: The Concept and its Measurement," *Journal of Consumer Research*, Vol. 4, p. 229-242.
- 51) Moschis, G. P. and G.A. Churchill (1978), "Consumer Socialization: A Theoretical and Empirical Analysis," *Journal of Marketing Research*, 15, p 544-609.
- 52) Netermeyer, R.G., S. Burton and D. R. Lichtenstein (1995), "Trait Aspects of Vanity: Measurement and Relevance to Consumer Behavior," *Journal of Consumer Research*, 21, March, p. 613.
- 53) Nunnally, J. C. (1978), *Psychometric Theory*, 2nd ed., New York: McGraw-Hill Book Company.
- 54) O' Cass, A. (2004), "Fashion Clothing Consumption: Antecedents and Consequences of Fashion Clothing Involvement," *European Journal of Marketing*, Vol. 38, No. 7, p. 869-882.
- 55) Park, H. J., and L. D. Burns (2005), "Fashion Orientation, Credit Card use, and Compulsive Buying," *Journal of Consumer Marketing*, 22/3 (2005), p. 135-141.
- 56) Peterson, R.A., S.A. Balasubramanian, and B.J. Bronnenberg, (1997), "Exploring the Implications of the Internet for Consumer Marketing", *Journal of the Academy of Marketing Science*, Vol. 25, No. 4, p. 329-346.
- 57) Richins, M. (1987), "Media, Materialism, and Human Happiness", *Advances in Consumer Research*, Vol. 14, p. 352-356.
- 58) Richins, M.L. (1994), "Special Possessions and the Expression of Material Values", *Journal of Consumer Research*, Vol. 21, p. 522-533.
- 59) Richins, M.L. and S. Dawson (1992), "A Consumer Values Orientation for Materialism and its Measurement: Scale Development and Validation", *Journal of Consumer Research*, Vol. 19, p. 303-16.
- 60) Rindfleisch, A., J.E. Burroughs and F. Denton (1997), "Family Structure, Materialism, and Compulsive Consumption", *Journal of Consumer Research*, Vol. 23, p. 312-325.
- 61) Robertson, T.S. (1971), *Innovative Behavior and Communication*, Holt, Rinehart and Winston, New York, NY.
- 62) Rogers, E. M. (1962), *Diffusion of Innovations*, The Free Press, New York, NY
- 63) Rogers, E.M. (1976), "New Product Adoption and Diffusion," *Journal of Consumer Research*, Vol. 2, p. 290-301.
- 64) Rogers, E.M. (1983), *Diffusion of Innovations*, 3rd ed., The Free Press, New York, NY.
- 65) Rogers, E.M. (1995), *Diffusion of Innovations*, 4th ed., The Free Press, New York, NY.
- 66) Schiffman, L.G. and L.L. Kanuk (2005), *Consumer Behavior*, 8th ed., PHI.
- 67) Singh, S. (2006), "Cultural Differences in, and Influences on, Consumers' Propensity to Adopt Innovations," *International Marketing Review*, Vol. 23, No. 2, p. 173-191.
- 68) Sirgy, J.M., D.J. Lee, R. Kosenko, H. Lee and D. Rahtz (1998), "Does television Viewership Play a Role in The Perception of Quality of Life?" *Journal of Advertising*, Vol. 27, p. 125-142.
- 69) Steiner, G.A. (1975), *Business and Society*, Random House, New York.
- 70) Summers, J.O. (1971), "Generalized Change Agents and Innovativeness," *Journal of Marketing Research*, Vol. 8, p. 313-336.
- 71) Taylor, J.W. (1977), "A Striking Characteristic of Innovators," *Journal of Marketing Research*, Vol. 14, p. 104-107.
- 72) Zinkhan, G.M. (1994), "Advertising, Materialism, and Quality of Life", *Journal of Advertising*, Vol. 23, No. 2, p. 1-4.