

CONSUMER PERSONALITY AND BANDWAGON CONSUMPTION BEHAVIOUR

By

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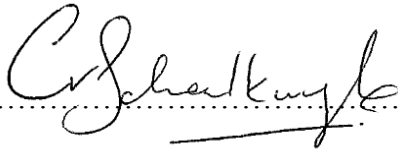
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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signature.....

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Ethical Approval

AUT Ethics Committee (AUTEC) approved the ethics application for this research on 20 September 2013. Application number 13/255 (see Appendix 1).

Abstract

Scholars recently acknowledged the emergence of a ‘new luxury’ category of products and brands that are attainable to a larger group of consumers whilst having luxury connotations of prestige. New luxuries that seduce the masses, termed “masstige” (Silverstein & Fiske, 2003) products and brands, are particularly salient to bandwagon consumption behaviour as they have a lower price than traditional luxuries whilst attracting prestige associations (Truong, McColl, & Kitchen, 2009). Current bandwagon literature largely ignores consumer related variables and focuses on the information portrayed to create a bandwagon effect. Therefore, the propensity to engage in bandwagon consumption and the source of individual difference dependent on personality is yet to be explored.

The following dissertation utilises Mowen’s (2000) Meta-Theoretic Model of Motivation and Personality (3M Model) as a unifying framework to investigate which individual personality traits lead to ‘new luxury’ bandwagon consumption behaviour. An empirical study was conducted by investigating actual consumers of two new luxury brands; Jeffrey Campbell Shoes and Karen Walker. Individual difference in personality and bandwagon consumption behaviour was investigated through the use of a self-administered online questionnaire.

The findings suggest unlike Mowen’s (2000) argument for a 4-level hierarchy model, the compound traits did not have a significant impact on the situational level traits. The research suggests a 3-level parallel hierarchical model consisting of elemental level traits at the broadest reference level 3, followed by compound traits and situational traits at reference level 2, and lastly the most concrete trait, bandwagon consumption behaviour, which resides at reference level 1.

Individual factors that positively influenced the bandwagon consumption phenomenon include the elemental trait – the need for material resources, the compound trait – self-efficacy, and the two situational level traits – present time perspective and fashion consciousness. The adapted 3M Model was able to account for 25.1 percent of the variance in the bandwagon consumption variable, which is well above Mowen's (2002) suggested level of 5 to 10 percent variance tolerance. In this instance the 3M Model was found as being more predictive than the traditional Five Factor Model of personality, which accounted for only 3.5 percent of the variance of the consumption behaviour. This suggests in certain instances five factors may not be adequate in accounting for particular consumption phenomenon.

The 3M Model utilises a number of theoretical perspectives including control theory, evolutionary psychology, trait theory, and hierarchical models of personality. It unifies various theoretical perspectives within personality research and provides a holistic approach that can be applied to conduct future research.

Chapter One

Introduction

Marie Antoinette supposedly exclaimed “let them eat cake” when the peasants had no bread to fill their stomachs. Allegedly she was ridiculed by the French people for being an out of touch luxury junkie. This famous quote may never have left the Queen’s lips, however serves well in demonstrating the evolving nature of luxury as cake is no longer consumed by only the social class elite. Society is ‘luxurifying’ as middle-market consumers are able to trade-up to premium priced products due to a rise in disposable income (Twitchell, 2001).

Although luxury is an enduring topic within literature, a lack of consensus remains regarding how best to define and conceptualise luxury (Kapferer, 1991; Dubois & Duquesne, 1993; Dubois & Laurent, 1994; Vigneron & Johnson, 1999; Christodoulides, Michaelidou & Li, 2009). Tynan, McKenchnie and Chhuon (2010) indicate luxury is as judged by the consumer and exists at the opposite end of the continuum to non-luxury. Alleres (1991) argues that luxury can be defined based on its ability to obtain ranging from accessible luxury, intermediate luxury to inaccessible luxury. Phau and Prendergast (2000) suggests luxury is perceived by consumers as having a number of

dimensions including a strong identity, exclusivity, a high level of awareness and perceived quality.

Although luxury is often conceptualised on the dimensions of uniqueness, rarity and inaccessibility (Dubois & Paternault, 1995), empirical evidence indicates firms often sell in high quantities (Catry, 2003; Okonkwo, 2009). This phenomenon is described as the “democratisation of luxury” (Kapferer, 2006; Remaury, 2002) or “mass affluence” (Nunes, Johnson, & Breen, 2004) in which firms leverage competing objectives of exclusivity whilst increasing brand awareness, market share and profit (Silverstein & Fiske, 2003).

The luxury market has evolved to become far larger than anticipated by including luxury-like brands termed “new luxury”, “mass luxury” or “masstige” (Silverstein & Fiske, 2003). Silverstein, Fiske and Butman (2003, p.1) defines new luxury as “products and services that possess higher levels of quality, taste, and aspiration than other goods in the category but are not so expensive as to be out of reach”. The topic of new luxury is under-researched within literature as only two empirical investigations could be identified. A study conducted by Truong, Simmons, McColl and Kitchen (2008) empirically tested whether consumers could differentiate between the factors of perceived status and conspicuousness to assist in developing a scale to measure new luxury brand prestige. This scale was later utilised to investigate the positioning strategies of new luxury brands.

A recent study conducted by Kapferer and Bastien (2009) investigated the consumption behaviour of masstige goods within the old luxury sector, operationalised as bandwagon consumption. This consumption behaviour has not been investigated in terms of new luxury masstige products and goods. The bandwagon is (re)created when consumers

observe others consumption behaviour and purchase the same brands and products due to their popularity (Leibenstein, 1950). Existing bandwagon consumption literature often employs an economic perspective by investigating the product's increase in utility due to its consumption by others (Corneo & Jeanne, 1997; Katz & Shapiro, 1985). Current research is yet to explore consumers' individual difference traits that may lead to this type of consumption behaviour.

The study of personality to consumer behaviour is a long enduring topic within literature. A variety of consumption behaviour topics have been investigated by scholars including the proclivity to purchase coupons (Lichtenstein, Netemeyer, & Burton, 1990), engage in compulsive buying behaviour (DeSarbo & Edwards, 1996), alcohol consumption (Adan, 1994; Grau & Ortet, 1999), smoking and caffeine consumption (Gurpegui, Jurado, Luna, Fernandez-Molina, Moreno-Abril, & Galvez, 2007), ecological consumption (Fraj & Martinez, 2006) and the adjustment of consumption in response to an economic crisis (Ang, 2000).

Although consumer personality traits play a critical role in behaviour (Mowen, 2000) it is often neglected as a central variable in models which predict consumption behaviour (Endler & Rosenstein, 1997; Sujana, 2001). Investigating the relationship of personality to consumer behaviour is important due to a number of managerial implications. It can enable marketers to adequately segment their target market based on consumers' dominant personality variables. Through the use of individual personality traits marketers can develop and adjust their positioning strategy to appeal to these consumers. A brand personality can be developed and marketing communications can be targeted to appeal to their personality characteristics. For example, the Nutri-Grain cereal brand's slogan is "Ironman food" and therefore positioned to appeal toward consumers who have a tendency to focus on athletic or sporting achievement.

Current personality research is plagued by a number of theoretical shortcomings. Research often relies on classical work that has received criticism including Freud, Allport, Murray, Maslow and McClelland (Noerager, 1979; Rauschenberger, Schmidt & Hunter, 1980). Secondly, researchers often find personality variables account for a lacklustre amount of variation in various types of consumer behaviour (Kassarjian & Sheffet, 1991). Lastly, research lacks a holistic view due to a wide variety of theoretical perspectives and incoherent constructs being utilised (Costa & McCrae, 1995).

Mowen (2000) considered these theoretical deficiencies and proposed the Meta-Theoretic Model (popularly, known as the 3M Model) of Motivation and Personality. This hierarchical model draws on control theory, evolutionary psychology and trait theory to more thoroughly explore behaviour and uncover individual difference within consumers. Previous literature utilising the 3M model has explored volunteerism (Mowen & Sujan, 2005), competitiveness (Mowen, 2004), superstition (Mowen & Carlson, 2003), service employee performance (Licata, Mowen, Harris & Brown, 2003), word of mouth communication (Mowen, Park, & Zablah, 2007) and adventure travel (Scott & Mowen, 2007).

The 3M Model is yet to be applied to the new luxury bandwagon consumption context. This type of consumption is unique as it relies on the popularity of the commodity to stimulate further demand of a luxury like product. A number of scholars indicate the value of luxury resides in its perceived scarcity (Catry, 2003) or the ability to evoke exclusivity (Tynan et al., 2010). However, 'new luxury' products can utilise a 'masstige' strategy without affecting the perceived level of prestige (Truong et al., 2009). Luxury bandwagon consumption can be of particular interest to scholars and marketers as the luxury value is dependent on social conformity and mass consumption rather than the traditional value of scarcity and uniqueness.

1.1 Research Aim

The aim of the research is to explore which individual difference personality traits will impact on consumers' bandwagon consumption behaviour. Through the use of a quantitative questionnaire the dissertation addresses the following research questions:

***RQ1:** Which individual difference variables arising from personality traits will have a direct impact on bandwagon consumption behaviour?*

***RQ2:** Does the Meta-Theoretic Model of Personality or the Five Factor Model of personality account for more variance in bandwagon consumption behaviour? Which model of personality has superior predictive ability?*

***RQ3:** Is the bandwagon consumption scale a valid and reliable measure that can be applied to other research contexts?*

1.2 Contribution – Theoretical and Managerial

This research contributes to marketing theory as it is the first study to consider bandwagon consumption of new luxury brands and their products. It focuses on the bandwagon phenomenon from a consumer focus through an in-depth investigation of individual differences that impact on this type of consumer behaviour. Although Kastanakis and Balabanis (2012) researched bandwagon consumption within the luxury domain, the authors only focused on broad psychological factors. The following study focuses on the specific personality factors that underlie new luxury bandwagon consumption.

The relatively new 3M Model is applied, as unlike other personality models it has a theoretical basis for the inclusion of various traits. It draws upon control theory,

evolutionary psychology, trait theory and hierarchical models of personality. The 3M Model is compared to the traditional Five Factor Model of personality to ascertain which model has greater predictive ability. Theoretically, establishing the usefulness of this model will provide confidence for future application to various consumption behaviour phenomenon's.

The bandwagon consumption phenomenon is usually studied from an economic perspective to observe how information triggers a bandwagon effect. Kastanakis and Balabanis (2012) offer researchers a scale that can be used to measure bandwagon consumption from the consumer's perspective. This study applies the newly developed bandwagon consumption scale to an international sample in a different context to provide evidence of its internal reliability and validity for confidence of use in future research.

Managerially the present research could contribute in a number of ways. The 3M Model can be applied so that marketers can segment their target market based on dominant consumer personality traits. Consumers create, maintain and communicate their sense of self through the shared meanings attached to products they consume (Belk, 1988; Richins, 1994). Therefore, the symbolic meaning that brand managers create and communicate is of critical importance.

As consumers are more likely to remember schema relevant trait adjectives (Markus, 1977; Markus, Bernstein, & Siladi, 1982), marketers should develop brand personalities which are congruent with consumers' self-concept. The brand personalities marketers develop through their integrated marketing communication strategies are critical as research demonstrates brand preference and purchase intention is positively affected when advertising and a consumer's self-concept is congruent (Hong & Zinkhan, 1995).

Therefore, through the 3M Model marketers can segment their target markets based on dominant personality traits; they can develop brand personalities, positioning strategies and integrated marketing communications which resonate with their target market's self-concept.

1.3 Key Concepts and Definitions

Table 1 presents key definitions to limit confusion through the dissertation.

Table 1 – Key Concepts and Definitions

Term	Definition
3M	A meta-theoretic model of motivation and personality that provides “an integrated account of how personality interacts with situations to influence feelings, thoughts and behaviour” (Mowen, 2000, p. 1).
Reference Level 4: Elemental Traits	Basic underlying predisposition that represent the broadest reference point of behaviour and originate from genetics and early learning (Mowen, 2000).
Reference Level 3: Compound Traits	Second reference point of predispositions that arise from the effects of multiple elemental traits (Mowen, 2000).
Reference Level 2: Situational Traits	Predispositions of behaviour within a general situational context that result from the confluence of elemental and compound traits in a given situation (Mowen, 2000).
Reference Level 1: Surface Traits	“Programs of behaviour that individuals run in order to complete tasks” resulting from “person, by situation, by product category interactions” (Mowen, 2000, p. 21).
New Luxury	“Products and services that possess higher levels of quality, taste, and aspiration than other goods in the category but are not so expensive as to be out of reach” (Silverstein et al., 2003, p. 1).

1.4 Outline of Dissertation

This dissertation consists of six chapters. Chapter one introduced the research topic, the potential contribution and provided key definitions. Chapter two reviews existent literature on the background topics embedded within the dissertation topic. First a discussion of traditional and new luxury and its related consumption behaviour is presented, the limitations within personality research are explored, and lastly the 3M Model is discussed. Based on the review of literature, chapter three presents the conceptual 3M Model of new luxury bandwagon consumption and the related hypotheses. In chapter four the research methodology, the measurement variables, sampling, data collection and data analysis techniques are detailed. Chapter five presents the data analysis and results of the research. Lastly, chapter six provides the research summary and conclusion and details the potential limitations and future research extensions.

Chapter Two

Literature Review

This chapter provides a discussion of previous literature to pinpoint the current theoretical gaps. It begins by defining traditional luxury and exploring the conceptual difference compared to ‘new luxury’. Next, a discussion of luxury consumption behaviour is provided and related to mass prestige ‘new luxury’ commodities. Lastly, current limitations in personality research are pinpointed and an insight into the Meta-Theoretic Model of Motivation and Personality is offered.

2.1 Defining Luxury

Luxury is a term loosely applied to brands, products and services in everyday life, however remains subjective as it relies on the interpretation, mood and the experience of consumers (Dubois, 1993; Dubois & Laurent, 1996; Renand, 1993; Vickers & Renand, 2003). The topic is firmly grounded within psychology, economic and marketing literature and was first explored over a century ago by Rae (1834), Veblen (1899) and Keasbey (1903).

Scholars have focused on topics such as the value and measurement of luxury (Dubois & Duquesne, 1993; Dubois & Laurent, 1994; Vigneron & Johnson, 1999; Wiedmann, Hennigs, & Siebels, 2009), conspicuous consumption and status (Mason, 2001; Shipmann, 2004; Trigg, 2001; Truong et al., 2008), the motivation of consumption (Melika & Muris, 2009; Kim, Kim & Sohn, 2009; Park, Rabolt, Joen, 2008; Prendergast & Wong, 2002), brand extensions (Chen & Liu, 2004; Dias & Ryals, 2002; Glynn & Roderick, 1998; Hagtvæd & Patrick, 2009; Roux, 1995) and cross-culturally compared consumers' attitude and motivation toward luxury (Tidwell & Dubois, 1996). Luxury is a topic comparatively underrepresented within literature (Berthon, Pitt, Parent, & Berthon, 2009; Fionda & Moore, 2009) and confusion often arises due to the existence of a variety of definitions, dimensions and approaches utilised to conduct research.

Scholars agree a lack of consensus remains within literature as a number of paradoxes exist in defining and conceptualising luxury (Atwal & Williams, 2009; Godey, Lagier, & Pederzoli, 2009; Berthon et al., 2009; Christodoulides et al., 2008; Fionda & Moore, 2009; Laurent & Dubois, 1996). From an economic perspective Nueno and Quelch (1998) indicate luxury is intangible and possesses a high situational utility and low functional utility compared to price. Similarly, McKinsey (1990) suggests luxury has the highest ratio of price and quality compared to other commodities with equal functionality. Such a definition suggests a brand is either luxurious or non-luxurious and therefore neglects to consider the product category and socio-economic context of the consumption behaviour. For example, although Rolls-Royce produces luxurious cars, their line of aeroplane engines is considered non-luxurious. Additionally the ownership of a Rolls-Royce automobile is considered luxurious in an economically prosperous country, but in economically poor regions the mere ownership of a car could be considered luxurious.

Veblen (1899) reasons luxury is perceived differently depending on the socio-economic context in which it is defined. Alleres (1990) concedes and suggests luxury can be delineated based on its degree of accessibility. At the top tier 'inaccessible luxury' is attainable by the elite socio-economic class, the middle tier 'immediate luxury' is accessible by the professional-economic class, and the bottom tier 'accessible luxury' is attainable by the middle-social class. Scholars alternatively approach luxury from a psychological standpoint. For example, Vickers and Renand (2003) indicate luxury varies from non-luxury through the elements of functional, experiential and instrumental symbolism. Similarly, Nia and Zaichkowsky (2000) notes luxury and non-luxury can be distinguished through the psychological benefits the commodity provides.

The lack of congruity within literature can further be demonstrated by the vast number and type of luxury dimensional measures applied within current research. For example, Fionda and Moore (2009) argue for nine dimensions whereas Keller (2009) contends there are ten dimensions that characterise luxury. Similarly, the type of dimensions vary, as Berthon et al. (2009) include the three dimensions of functional value, experiential value and symbolic value, whereas Atwal and Williams (2009) adopt an experiential view and suggest the four zones of aesthetic luxury, entertainment luxury, educational luxury and escapist luxury.

More recently an empirical investigation conducted by Miller and Mills (2012) contradict literature (i.e. Beverland, 2005; Dubois, Czellar, & Laurent, 2005; Kapferer & Bastien, 2009; Keller, 2009; Vigneron & Johnson, 1999) and state that uniqueness was a separate construct, acting only as a minor antecedent by accounting for a meagre 5 percent of the variance in brand luxury. Miller and Mills (2012) further argue that consumers perceive brands that are trendy, visionary and successful as being more luxurious than creative, imaginative or unique brands.

2.2 Defining and Contrasting New Luxury

The luxury market has evolving and becoming far larger than previously anticipated as firms introduce more affordable 'new luxuries' (Cornell, 2002). The new luxury market is suggested to be three times larger than the traditional luxury market at an estimated US \$760 billion (Truong, 2010) compared to US \$240 billion in retail value world-wide respectively (Business Week, 2010).

Consumers of new luxuries are far younger and more numerous, flexible in financing and fickle in choice compared to their old luxury consumer counterparts (Twitchell, 2002). Although the new luxury topic has received attention from marketers and consultants, it has only recently been acknowledged in academic literature. Silverstein et al. (2003) defines new luxury as products and services that possess higher levels of quality, taste, and aspiration than other goods in the category, but are not so expensive as to be out of reach. Truong et al. (2008) agrees by describing these commodities as being more affordable and accessible.

The difference between conventional, old luxury and new luxury brands and their commodities can be delineated upon the affect, availability, price, quality and social basis these segments command. Conventional brands have an empty emotive affect; they are available everywhere, command a low price, are mass produced and conformist (Silverstein et al., 2003). Examples of such brands in the fashion category include H&M in the United States or Glassons in New Zealand. Old luxury is at the extreme opposite. These commodities have an aloof emotive effect; they are exclusive, command an expressive or extremely high price, are hand-made, and have an elitist social basis (Silverstein et al., 2003). Examples of such brands in the fashion category include the couture houses with an enduring history such as Hermès and Dior. Comparatively, new luxury is consumed based on its social basis and have an engaging emotive affect; these

brands and their products are mostly easy to obtain, but can command a premium price, are mass-artisanal and have a value driven social basis (Silverstein et al. 2003). Examples of such brands in the fashion category include Coach and Victoria's Secret (Silverstein and Fiske, 2003).

Three categories of 'new luxury' commodities have been identified including; 1) old luxury brand extensions, 2) super-premiums and 3) mass-prestige (Silverstein & Fiske, 2003). Compared to traditional luxury, old-luxury brand extensions are more affordable and thus appeal to a wider group of consumers. In the automobile category Mercedes Benz produces both an affordable C Class Coupe priced at US\$26,000 compared to the Maybach priced at US\$300,000. Super-premiums are priced at the highest point within their respective product category whilst being affordable due to a low overall ticket price (Silverstein & Fiske, 2003). For example, Belvedere Vodka commands a 75 percent price premium at US\$28 per bottle compared to Absolut Vodka priced at US\$16 per bottle (Silverstein & Fiske, 2003).

Mass-prestige brands, termed "masstige", offer prestige to the masses. These brands utilise a trading-up strategy to make luxury-like products available to the masses as they are priced much higher than conventional commodities such as Coach and Victoria's Secret. Conversely, old luxury brands utilise a trading-down strategy through offering more affordable brand extensions to make luxury-like products available to the masses (Kapferer & Bastien, 2009). For example, the luxury brand Marc Jacobs affordable masstige alternative is Marc by Marc Jacobs. This brand offers comparatively affordable products, such as their extremely popular mouse ballet flats priced at approximately NZ\$200.

Masstige brands encompass many luxury dimensions and offer consumers symbolic benefits. Truong et al. (2008) developed a new luxury prestige scale which was utilised by Truong et al. (2009) to empirically investigate the positioning strategies of new luxury brands. The study confirmed brands including Polo Ralph Lauren and Calvin Klein utilise a masstige positioning strategy (Truong et al., 2009). Further, masstige brands are closer in price to middle-range brands such as H&M and Zara, however command a far more prestigious position that is closer to that of luxury brands such as Gucci, Armani and Hugo Boss (Truong et al., 2009). This indicates although these brands have a mass targeting strategy they can still maintain a certain level of prestige (Truong et al., 2009). Figure 1 demonstrates where new luxury brands exist in terms of perceived prestige and price compared to traditional luxury brands and middle-range brands.

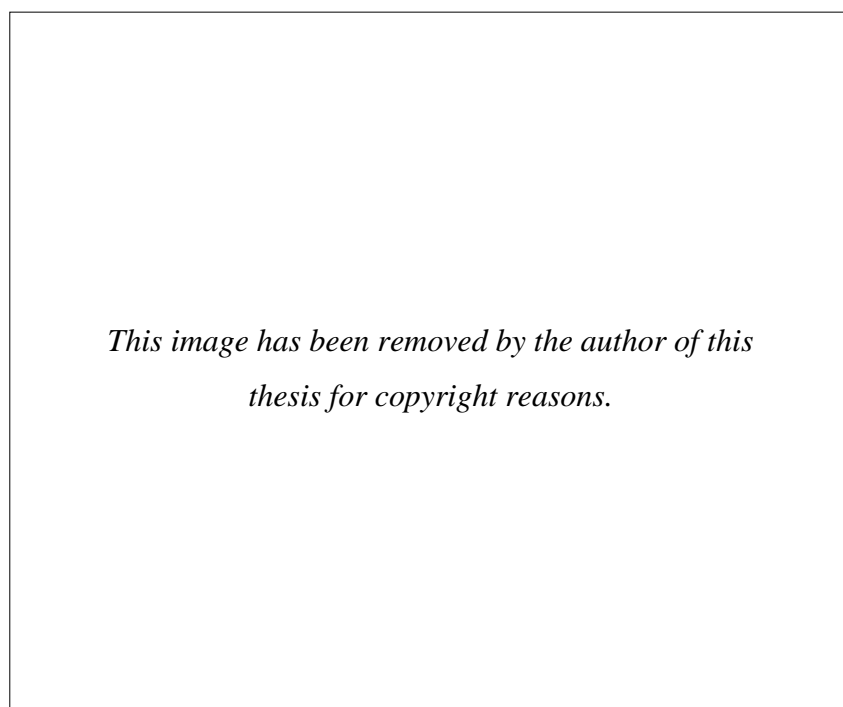


Figure 1 – Example of a Masstige Positioning Strategy

Source: Adapted from “New luxury brand positioning and the emergence of Masstige brands,” by Y. Truong, R. McColl and P. J. Kitchen, 2009, *Journal of Brand Management*, 16, p. 375-382. Copyright 2009 by Palgrave Macmillian Ltd.

2.3 Luxury Consumption

The traditional economic view of consumption places emphasis on the utilitarian view. Consumers are considered rational decision makers and base consumption decisions on the principles of supply and demand. However, Veblen (1899) argued as the wealth of consumers increases and necessities are satisfied, the motive to consume deviates toward attaining esteem. Duesenberry (1949) further indicates the utility derived from consumption is not only dependent on the level of spending but additionally on how this spending compares to referent others. It can be suggested consumers compare themselves to others and are therefore subject to consumption replication based on the consumption patterns of their reference groups (Schultz & Zelezny, 1999) and can be used to explain why consumers choose to purchase particular products and avoid others (Sheth, Newman, & Gross, 1991).

Vigneron and Johnson (1999) proposed five values that influence luxury consumption. The authors indicate prestige brands need to provide hedonic value based on the hedonist motive and quality value based on the perfectionist motive (Vigneron & Johnson, 1999). The three external effects were derived from work presented by Leibenstein (1950) and Vigneron and Johnson (1999) who suggest prestige brands need to have conspicuous value based on the Veblenian motive, unique value based on the snob motive and social value based on the bandwagon motive. The Veblen effect is price dependent, whereas the snob and bandwagon effect involves consumers' desires.

Leibenstein (1950) describes the "Veblen" effect as consumers' demand for a commodity increasing due to the price of an item increasing. Consumers are thus willing to pay a higher price for a good that is functionally equal to a lower priced good. Price signals social status to referent others and the commodity's consumption is

therefore strongly related to conspicuous consumption. Through purchasing a product that has a high price, consumers are able to openly display their wealth.

The “snob” effect suggests consumers’ demand falls due to the commodity’s perceived level of consumption by others (Leibenstein, 1950). Empirical evidence involving commodity theory demonstrates subjects value a product (nylon hose) more when it was scarce (Fromkin, Olson, Dipboye, & Barnaby, 1971) or unavailable (Brehm, 1972). This research suggests exclusivity or rarity increases commodity’s attractiveness. It further indicates consumers’ desire for a commodity can be satisfied based on the item’s unique value. Research involving commodity theory tends to focus on scarcity based on commodity restriction rather than demand-based scarcity (van Herpen, Pieters, & Zeelenberg, 2009). Some empirical evidence indicates consumers value commodities more when they have a demand-based scarcity compared to when they are consistently scarce (Verhallen & Robben, 1994; Worchel, Lee, & Adewole, 1975). This type of scarcity could occur due to the bandwagon effect.

2.4 Bandwagon Consumption Behaviour

The bandwagon effect ensues when demand for a commodity increases due to an increase in the consumption of the commodity by others (Leibenstein, 1950). Research suggests the popularity of a restaurant (Becker, 1991) or perceived high demand of a cookie (Worchel et al., 1975) intensifies the consumer’s desire to acquire the item due to an increase in attractiveness. Consumers are therefore involved in what economists term ‘herd behaviour’. These consumers imitate others and follow the crowd as they assume other consumers have the necessary information required to justify their actions, for example the consumption of a particular product (Banerjee, 1992).

Consumers may purchase popular products to fit in or identify with a particular reference group (Berger & Heath, 2007; Escalas & Bettman, 2005). Their consumption may assist satisfying their need for conformity, belonging or recognition (Tsai, Yang & Liu, 2013). Furthermore, it may assist in the formation of meaningful interpersonal relationships (Baumeister & Leary, 1995) as demonstrated in communities of consumption. Lastly, consumers may prefer popular products due to the inferences made about the item's popularity, such as a high degree of quality (Caminal & Vives, 1996; Kardes, Posavac, & Cronley, 2004; van Herpen et al., 2009) or superior taste.

Compared to the “Veblen” and “snob” effect, bandwagon consumption is relatively under-researched within literature. Literature often utilises an economic perspective to either explore the increase in derived utility resulting from the commodity's consumption by others (Corneo & Jeanne, 1997; Katz & Shapiro, 1985) or the proclivity to follow fads (Bikchandani, Hirshleifer & Welch, 1992; Coelho & McClure, 1993). These studies centre on information quality, accessibility and availability based on the ability to prompt the bandwagon effect or to use the information for positive organisational outcomes such as creating comparable goods or achieving market domination (Kastanakis & Balabanis, 2012).

Limitations in bandwagon literature can be identified as studies tend to observe the bandwagon effect and neglect to measure the consumption behaviour from a consumer perspective. With exception, a recent empirical investigation conducted by Kastanakis & Balabanis (2012) focused on the old luxury category and developed and validated a bandwagon consumption scale from the consumers perspective. Empirical evidence suggests consumers' interdependent self-concept encouraged bandwagon consumption as mediated by their susceptibility to normative influence and status consumption (Kastanakis & Balabanis, 2012). Consumers thus engage in old luxury bandwagon

consumption to affiliate with reference groups and achieve status or rank within a social hierarchy.

2.5 Personality Research

Pervin and John (1997) suggest personality is the individual's consistent pattern of thought, behaviour and emotion. This broad definition lacks the descriptive power to differentiate between the use of demographics, the individual's culture and their personality when predicting persistent patterns of behaviour. In reality literature is bombarded with the use of demographics to distinguish between consumer groups, to predict product preference and usage (Kotler, 1997). Although demographics are easily obtained and measured, it merely serves as a proxy measure to predict potential behaviour and is fundamentally a different concept to personality.

Mowen (2000) indicates current personality research is plagued by various theoretical deficiencies. Firstly, there is a reliance on classical theory arising from scholars such as Allport, Maslow, McClelland, Murray, and Freud which has received various criticisms (Noerager, 1979). Secondly, personality research often accounts for a limited amount of variance in consumer behaviour (Kassarjian & Sheffett, 1991). A variance of less than 10 percent is usually observed which can be accounted for by researchers either adopting scales in unsuitable ways, using psychological scales to investigate phenomenon involving consumers, and research lacking a theoretical basis for adopting certain scales.

This led to consumer researchers to develop scales that measure specific individual difference constructs, for example the construct of compulsive consumption (DeSarbo & Edwards, 1996). Although such scales account for an improved level of variance in specific behaviour, these variables exist at a more concrete level and therefore do not

account for more abstract or global traits, which may influence consumer phenomenon (Mowen, 2000).

Current personality literature lacks a holistic view as research is bombarded with a variety of theoretical perspectives including: (1) psychodynamic, (2) humanistic, (3) cognitive, (4) biological and (5) trait theory. Examining the strengths and weaknesses of these approaches is critical as a number of traditional perspectives have received criticism due to theoretical deficiencies.

Although psychoanalysis, grounded on Freud's ideas of the id, ego and superego dominated literature in the 1940's and 50's, its influence diminished as the biological, cognitive and behavioural perspectives grew (Bornstein, 2001). Dichter (1964) attempted to apply psychoanalysis to the marketing domain, however lacked the necessary level of generalisability in order to predict consumer behaviour and preference. Scholars have criticised psychoanalysis due to the theory's lack of operational definitions (Grünbaum, 1984), an inability to verify the underlying conceptual theoretical premises, reliance on case study research and a lack of empirical support (Bornstein, 2001).

Other approaches in personality research have similarly received criticism. For example, Kassirjian (1971) suggests learning theory lacks the necessary measurement instruments and focuses on the external environment and thus cannot adequately explain cognitive phenomenon. Similarly, humanistic theory has been criticised as it is difficult to test and is not comprehensive as it neglects to consider cultural variation and focuses on feel-good assumptions (e.g. the common human goal of self-actualisation and the assumption everyone is good rather than evil).

Cognitive theory focuses on developing individual difference scales to predict specific consumption behaviour. Although such scales account for a large variance in behaviour,

they are unable to go beyond basic prediction due to not integrating consumer goals and actual behaviour. The most contemporary approach within personality research is the biological perspective which focuses on individuals differing depending on their genetics and evolutionary psychology. This perspective has received criticism due to limited methods being available to test theoretical assumptions and a focus being provided on addressing particular aspects of personality rather than the whole.

2.5.1 The Trait Theory Approach

The most commonly accepted model within current personality research is the Five Factor Model of personality. This model originated from two historical paths: the questionnaire approach and the lexical hypothesis. The lexical hypothesis suggests the most prominent and socially relevant individual differences are encoded in language and can be expressed in a single word (John, Angleitner, & Ostendorf, 1988). Comparatively, the questionnaire approach relies on specific scales to measure personality constructs such as the California Personality Inventory, the Adjective Check List and the Minnesota Multiphasic Personality Inventory, to name a few (McCrae & John, 1992).

A cursory examination of the questionnaire tradition reveals there is a considerable amount of overlap in individual scales (McCrae & John, 1992). For example, Eysenck's (1964) Eysenck Personality Questionnaire (EPQ) measures three fundamental factors of personality: (1) Psychoticism, (2) neuroticism, and (3) extroversion. Tellegen (1985) multidimensional Personality questionnaire measured three similar factors: (1) Positive emotionality, (2) negative emotionality, and (3) constraint. Furthermore, Borkenau, Ostendorf (1989), Costa and McCrae (1988) used

Jackson's Personality Research Form (Jackson, 1974) and found five broad personality traits.

The lexical approach was utilised by Allport and Odbert (1936) who conducted the first systematic analysis of the English language by examining Webster's New International dictionary (Marriam-Webster, 1925). The study found 18,000 English terms and arranged them into four rather ambiguous categories as only 47 percent agreement was reached between judges regarding the categorisation of personality terms. Nevertheless, Allport and Odbert (1936) study laid the empirical foundation for trait research and subsequently influenced a number of authors including Cattell (1943; 1947; 1956).

A number of authors have unsuccessfully attempted to replicate the number and complexity of factors argued by Cattell. For example, Fiske (1949) utilised 22 of Cattell's scales to investigate 128 psychological trainees by obtaining self-report ratings, ratings from other trainees and from psychological staff. The study was only able to find five robust factors that accounted for personality (Fiske, 1949). Similarly, a study by Tupes and Christal (1961) found 5 robust factors by utilising 35 Cattell's scales to investigate 8 different samples (e.g. airmen, undergraduates, postgraduates) by obtaining ratings from those who are completely naïve in terms of personality evaluation to experts such as clinical psychologists.

Digman (1990) suggests as the Tupes and Christal (1961) study was published in an unknown Air Force report, it had limited impact and Cattell and Eysenck's models continued to dominate personality literature. Subsequent studies conducted by Borgatta (1964), Norman (1963) and Smith (1967) provided support for the five factors suggested by Fiske (1949), Tupes and Christal (1961). Norman's (1963) study is of particular importance as his five factors are often referred to as the 'Big Five' or

“Norman’s Big Five” within literature and consists of: I) surgency, II) agreeableness, III) conscientiousness, IV) emotional, and V) culture. Although there is disagreement regarding the names of these five factors, they are defined conceptually similarly.

The five factor model is often suggested as lacking the theoretical explanation of how or why these dimensions are included (Revelle, 1987). A number of authors including Goldberg (1983), John (1989), Digman and Inouye (1986) have posed the question of why only five factors? Therefore, it should be explored whether five factors are enough to represent consumers individual difference based and its ability to predict various consumption phenomenon.

2.6 Meta-Theoretical Model of Personality and Motivation

Mowen (2000, p.2) defines personality as “the hierarchically related set of intra psychic constructs that reveal consistency across time and combine with situations to influence the feelings, thoughts, intentions, and behaviour of individuals.” The current research utilises the Meta Theoretic Model of Motivation and Personality (3M Model) as an organising framework to understand how personality traits impact on the consumer behaviour of bandwagon consumption. The model was developed by Mowen (2000) over a seven year period to address the theoretical deficiencies identified in personality literature. It was developed as a general theory of personality and motivation and can therefore be applied across a variety of subjects such as organisational behaviour, consumer behaviour, and service marketing (Licata et al., 2003). The model has been proved to have high internal reliability and validity and therefore can be applied to understand consumer’s reactive, proactive and goal driven behaviour (Mowen, 2000). The 3M Model incorporates a number of theoretical perspectives including the use of

hierarchical models, control theory, trait theory and evolutionary psychology (Mowen, 2000).

2.6.1 Hierarchical Models of Personality

Scholars agree that traits can be arranged hierarchically based on their level of abstractness (Allport, 1961; Buss, 1989; Eysenck, 1947; Joachimsthaler & Lastovicka, 1984). A hierarchical model of personality consists of various levels, each level can be factor analysed to obtain the factors that exist at the proceeding level (Acton, 2003). For example, Eysenck's hierarchical model comprises of four levels: (1) consists of behaviours, (2) consists of a collection of behaviours termed habits, (3) consists of a collection of habits termed traits, and (4) consists of a collection of traits termed types or global personality types (Eysenck, 1947; Acton, 2003). Another example can be seen in Costa and McCrae's (1995) revised NEO Personality Inventory. The authors considered the broader FFM traits consisting of domain scales which measure Neuroticism, Extroversion, Openness, and Conscientiousness and created six more distinct facet scales that more concretely account for specific behaviour (Costa & McCrae, 1995).

Similar to Paunonen (1988), Mowen's (2000) 3M Model proposes four reference levels ranging in their degree of abstractness. Reference level four consists of elemental traits at the broadest and most abstract level, followed by level three consisting of compound traits, level two of situational traits and level one consisting of the most concrete level, surface traits. However, the 3M Model is distinct as it suggests narrower traits result from a combination of broader traits (Mowen & Spears, 1999; Mowen, 2000). Therefore, a compound trait results from a combination of elemental traits, and surface level traits result from a combination of elemental traits and compound traits.

Conversely, other hierarchical models such as Costa and McCrae (1995) and Paunonen (1998) suggest concrete level trait is only derived from one rather than a combination of more abstract level traits.

2.6.2 Control Theory

Control theory is useful to understand an individual's self-regulating behaviour. Control theory is depicted in Figure 2, which simply articulates the model and explains people that people have goals that they want to achieve and these goals guide their behaviour. Individuals compare their current behaviour with their reference values, if a discrepancy arises then the individual adjusts their behaviour (Carver & Scheier, 1990). Mowen (2000) utilised the control theory approach by integrating a 3-level feedback model that was proposed by Carver and Scheier (1990).

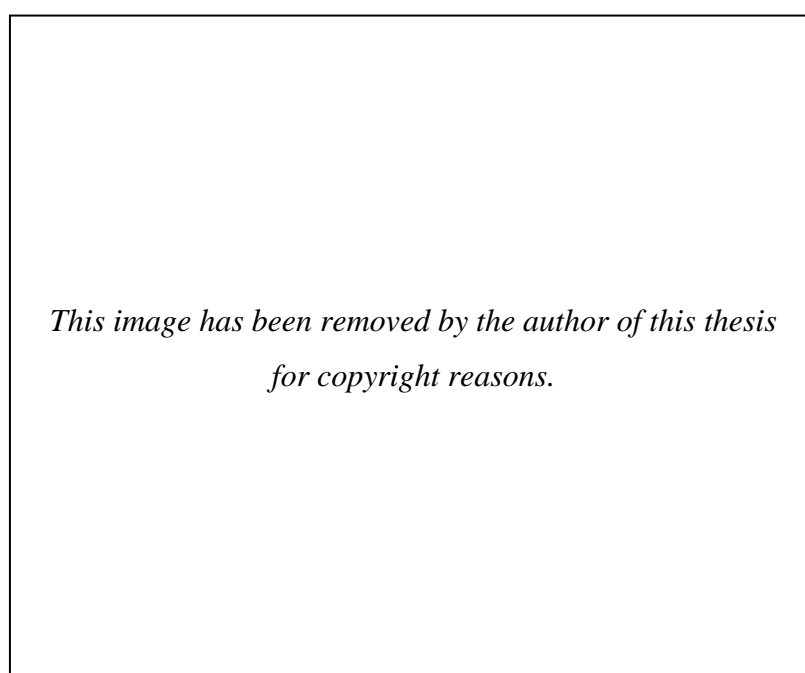


Figure 2 – Control Theory Model

Source: From "Origins and functions of positive and negative affect: A control process view", by C. S. Carver, M. F. Scheier, 2003, Psychological Review, 97, p. 19. Copyright 1990, American Psychological Association.

Mowen (2000) and Carver and Scheier (1990) control model are theoretically similar in a number of ways. The individual's self-concept is suggested to guide behaviour, such as being sympathetic towards others. This leads to actual behaviour, such as helping the poor. These behaviours are then suggested to lead to actual activities, such as donating food to homeless shelters. Unlike Carver and Scheier (1990), Mowen's (2000) control model integrates a 4 level hierarchy of traits as reference points which guide behaviour. The comparator indicates individuals compare outcomes to these four reference levels consisting of personality traits, which form the basis of an individual's self-concept (Mowen, 2000). In Figure 3 the control model utilised to understand the 3M Model is depicted.

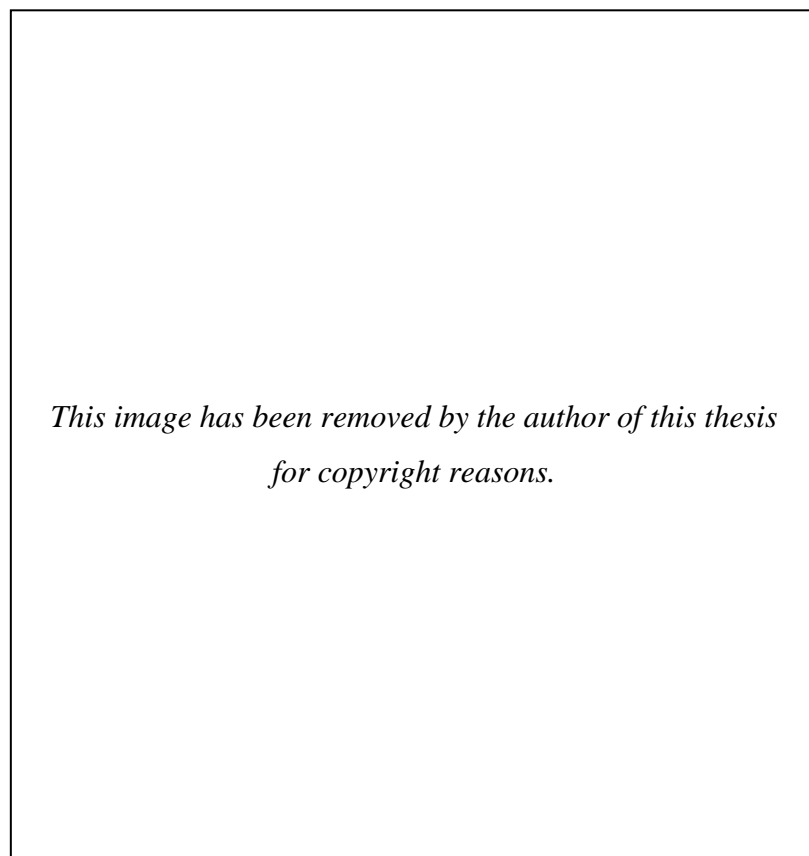


Figure 3 – The 3M Model of Motivation and Personality

Source: From The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behaviour (p. 32), by J. C. Mowen, 2000, Boston, MA: Kluwer Academic. Copyright 2000 by Kluwer Academic Publishers.

As depicted in the Figure 3, the control model encompasses 8 elements, which are defined below:

- (1) **Traits:** Acts as reference points for the comparator consisting of elemental traits, compound traits, situational traits and surface traits.
- (2) **Hierarchy of Traits:** Traits exist within a hierarchy ranging from reference level four being the most abstract to reference level 1 being the most concrete.
- (2) **Task:** A program of behaviour that occurs to achieve an immediate goal (Mowen, 2000). These can be interrupted, for example a teacher involved in the task of grading a student's work may get interrupted by a colleague wanting to discuss theory, therefore the teacher is involved in an another task. How tasks are performed is influenced by various traits (Mowen, 2000).
- (3) **The Comparator:** Evaluates outcomes based on values and goals resulting from traits (Mowen, 2000). Therefore, the comparator compares outcomes to a desired state or goal and it can be determined if behaviour needs to be augmented.
- (4) **Cognitive Appraisal:** Occurs when an individual is interrupted, as a result the task completion or activities taking place may change or be augmented (Mowen, 2000).
- (5) **Activities:** These are the actions that occur so that tasks can be performed and goals can be met (Mowen, 2000). Mowen (2000) suggest tasks can be non-active tasks (e.g. sleep), locomotion (e.g. moving from couch to bed),

consumption/exertion (e.g. bodily functions such as eating), thinking/planning (i.e. action plans to achieve goals), use of tools (i.e. chopping with knife), signalling (i.e. body language), observing/listening (i.e. listening to learn the consequences of misbehaving) and personal or physical contact with another human.

- (6) **Outcomes:** The outcomes whether bad or good from the activities the individual participated in based on behaviour to achieve certain goals/tasks (Mowen, 2000). The environment can additional impact on the outcomes achieved. For example, if there is a snowstorm whilst driving an individual may pull-over to the side of the road. This example suggests the comparator is strong enough to activate emotions, therefore activating cognitive appraisal, and causing behaviour to change (e.g. pull-over to the side of the road to avoid danger).
- (7) **Resources:** Assets of value that can be gathered and transferred through exchange, for example information, material, social or bodily resources (Mowen, 2000).
- (8) **Environment:** Everything that impacts upon an individual's outcomes apart from the individual themselves (Mowen, 2000) such as acts of nature or other people.

2.6.3 Reference Level 4 – Elemental Level Traits

Elemental traits are suggested as being theoretically similar to Allport's (1961) cardinal traits and are defined as "the unidimensional underlying predisposition of individuals that arise from genetics and early learning history" (Mowen, 2000, p. 21). These traits act as self-schemas to provide individuals with abstract values to guide their behaviour (Mowen, 2000). Schemas are knowledge structures contained within the mind that guide an individual's interpretation of information. Marcus's (1977) seminal article on the subject suggested the most important schemas are about ourselves. Self-schemas are developed through social interaction with the world and differ from person to person as it depends on what the individual has experienced (Cervone & Pervin, 2010). Self-schemas will lead to self-categorisations and beliefs regarding how a person will behave within a particular situation based on their memories. For example, a person with an introverted self-schema may remember they "made no new friends at school", will categorise themselves as being "shy" and may believe that if they go to a social gathering they are likely to "keep to themselves".

When investigating a phenomenon all elemental traits are included as critical control variables (Mowen, 2000). This occurs because the 3M being a partial mediation model, elemental traits can impact upon and provide correlation between one or more compound, situational and surface level trait. Five of the elemental traits were derived from Saucier's (1994) version of the Five-Factor Model of personality that consist of openness to experience, conscientiousness, agreeableness, and emotional stability and extraversion. The 3M Model uses the opposite of the latter two factors, emotional instability or as commonly referred to as neuroticism, and introversion instead of extraversion.

Three additional elemental traits were suggested by Mowen (2000) based on an evolutionary perspective. The need for arousal trait was derived from work presented by Mehrabian and Russell (1974); whereas the need for material resources and the need to protect and enhance the body were derived from work presented by Bristow and Mowen (1998). The evolutionary perspective suggests individuals need resources for survival purposes. The 3M model argues these resources defined as personal assets of value (Bristow & Mowen, 1998) are maintained and enhanced for survival and reproductive purposes (Mowen, 2000). The eight elemental traits are defined below:

- (1) **Openness to Experience:** The need to find novel solutions, use imagination to perform tasks, and express unique ideas (Mowen, 2000).
- (2) **Conscientiousness:** The need to be organised and methodical, orderly and efficient when carrying out tasks (Mowen, 2000).
- (3) **Introversion:** Opposite to extraversion; the tendency to be shy, or reveal feelings of bashfulness (Mowen, 2000) – reversed in the following research.
- (4) **Agreeableness:** The need to be sympathetic or express kindness to others (Mowen, 2000).
- (5) **Emotional instability:** The tendency to be emotional through moodiness or ill temperament (Mowen, 2000) – reversed in the following research.
- (6) **Need for arousal:** The desire for excitement or stimulation (Mowen, 2000).
- (7) **Need for material resources:** The need to possess and accumulate material goods (Mowen, 2000).
- (8) **Need for bodily resources:** The need to maintain one's body and enhance one's body (Mowen, 2000).

2.6.4 Reference Level 3 – Compound Level Traits

Compound traits are suggested as being theoretically similar to Allport's (1961) central traits and are defined as "unidimensional predispositions that result from the effects of multiple elemental traits, a person's learning history and culture" (Mowen, 2000, p.21). These traits arise from the interaction of elemental traits and have elements that make them unique. Mowen (2000) investigated six compound traits in his initial studies involving the 3M Model including task orientation, the need for learning, competitiveness, the need for activity, the need for play and general self-efficacy. Other compound traits that have been previously been investigated include 'altruism' (Mowen & Sujan, 2005), 'impulsiveness' (Carlson, Johnson & Jacobs, 2010) and 'present time perspective' (Mowen & Sujan, 2005; Carlson & Mowen, 2003). A review of literature indicates the compound traits of competitiveness, the need for play, self-efficacy and present time perspective could be suggested as being the most applicable to the surface level trait of bandwagon consumption behaviour.

2.6.4.1 Competitiveness

Competitiveness is defined by Spence and Helmreich (1983) as "the enjoyment of interpersonal competition and the desire to win and be better than others". Within the 3M Model, competitiveness is conceptualised through an evolutionary perspective. Mowen (2000) suggests individuals need competitiveness to acquire and develop various assets that aid in survival such as material, information, social and bodily resources.

Relatively few studies have considered the trait of competitiveness. Kohn (1992) indicates it is a universal construct often taken for granted. Furnham, Kirkcaldy and Lynn (1994) study on national wealth found a high level of individual competitiveness was positively associated to nations with high economic growth. Research conducted by

Terpstra, Rozell and Robinson (1994) indicated that individuals having a high level of competitiveness may ignore ethical dilemmas for personal gains, in order to achieve their goals. Additionally, competitiveness has been considered from a marketing perspective. Brown, Cron and Slocum (1998) investigated salesperson performance and found individuals with a high level of competitiveness set high goals, whereas individuals with a low level of competitiveness set low goals. The study additionally demonstrated that a competitive organisational environment increased the level of goals set by competitive salespeople, whereas the goals of those with a low level of competitiveness remained unchanged regardless of the organisational climate (Brown et al., 1998).

Carver (1915) first suggested over a century ago that individuals consume for competitive reasons. Previous research has directly linked competitiveness with sports interest, bargaining behaviour, task orientation, impulsive buying behaviour (Mowen, 2000), drama-movie viewership, sports spectatorship, sport participation and the consumption of innovative electronic products (Mowen, 2004). Mowen (2004) was the first to investigate consumption situations depending on the level of competitiveness. The study focused on indirectly surpassing others through the viewership of drama-motives and sports spectatorship, directly surpassing others through gambling and playing sport, and lastly surpassing others through conspicuously consuming innovative cars and electronic products.

The results indicate consumer's compete based on drama-movie and sports viewership, sport participation and the consumption of innovative electronic products, however this link was not found for gambling participation or the consumption of innovative cars (Mowen, 2004). Arousal motives may have accounted for gambling and the purchase of innovative cars rather than competitive motives (Mowen, 2004). Additionally it should

be ascertained whether the type of gambling these consumers engaged within (i.e. poker played against a person vs. lotto) and the motives for purchasing the particular innovative car (i.e. Mercedes Benz for its conspicuousness vs. Honda Jazz for fuel efficiency and low emissions) can affect whether or not competitiveness will account for the consumption behaviour.

2.6.4.2 Need for Play

A significant shift in the field of consumer behaviour can be recognised in the 1980's as researchers increasingly focused on the intangible and subjective aspects of consumption. Holbrook and Hirschman's (1982) seminal article contrasted two views of consumption; a) the traditional economic perspective reliant on consumers as rational beings and b) the experiential view of consumers as emotional beings in need of fun, feeling and fantasy. The economic view places emphasis on utilitarian task-related behaviour (Bastra & Ahtola, 1991) and value arises from efficiently accomplishing the predetermined consumption goal (Babin, Darden, & Griffin, 1994). Conversely, the experiential view emphasises the hedonic potential of consumption and value arises from fun, enjoyment and the entertainment experienced (Bloch & Richins, 1983; Hirschman, 1983; Babin, Darden & Griffin, 1994).

Closely related to the fun element of hedonism, Mowen (2000) proposed the trait of playfulness should account for variance in behaviour. From an evolutionary psychology perspective the individual learns to adapt, gain skills and release stress through play (Pert, 1997). Drawing from theory presented on the topic by Murray (1893) Jackson's (1967) 22 item PRF instrument included the need for play scale. The authors four measures includes; 1) spends a good deal of time participating in sport and social activities, 2) does many things for fun, 3) maintains a light-hearted and easy-going attitude toward life; 3) enjoys jokes and funny stories (Jackson, 1967, p.157). Drawing

from Jackson (1967), Mowen (2000) need for play scale was empirically validated through four studies and linked to impulsive buying, fan involvement, bargaining proneness and had a negative relationship to having a healthy diet.

2.6.4.3 Self-Efficacy

Self-efficacy was first introduced by Bandura (1977) over three decades ago and is defined as “people’s beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives” (Bandura, 1994, p. 71). Research demonstrates perceived self-efficacy impacts an individual’s performance and motivation (Bandura & Locke, 2003), their thoughts and feelings, and fundamentally their behaviour (Bandura, 1994). Previous literature has linked the construct to a variety of topics including; depression (Davis & Yates, 1982), addiction (Marlatt, Baer, & Quigley, 1995), stress (Jarusalem & Mittag, 1995), pain control (Manning & Wright, 1983), phobia (Bandura, 1983), assertiveness (Lee, 1983; 1984), social skill (Moe & Zeiss, 1982), employee (Sandri & Robertson, 1993), athletic (Barling & Abel, 1983) and academic performance (Multon, Brown, & Lent, 1991).

2.6.4.4 Present Time Perspective

Time perspective is defined by Zimbardo, Keough and Boyd (1997, p.1008) as “the manner in which individuals and cultures partition the flow of human experience into the distinct temporal categories of past, present, and future”. As time perspective impacts on consumer decision making an individual’s temporal focus is an important aspect to consider. Past-orientated individuals rely on reconstructed past scenarios, future-orientated individuals on imaged scenarios, and present-orientated individuals depend on the current social setting and immediate stimulus when they enact behaviour (Zimbardo, Keough, & Boyd, 1999). Individual’s time perspective can be measured through the Zimbardo Time Perspective Inventory (ZTPI) (Zimbardo et al., 1999).

Future-orientated individuals tend to focus on potential goals and outcomes such as planning for retirement (Jacobs-Lawson, Hershey & Neukam, 2004) having a high level of career motivation (Peetsma, 2000) and perusing a higher level of education (Seijts, 1998). Individuals with a long future time perspective have a strong ability to resist temptation (Brock & Del Guidice, 1963) unlike those with a present-time perspective. Previous research has linked individuals with a present orientation to negative behaviours such as addiction, crime, and risky driving behaviour (De Volder & Lens, 1982; Fraisse, 1963; Lewin, 1982; Nuttin, 1985; Strathman, Gleicher, Boninger, & Edwards, 1994; Zaleski, 1994). It could be suggested such individuals lack the ability to delay gratification as they tend to rely on the current social situation and stimulus within the environment. Therefore, consumers who focus on the present should be more likely to engage in bandwagon consumption behaviour.

2.6.5 Reference Level 2 – Situational Level Traits

Mowen (2000) suggests numerous conditions need to be fulfilled before a trait can be classified as existing at the compound level. The trait should be unidimensional (Mowen, 2000) by consisting of and describing a unique construct. It should be measured with a concise scale that has high internal reliability (Mowen, 2000); able to consistently reproduce similar results and be statistically significant. Elemental traits combine and therefore should account for a minimum of 25 percent of the variance within a potential compound trait (Mowen, 2000). Lastly, as the 3M is a hierarchical model, the combined variance from a compound and elemental trait in the situational trait should be higher than when compared to the variance accounted for by an elemental trait alone (Mowen, 2000). For example, a study conducted by Mowen (2000) revealed 39 percent of the variance in the compound trait of competitiveness was

accounted for by the elemental traits of need for arousal, need for bodily resources, need for material resources, emotional instability and (negative relation) agreeableness.

2.6.5.1 Susceptibility to Interpersonal Influence – Informative vs. Normative

A review of literature conducted by McGuire (1968) suggests interpersonal influence is a general trait that varies across individuals and is associated with personal characteristics. Susceptibility to interpersonal influence was a concept derived from McGuire (1968) notion of influenceability. Previous studies demonstrate individual response varies based on social influence (Cox & Bauer, 1964; Janis, 1954; Kelman, 1961). For example, Berkowitz and Lundy (1957) found participants with low interpersonal confidence are more susceptible to peer pressure and Cox, Bauer (1964) and Janis (1954) found low self-esteem individuals are more likely to conform to avoid disapproval. Bearden, Netemeyer and Teel (1989, p. 475) defines interpersonal influence as “the need to identify or enhance one’s image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others and/or seeking information from others.”

Within literature the concept of interpersonal influence is hypothesised as being either normative or informational. Normative influence is suggested as being either value expressive or utilitarian (Kelman, 1961; Bearden & Etzel, 1982; Burnkrant & Cousineau, 1975; Lessig, 1977; Bearden, Netemeyer, & Teel, 1990). Value expressive influence depicts the individuals aspiration to enhance their self-image and associate with a reference group (Bearden et al., 1990). Alternatively, utilitarian influence depicts the individuals attempt to conform to group expectations to avoid punishment or gain reward (Burnkrant & Cousineau, 1975). Conversely, informational influence depicts the

individuals willingness to except the information presented by refrent others to depict reality (Deutsch & Gerard, 1955) For example, the willingness to accept information cues (e.g. pictures) of consumption related behaviour to signal to the individual how to conform and reaffirm the brands popularity.

2.6.5.2 Fashion Consciousness

Individuals use consumption in order to encode and decode messages from others (Belk, 1982). Fashion consumption is used for self-expression (Piacentini & Mailer, 2004) and to communicate and enforce social identity and values (Noesjirwan & Crawford, 1982). Clothing can be used to communicate the individual's style (e.g. sexy, professional, sporty), their social status within society (O'Cass & Frost, 2002) and can be used for impression management (Richins, 1987).

O'Cass (2004) investigated the relationship between fashion clothing involvement, fashion knowledge, consumer's level of materialism, their gender and age. Results suggest materialism is a significant contributor to fashion clothing involvement and the purchase decision and this level of involvement was further affected by age and gender (O'Cass, 2004). A study conducted by Piacentini and Mailer (2004) investigated the meaning and consumption attached to clothing by adolescents. Results indicate participants felt clothing is a good indicator of one's personality and interests as it acts as a signal to the individual and others with similar taste (Piacentini & Mailer, 2004).

Previous studies found fashion consciousness had a positive relationship to brand consciousness, innovativeness, self-confidence and health consciousness (Wan, Yuon, & Fan, 2001). Research conducted by Lertwannawit and Mandhachitara (2012) found individuals with high fashion consciousness rated high in the traits of susceptibility, individuality and sensation. Furthermore, Goldsmith and Stith (1990) identified fashion-

conscious individuals embrace social values including the need for fun, enjoyment, excitement and respect.

2.6.6 Reference Level 1 – Surface Level Traits

Category specific surface traits are defined as “programs of behaviour that individuals run in order to complete tasks” and “result from by person, by situation, by product category interactions” (Mowen, 2000, p.21). The 3M has been used to explore the surface level traits of volunteerism (Mowen & Sujan, 2005), superstition (Mowen & Carlson, 2003), service employee performance (Licata et al., 2003), word of mouth communication (Mowen et al., 2007), and adventure travel (Scott & Mowen, 2007). The surface level trait of bandwagon consumption behaviour is yet to be explored.

Chapter Three

Identifying the Conceptual Framework

As discussed in chapter one, the research employs the 3M Model to investigate which consumer individual difference traits have a direct impact on consumer's bandwagon consumption behaviour. Therefore the dissertation proposes the following research questions:

***RQ1:** Which individual difference variables arising from personality traits will have a direct impact on bandwagon consumption behaviour?*

***RQ2:** Does the Meta-Theoretic Model of Personality/or the Five Factor Model of Personality account for more variance in bandwagon consumption behaviour? Which model of personality has superior predictive ability?*

***RQ3:** Is the bandwagon consumption scale a valid and reliable measure that can be applied to other research contexts?*

3.1 Hypothesis

The conceptual framework used in this study is adapted from Mowen (2000) and is presented in Figure 4 – 8. The 3M Model agrees with previous literature by arranging traits hierarchically (e.g. Allport, 1961; Buss, 1989; Eysenck, 1947; 1968;

Joachimsthaler & Lastovicka, 1984; Lastovicka, 1982). Like Eysenck (1947) and Paunonen (1988) the 3M Model proposes four hierarchical levels of traits. At the broadest level exists elemental traits, followed by compound traits, situational traits and surface traits. Through factor analysis the impact of these factors on one another can be analysed (Acton, 2003).

Previous research found that elemental traits have a direct impact on compound, situational and a surface trait, similarly compound traits were found to have a direct impact on situational and a surface trait, and lastly situational traits were found to have a direct impact on a surface trait. The 3M Model has been tested before; it has been shown to have good internal consistency and validity (Mowen, 2000). Therefore, like previous research, the following hypotheses are suggested:

H1: *The elemental level traits will have a direct impact on the compound level traits.*

H2: *The elemental level traits will have a direct impact on the situational level traits.*

H3: *The elemental level traits will have a direct impact on the surface level trait, bandwagon consumption.*

H4: *The compound level traits will have a direct impact on the situational level traits.*

H5: *The compound level traits will have a direct impact on the surface level trait, bandwagon consumption.*

H6: *The situational level traits will have a direct impact on the surface level trait, bandwagon consumption.*

As previously indicated the 3M Model consists of four hierarchical levels. However, the 3M Model differs to other hierarchical models as it suggests more than one broad level trait can impact on a concrete level trait (Mowen, 2000). For example, the elemental traits conscientiousness, need for bodily resources, introversion, emotional instability openness to experience and agreeableness have been found to all have a significant direct impact on the compound trait of self-efficacy (Mowen, 2000). Specific hypothesis can be suggested based on previous literature.

The compound trait of competitiveness refers to an individual's desire to outperform others (Helmreich & Spence, 1983). Mowen (2000) conducted five studies to investigate which elemental traits influenced the compound trait of competitiveness. The author found the elemental traits of need for arousal, need for material resources, need for body resources, emotional instability, conscientiousness, agreeability, and openness to experience had a direct impact on competitiveness. In his study regarding compulsive consumption he found the elemental traits of need for arousal, need for material resources and emotional instability was positively related to competitiveness, whereas the elemental traits of conscientiousness and openness to experience was negatively related to competitiveness.

Openness to experience refers to an individual's ability to find creative, imaginative and novel solutions. Creativity can include the improvement, change or innovation of new products or services, improvement of process, the advancement of technology and the development of knowledge (Cummings & Oldham, 1997). According to Cummings and Oldham (1997) creativity does not occur automatically and the creation of novel solutions can be influenced by the environment. Research by Cummings, Oldham (1997), Shalley and Oldham (1997) suggests to competition amongst capable employees

promote and enhance employee innovativeness and creativity. Therefore, the following hypothesis is suggested;

H1a1: The elemental level trait of openness to experience will have a direct impact on the compound level trait of competitiveness.

Conscientiousness refers to an individual's need to be orderly and efficient in the completion of tasks. Efficiency is a requirement for competitiveness due to resource constraints (i.e. time), therefore it is suggested;

H1a2: The elemental trait of conscientiousness will have a direct impact on the compound level trait of competitiveness.

Arousal refers to an individual's desire for stimulation and excitement. Individuals that have a high need for excitement may have a high need for competition as the process of competing can be exiting and therefore provide the necessarily level of stimulation. Research conducted by Fang and Mowen (2009) found the trait of need for arousal was a positively associated with the trait of competitiveness in their investigation of four gambling games. Therefore it is suggested;

H1a3: The elemental trait of need for arousal will have a direct impact on the compound level trait of competitiveness.

The need for material resources refers to individuals need to possess and collect material goods. The evolutionary perspective suggests consumers need to compete in order to obtain limited assets and resources for survival (Mowen, 2000). Mowen's (2004) studies on gambling participation and purchasing innovative automobiles found the need for material resources trait directly impacted the trait of competitiveness. Therefore it is suggested;

H1a4: The elemental trait of need for material resources will have a direct impact on the compound level trait of competitiveness.

The compound trait of self-efficacy refers to individual's beliefs about their capabilities, thus their self-confidence to perform a task (Bandura, 1994). Mowen (2000) conducted two studies to find out which elemental traits influenced the compound trait of self-efficacy. The author found the traits of conscientiousness, need for bodily resources, extraversion, emotional instability, openness to experience and agreeableness directly impacted self-efficacy. Two later studies conducted by Scott and Mowen (2007) on global adventure travelers and soft and hard adventure travelers found similar results. The global traveler study found self-efficacy was directly impacted by elemental traits of introversion, conscientiousness, openness to experience and the need to protect and enhance the body. The soft and hard adventure traveler study additionally suggested the trait of emotional instability.

Openness to experience refers to an individual's ability to find creative, imaginative and novel solutions. Creative problems are often 'ill defined' therefore require a breadth of knowledge and expertise for problem solving (Mumford, 2000). Knowledge and expertise can give individuals confidence in their capabilities (Rostan, Gattiglia, & Rossi, 1994) and therefore their ability to perform a task. Research suggests individuals who are creative are highly independent, self-confident and possess a high level of achievement motivation (Barron & Harrington, 1981; Brophy, 1998). Therefore, the following hypothesis is suggested;

H1a5: The elemental trait of openness to experience will have a direct impact on the compound trait of self-efficacy.

Introversion and extroversion exists at opposite ends of a continuum. Individuals who are introverted, are shy, and tend to focus on their internal feelings and thoughts. Previous research suggest although shy individuals may possess the same knowledge as non-shy individuals, due to self-doubt they tend to withdraw from performing certain tasks (Carver, Antoni & Scheier, 1985; Meyer & Hokason, 1985). For example, although extroverted and introverted individuals possess similar knowledge regarding normative behaviour, the introverted individual may have self-doubt regarding their ability to perform within a social situation. Therefore, the following hypothesis is suggested;

H1a6: The elemental trait of extroversion will have a direct impact on the compound level trait of self-efficacy.

Conscientiousness refers to an individuals need to be orderly and efficient in the completion of tasks. If individuals are methodical in completing tasks they may have more belief in their capabilities to complete the tasks they attempt, therefore conscientiousness activates self-efficacy expectancies. This is because individuals that have high level of conscientiousness are likely engage in tasks and work harder than individuals with low self-efficacy (Gellatly, 1996). Research conducted by Chen, Casper and Cortina (2001) empirically demonstrated conscientiousness was positively related to self-efficacy in both high and low complex tasks. Therefore, the following hypothesis is suggested;

H1a7: The elemental trait of conscientiousness will have a direct impact on the compound level trait of self-efficacy.

Emotional unstable or neurotic individuals have an ill temperament or exhibit high levels of moodiness. Research suggests these individuals often possess a poor self-concept (Wells & Matthews, 1994) and have low self-estimated intelligence (Furnham,

Chamorro-Premuzic, & Moutafi, 2005). Task completion is reliant on individuals possessing the appropriate knowledge to do so. Therefore, if neurotic individuals have low self-estimated intelligence or knowledge of a task, they are likely to lack self-efficacy in terms of such a task. Therefore, the following hypothesis is suggested;

H1a8: The elemental trait of emotional instability will have a direct (negative) impact on the compound level trait of self-efficacy.

Need to protect and enhance the body refers to individuals desire to protect themselves from harm (Mowen, 2000). It additionally refers to individuals attempts to enhance the body through exercise, healthy eating, and adornment such as tattoo's (Mowen, 2000). A study conducted by Rychman, Robbins, Thornton, & Cantrell (1982) found individuals with strong self-perceptions regarding their physical skills outperformed those with poorer self-perceptions. These individuals additionally reported they had more experience and spent more time participating in sporting activities than those with poorer self-perceptions (Ryckman et al., 1982). Individuals that have a high need to enhance their body will likely spend more time on such activities and therefore will have high belief in their ability to perform the task. Therefore, the following hypothesis is suggested;

H1a9: The elemental trait of need to protect and enhance the body will have a direct impact on the compound level trait of self-efficacy.

The need for play is defined as individual's tendency for light-heartedness or their pursuit for fun (Mowen, 2000). Through a series of studies Mowen (2000) suggests the elemental traits of need for arousal, agreeability, the need to protect and enhance the body, extraversion and emotional stability are significant predictors of the need for play. In the 3M Model, play is approached from an evolutionary perspective as a means to adapt by building skills or relieving stress (Pert, 1997).

A high need for arousal suggests individuals need a high level of stimulation. Research presented by Zuckerman (1979) suggests sensation seeking and the need for play is highly correlated. The author utilised Jackson's (1967) need for play scale by including the items of: (1) does many things for fun, (2), enjoys jokes and funny stories, (3) spends a good deal of time participating in games, sports, social activities and other amusements, and (4) maintains a light-hearted and easy going attitude toward life. Both Zuckerman's sensation seeking scale and Jackson's (1967) need for play scale is closely related. Therefore, the following hypothesis is suggested;

H1a10: The elemental trait of need for arousal will directly impact the compound trait of need for play.

Play is intrinsically motivated and involves individual's positive emotions (Jackson, 1967), therefore is suggested relate to elemental traits which express positive emotions. Agreeableness is defined as an individual's need to be sympathetic or express kindness to others (Mowen, 2000). Emotional stability suggests an individual is more likely to have positive emotions of happiness which are associated with the feelings of fun and excitement. These traits should be positively related to play. Conscientiousness refers to an individual's need to be efficient. Play is not task orientated, therefore should be negatively related to conscientiousness. Therefore, the following hypotheses are suggested;

H1a11: The elemental trait agreeableness will have a direct impact on the compound trait of need for play.

H1a12: The elemental trait of emotional stability will have a direct impact on the compound trait of need for play.

H1a13: *The elemental level trait of conscientiousness will have a direct impact on the compound level play.*

Individuals with a present time perspective tend to ignore future planning as their temporal focus is on the present. These individuals are risk takers (Zimbardo et al., 1997) and therefore action orientated rather than methodical planners. Research conducted by Daugherty and Brase (2010) investigated individuals willingness to delay gratification and found the conscientiousness and agreeableness trait had a negative relation to present-mindedness. Therefore, the following hypothesis is suggested;

H1a14: *The elemental level trait of conscientiousness will have a direct negative impact on the compound level trait of present time perspective.*

Interpersonal influence represents an individual's predisposition to be influenced. It is suggested that individuals attempt to enhance their image through brands and products and further conform to norms and expectations of others (Bearden et al., 1989). Interpersonal influence consists of either information influence or normative influence. Information influence consists of individual's willingness to accept informative cues related to consumption behaviours (Deutsch & Gerard, 1955). Whereas, normative influence consists of either the individuals desire to enhance their self-image (Bearden et al., 1990) or their attempt to conform to gain reward or avoid punishment (Burnkrant & Cousineau, 1975)

Openness to experience refers to an individuals' need to find novel or unique solutions. This trait conflicts with the normative influence, thus the need to conform. Consumers with a high need for uniqueness are more likely to participate in counter-conformity by not following the popular choice. These individuals instead want to break the rules of

their reference group to express their unique point of view (Tian, Bearden & Hunter, 2001). Therefore, the following hypothesis is suggested;

***H2a1:** The elemental trait of openness to experience will have a direct negative impact on the compound trait of informative influence.*

***H2a2:** The elemental trait of openness to experience will have a direct negative impact on the compound trait of normative influence.*

Agreeableness is defined as friendly and helpful behaviours (Mowen, 2000), and therefore can be suggested as being social behaviours in terms of others. Individuals which have a higher degree of agreeableness could be suggested as being different based on their social perceptions and of their social learning experiences (Jensen-Campbell, Graziano & Hair, 1996). According to Wiggins (1991) the striving for solidarity with others is closely related to the dimension of agreeableness.

The acceptance of information and the belief that this information depicts reality is termed informative influence (Deutsch & Gerard, 1955). Therefore, individuals that are highly agreeable are approach orientated and may be more likely to accept information from others. Therefore, the following hypothesis is suggested

***H2a3:** The elemental trait of agreeableness will have a direct positive impact on the compound trait of informative influence.*

Emotional instability or shyness is suggested as being related to non-conformity as these individuals are suggested as being more anxious, unhappy and disagreeable. These types of emotions may make individuals less motivated to conform to societal expectations. According to DeYoung, Peterson and Higgins (2002) individuals that do not conform may have difficulty in maintaining a level of stability in their lives.

Emotionally stable individuals may be more susceptible to influence. Therefore, the following hypothesis is suggested;

***H2a4:** The elemental trait of emotional stability will directly impact on informative influence.*

***H2a5:** The elemental trait of emotional stability will be directly impact on normative influence.*

The need for material resources suggests based on an evolutionary perspective that individuals accumulate goods to survive (Mowen, 2000). Additionally, individuals use goods to protect their body (e.g. clothing for warmth) or enhance their body (e.g. jewellery for adornment). To make best decisions regarding the accumulation of goods and enhancement of one's body individuals rely on the information given by others or make inferences based on observed behaviour. Therefore, the following hypothesis is suggested;

***H2a6:** The elemental trait of need for material resources has a direct positive impact on the compound trait of informative*

***H2a7:** The elemental trait of need for bodily resources has a direct positive impact on the compound trait of informative.*

Individuals that have a high level of extroversion value social interaction and may therefore pay more attention to how they dress. Previous studies have found fashion consciousness are related to self-confident and brand conscious variables (Wan et al., 2001). A study conducted by Casidy (2012) found the extraversion trait positively related to the fashion consciousness trait. Therefore, the following hypothesis is suggested;

H2a8: The elemental trait of extroversion has a direct impact on fashion consciousness.

Previous research suggests materialism is key variable that constructs the individual's sense of self (Bakewell, Mitchell & Rothwell, 2006). Therefore, if individuals place an emphasis on the need for material goods such as fashion, they should rate high in fashion consciousness. Therefore, the following hypothesis is suggested;

H2a9: The elemental trait of materialism has a direct impact on the situational trait of fashion consciousness.

Research suggest men focus on clothing based on its functional benefits of durability or warmth, whereas women focus on clothes based on the symbolic benefits they provide such as acceptance within a group (Cox & Dittmar, 1995). The need to protect and enhance the body refers to both adornment and protection of oneself. Therefore, the following hypothesis is suggested;

H2a10: The elemental trait of the need to protect and enhance the body has a direct impact on the situational trait of fashion consciousness.

As previously discussed, the 3M is a hierarchical model of personality. The surface level trait of bandwagon consumption behaviour reside at the most concrete level of the hierarchy.

The evolutionary perspective suggests material resources are accumulated for the purpose of survival (Mowen, 2000). Through material resources individuals construct their self-concept. Consumers can conform through the use of material resources that express their sense of self. Furthermore, they can join preferred groups through affiliating with others through their material possessions. Therefore, the following hypothesis suggests;

H3a1: The elemental trait of need for material resources will have a direct positive impact on the surface trait, bandwagon consumption behaviour.

As previously noted, the 3M Model consists of four hierarchical levels which influence one another. Mowen (2000) suggested compound level traits influence situational level traits. The 3M Model has not been applied to specifically investigate the relationship between any of the suggested compound level traits to situational level traits.

The compound trait of competitiveness refers to an individual's desire to outperform others (Helmreich & Spence, 1983). In order to be competitive one must possess information. For example in sporting activities observing the actions of others may improve your ability to be competitive. Therefore, it is suggested;

H4a1: The compound level trait of competitiveness has a direct impact on the situational trait of informative influence.

Present time perspective refers to an individual's temporal focus on the immediate situation. This could be suggested as being closely related to fashion consciousness as a fashion exists only in the immediate present time. An item is only fashionable if it is adopted by others and receives approval by others, therefore it is suggested;

H4a2: The compound level trait of present time perspective has a direct impact on the situational trait of fashion consciousness.

Individuals can compete under a wide variety of circumstances. Competition can occur at work through comparing ones work performance to others, through leisure activities by participating in sport, and through the consumption of products. Competitiveness has been linked to a variety of consumption related behaviours. For example, Mowen (2004) linked three levels of competitiveness including indirectly surpassing others,

directly surpassing others and surpassing others through conspicuously consuming products. When a product is purchased in a brick-and-mortar store the consumer is displaying their consumption. The display of consumption can occur virtually when consumers post a picture of their recent purchases online through Facebook, on blogs, by using Instagram or other related social networking sites. Additionally, consumers can display their consumption through the use of the commodity in front of others, such as clothes, shoes, a camera, or a car. Therefore, the following hypothesis suggests;

***H5a1:** The compound level trait of competitiveness will have a direct impact on the surface level trait of bandwagon consumption behavior.*

Need for play refers to individuals need for fun (Mowen, 2000) and the experience of positive emotions. The hedonic motives of consumption suggest individuals shop for enjoyment, the experience of fun and to be stimulated (Babin et al., 1994). Bandwagon consumption can be related to social shopping as McGuire's (1974) affiliation theories indicate individuals engage in this type of behaviour to gain acceptance and warmth through interpersonal relationships. The affiliation motive of shopping has previously been suggested by Westbrook and Black (1985), Reynolds and Beatty (1999). Therefore, the following hypothesis is suggests;

***H5a3:** The compound level trait of need for play will have a direct impact on the surface level trait of bandwagon consumption behaviour.*

Self-efficacy refers to the individual's belief in themselves to perform a specific task. Bandwagon consumption behaviour involves identifying popular products and purchasing these commodities to "get into the swim of things" or "to be one of the boys". Consumers with a high belief in their ability to carry out their intended behaviour through purchasing popular products in effect engage in bandwagon consumption behaviour. New luxuries are accessible to the masses as they are priced within reach and

have wide distribution channels. These brands/products are not rare, however their popularity make them more desirable. Therefore, the following hypothesis is suggested;

H5a3: The compound level trait of self-efficacy will have a direct impact on the surface level trait of bandwagon consumption behaviour.

An individual with a present time perspective focuses on the immediate situation and are likely to be influenced by stimulus within the environment. Hersley and Mowen (2000) found individuals with a present time perspective were less likely to engage in retirement planning. This suggests time perspective influences a person's level of consumption in the present and their ability to purchase in the future (Hersely & Mowen, 2000). When individuals observe others in their reference group (the environment) possess a popular product they do not have, this stimulus may influence them to engage in bandwagon consumption behaviour. Therefore, the following hypothesis is suggested;

H5a4: The compound level trait of present time perspective will have a direct impact on the surface level trait of bandwagon consumption behaviour.

The current study investigated consumers' bandwagon consumption behaviour of new luxury fashion brands and products. Bandwagon consumption enables consumers to meet their desire to be fashionable by conforming to the popular opinion. Consumers who engage in bandwagon consumption are displaying their level of fissionability to others through their consumption activity and construct affiliation with others within a particular reference group. Therefore, the following hypothesis is suggested;

H6a1: The situational trait of fashion consciousness will directly impact on the surface trait of bandwagon consumption behaviour.

Interpersonal influence represents an individual's predisposition to be influenced. It is suggested that individuals attempt to enhance their image through brands and products and further conform to norms and expectations of others (Bearden et al., 1989). For bandwagon consumption to occur, individuals need information to ascertain which products are popular, this relates to informative influence. Bandwagon consumption is highly social as consumers engage in the phenomenon to conform or join a reference group, this relates to normative influence. Therefore, it is suggested;

***H6a1:** The situational informative influence will directly impact on the surface trait of bandwagon consumption behaviour.*

***H6a2:** The situational normative influence will directly impact on the surface trait of bandwagon consumption behaviour.*

As previously noted the 3M Model is a hierarchical model is a full or partial mediation mode. Therefore, the following hypothesis is suggested;

***H7a1:** The compound traits will mediate the relationship between the elemental traits and situational traits of the surface level trait, bandwagon consumption behaviour.*

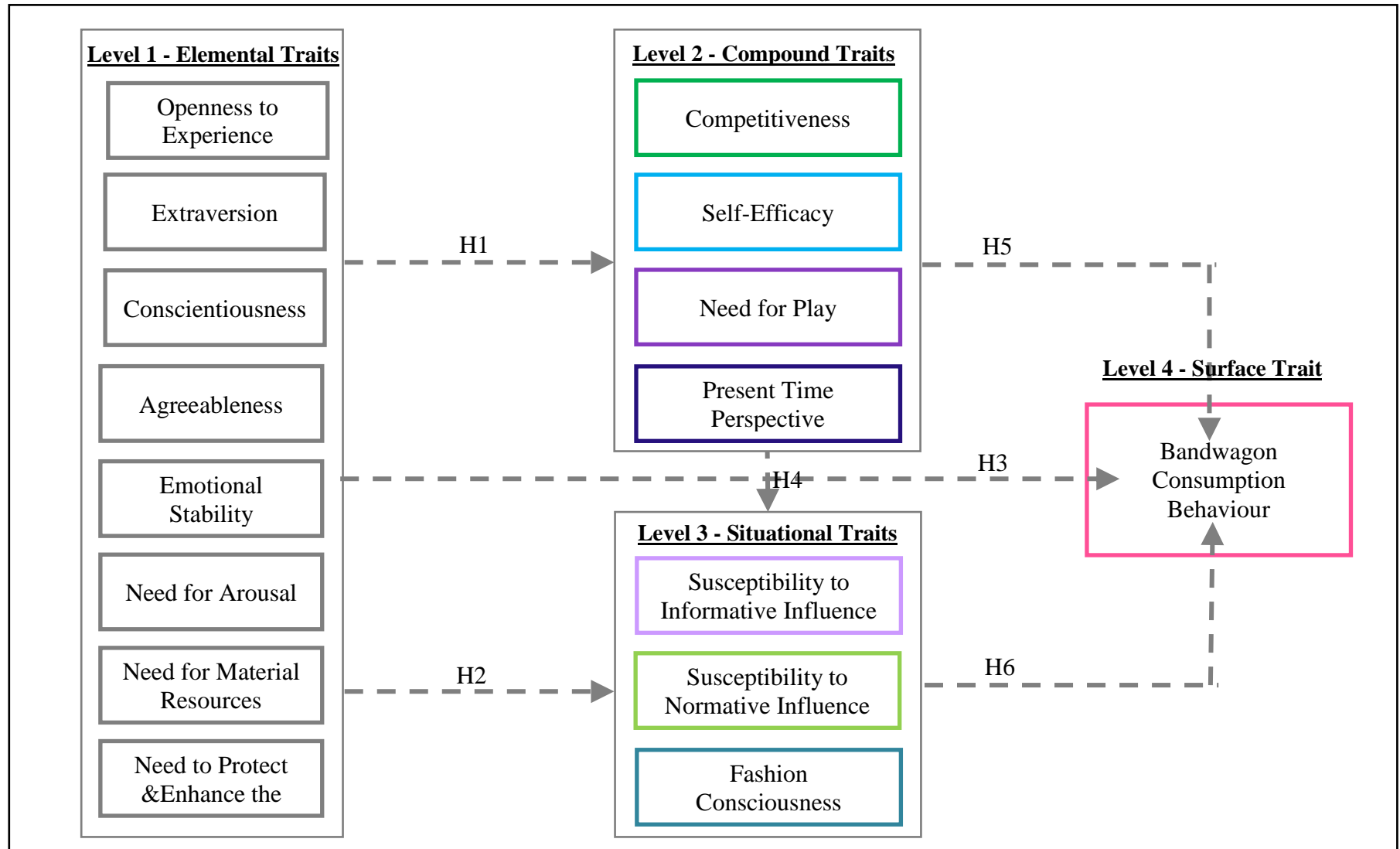


Figure 4 – Proposed Theoretical Model

Source: Adapted from The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behaviour (p. 148), by J. C. Mowen, 2000, Boston, MA: Kluwer Academic. Copyright 2000 by Kluwer Academic Publishers.

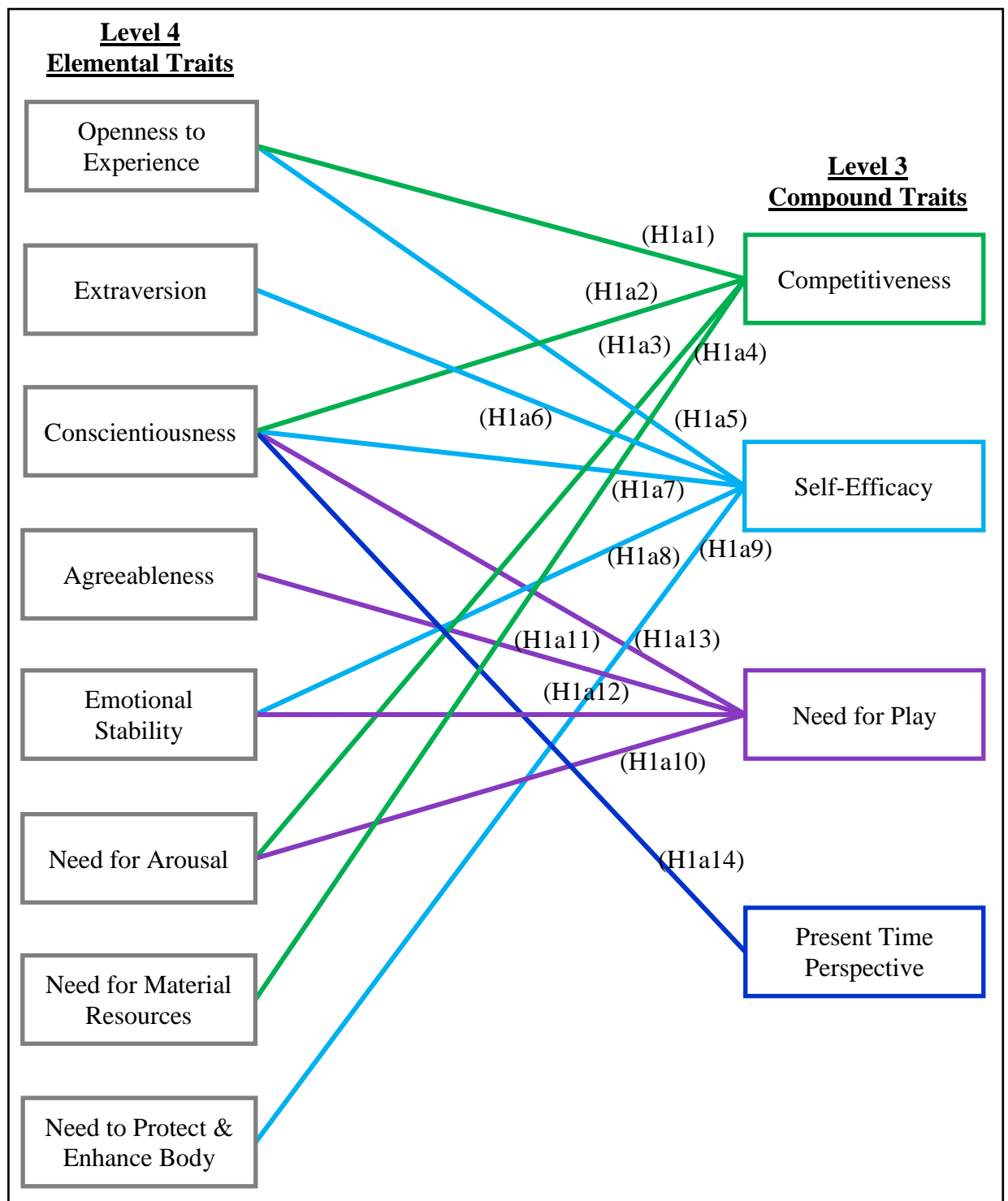


Figure 5 – Proposed Theoretical Model of Elemental Traits to Compound Traits

Source: Adapted from The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behaviour (p. 148), by J. C. Mowen, 2000, Boston, MA: Kluwer Academic. Copyright 2000 by Kluwer Academic Publishers.

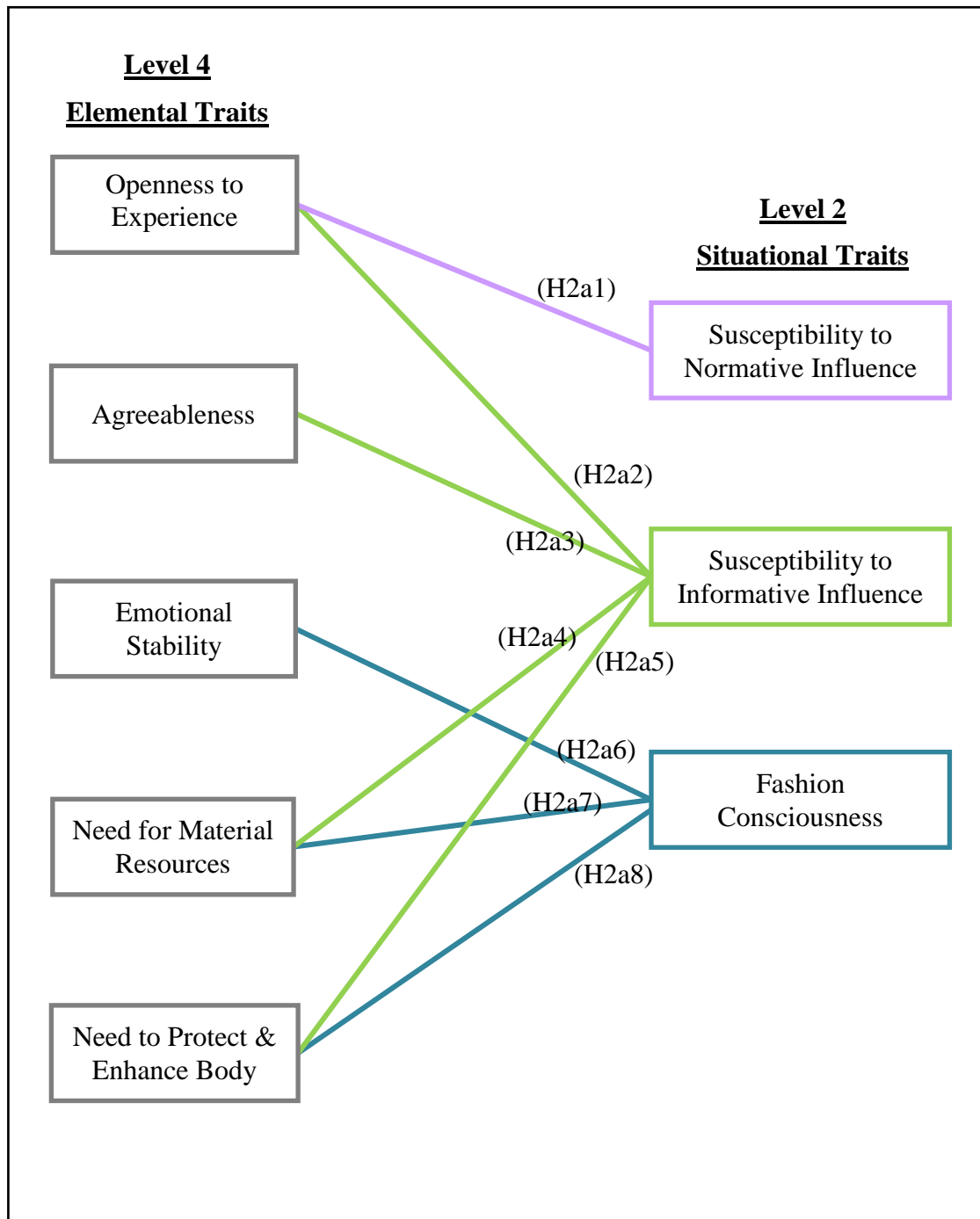


Figure 6 – Proposed Theoretical Model of Elemental Traits to Situational Traits

Source: Adapted from The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behaviour (p. 148), by J. C. Mowen, 2000, Boston, MA: Kluwer Academic.

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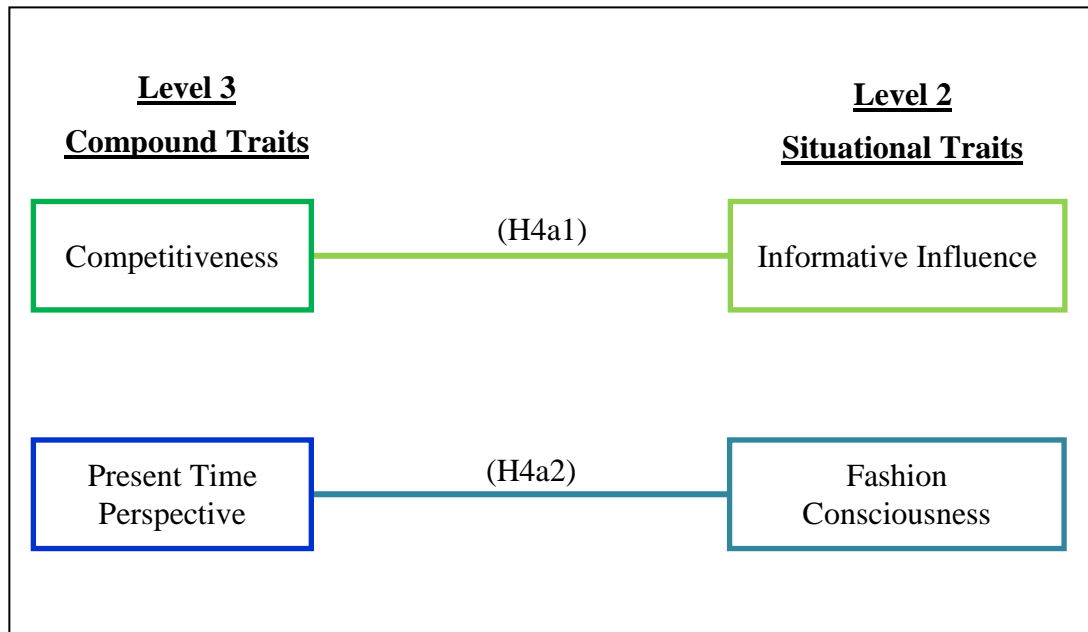


Figure 7 – Proposed Theoretical Model of Compound Traits to Situational Traits

Source: Adapted from The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behaviour (p. 148), by J. C. Mowen, 2000, Boston, MA: Kluwer Academic. Copyright 2000 by Kluwer Academic Publishers.

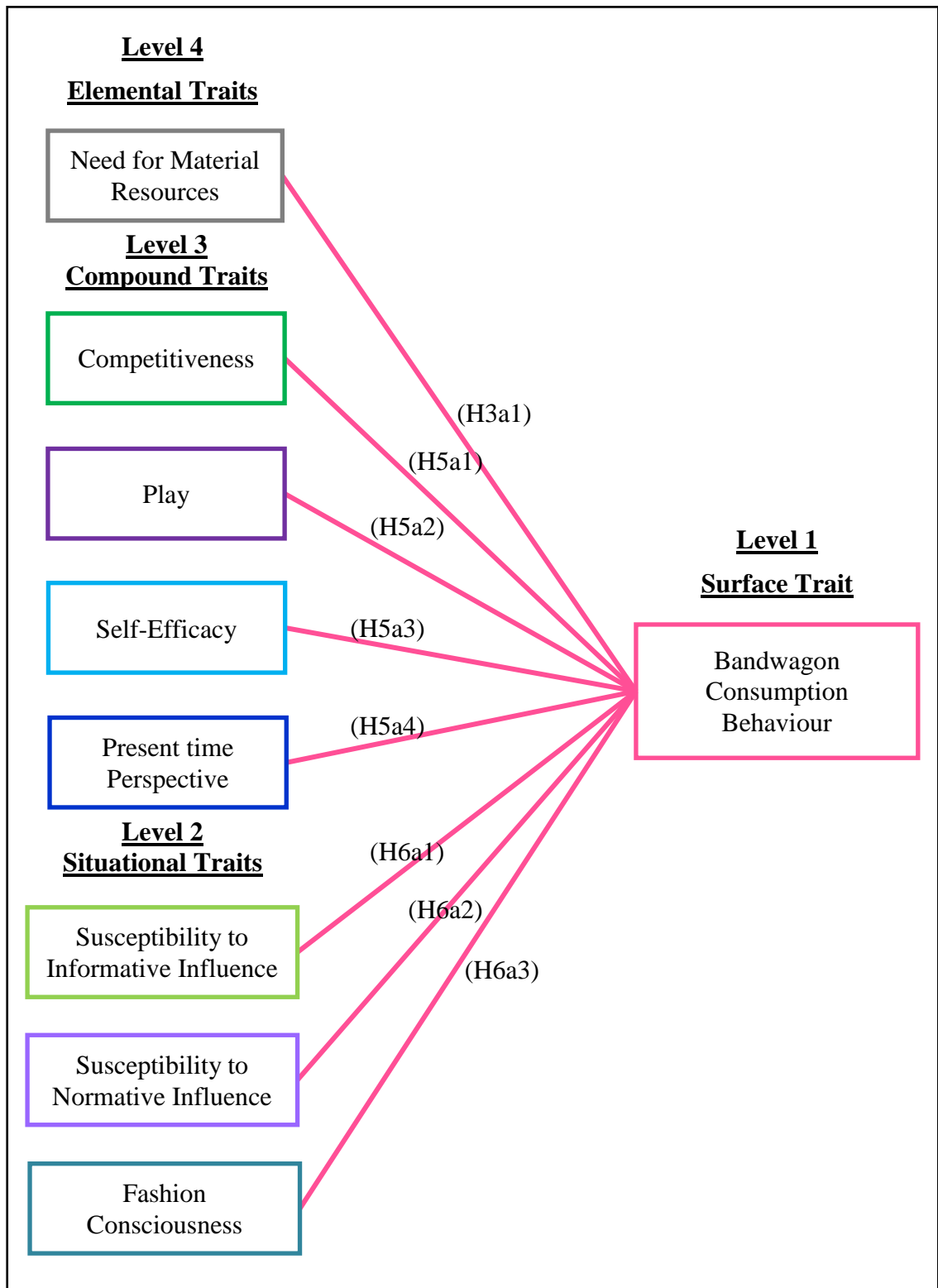


Figure 8 – Proposed Theoretical Model of Elemental Traits, Compound Traits, Situational Traits to Surface Trait

Source: Adapted from The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behaviour (p. 148), by J. C. Mowen, 2000, Boston, MA: Kluwer Academic. Copyright 2000 by Kluwer Academic Publishers.

Chapter Four

Methodology

This section will explain the methodology used to test the previously presented research model of the factors determining consumers' bandwagon consumption behaviour of new luxury masstige products. The following section will cover the operationalisation of the examined constructs, the development of the questionnaire that was used for data collection, the method of data collection, and the statistical analysis that was performed.

4.1 Measurement of Variables

The quantitative questionnaire consists of measurement items obtained from literature that have previously been validated and deemed reliable through empirical research. Table 2 details the literature used as sources for operationalisation of the constructs, the number of items used to measure the variables, and presents the Cronbach alpha.

Table 2 - Operationalisation of Measurement Constructs

SN	Category of Traits	Variable	Reference	No of items	Cronbach α reported
1	Elemental Level Traits	Openness to experience	Mowen (2000)	3	.85
2		Introversion /extraversion	Mowen (2000)	4	.88
3		Conscientiousness	Mowen (2000)	4	.85
4		Agreeableness	Mowen (2000)	3	.82
5		Emotional instability/stability	Mowen (2000)	4	.91
6		Need for material resources	Mowen (2000)	4	.86
7		Need for arousal	Mowen (2000)	4	.88
8		Need to protect and enhance body resources	Mowen (2000)	3	.87
9	Compound Level Traits	Competitiveness	Mowen (2000)	4	.92
10		Self-efficacy	Mowen (2000)	3	.72
11		Need for play	Mowen (2000)	3	.82
12		Present time perspective	Mowen & Sujan (2005)	4	.75
13	Situational Level Traits	Susceptibility to normative influence	Bearden, Netemeyer & Teel (1989)	9	.83
14		Susceptibility to informative influence	Bearden, Netemeyer & Teel (1989)	3	.90
15		Fashion consciousness	Parker, Schaefer & Hermans (2004)	4	.83
16	Surface Level Trait	Bandwagon consumption behaviour	Kastanakis & Balabanis (2012)	3	.85

4.1.1 Elemental Trait Scales

Mowen (2000) identified eight elemental traits which were included in the 3M Model. Five of these traits including openness to experience, extraversion/introversion, conscientiousness, agreeableness, and emotional stability/instability were adapted from Saucier's (1994) version of the FFM of personality. Saucier (1994) scale was derived from Goldberg (1992) 100 unipolar adjective scale and was reduced to only 40 items. Respondents rated themselves based on how accurately the item describes them on a nine-point Likert-type scale ranging from "extremely accurate" to "extremely inaccurate". Saucier (1994) scale of the FFM is comparatively less reliable than Goldberg (1992) version, however it had lower inter-scale correlations and reduced the number of difficult to understand items (Saucier, 1994) and is briefer and therefore reduces participant fatigue.

From an evolutionary perspective Mowen (2000) further suggested an additional three elemental traits: the need for material resources, the need for arousal and the need to protect and enhance body. Humans require and maintain resources for survival and reproductive purposes (Mowen, 2000), these are defined as assets that have value or worth that can be accumulated or exchanged (Bristow & Mowen, 1998).

Participants were asked to "please select how accurately a phrase or adjective describes how you feel or act. Select the item that describes how you actually act in your daily life, not how you wish you could act" on a 7-point Likert-type scale (1 = Extremely Inaccurate, 7 = Extremely Accurate).

Openness to experience was measured through the three items of "I frequently feel highly creative", "I find novel solutions", "I am imaginative" and had a coefficient alpha of .85. Conscientiousness was measured through the four items of "I am orderly",

“I am precise”, “I am organised” and “I am efficient” and had a coefficient alpha of .85. The introversion was measured through four items of “I am orderly”, “I am precise”, “I am organised” and “I am efficient” and had a coefficient alpha of .88. Agreeableness was measured through the three items of “I am kind to others”, “I am tender hearted” and “I am sympathetic” and had a coefficient alpha of .82. Emotional Instability/Neuroticism was measured through the four items of “I am moody more than others”, “I am temperamental”, “I am testy more than others” and “my emotions go way up and way down” and the coefficient alpha was .91.

Need for material resources was measured through four items of “I enjoy buying expensive things”, “I enjoy owning luxurious things”, “acquiring valuable things is important to me” and “I like to own nice things more than most people” and the coefficient alpha was .86. Need for arousal was measured through the four items of “I am drawn to experience with a element of danger”, “I like the new and different rather than the tried and true”, “I seek an adrenaline rush” and “I enjoy taking risks more than others” and the coefficient alpha was .88. Need to protect and enhance the body was measured through the four items of “I focus on my body and how it feels”, “I devote time each day to improving my body”, “I feel that making my body look good is important” and “I work hard to keep my body healthy” and had a coefficient alpha of .87.

4.1.2 Compound Trait Scales

Like the elemental level traits, participants were asked to “please select how accurately a phrase or adjective describes how you feel or act. Select the item that describes how you actually act in your daily life, not how you wish you could act” on a 7-point Likert-type scale (1 = Extremely Inaccurate, 7 = Extremely Accurate).

Mowen's (2000) competitiveness scale first included six items, of which two were deleted as item was deemed as representing two factors. Through a number of studies, the final competitiveness scale included the four items of "I enjoy competition more than others", "I feel that it is important to outperform others", "I enjoy testing my abilities against others", and "I feel that winning is extremely important" and the coefficient alpha was .92.

Mowen's (2000) self-efficacy scale was influenced the work of Sherer, Maddux, Mercandante, Prentic-Dunn, Jacobs and Roger (1982) and Smith (1989). Self-efficacy was measured through the three items of "I feel in control of what is happening to me", "I find that once I make up my mind, I can accomplish my goals", and "I find I have a great deal of willpower" and had a coefficient alpha of .71.

Mowen's (2000) need for play scale was influenced Jackson's (1967) conceptualisation of play as "I am more playful than others" and "I am more fun loving than others". Through a number of pilot studies the final need for play scale included a third item of "I am light-hearted" and had a coefficient alpha was .82 (Mowen, 2000).

The present time perspective scale was obtained from work presented by Mowen and Sujan (2005) who derived their scale from Hersey and Mowen (2000) conceptualisation of future time perspective. The scale includes the four items of "the distant future is too uncertain to plan for", "I pretty much live on a day-to-day basis", "the future seems very vague and uncertain to me" and "I focus on the present much more than the future". The scale had a coefficient alpha of .75.

4.1.3 Normative and Informative Influence Scale

The informative and normative scales measure two conceptually distinct constructs. Bearden et al. (1989) indicate the scale first consisted of 166 items and was subsequently reduced through various analyses techniques to produce the final twelve-item Likert-type scale (1 = Strongly Agree, 7 = Strongly Disagree).

The normative scale includes eight items that measure the individual's tendency to conform to expectations (Burnkrant and Cousineau, 1975) to either enhance self-image or avoid punishments and gain rewards (Bearden et al., 1989). The normative scale consist of items such as "When buying products, I general purchase those brands that I think other will approve of" and had a of coefficient alpha of .83.

The informative scale includes four items that measures individual's tendencies to accept information from others and believe this is the reality (Deutsch & Gerard, 1955). The informative scale consists of items such as "If I have little experience with a product, I often ask my friends about the product" and had a coefficient alpha of .90.

4.1.4 Fashion Consciousness Scale

Shim and Gehrt's (1996) fashion consciousness scale was adapted and modified by Parker, Schaefer & Hermans (2004). The authors suggest the scale is not appropriate for an international sample as it has a coefficient alpha of 0.70 (Parker et al., 2004). Their fashion consciousness scale included 4-items that were deemed more reliable with a coefficient alpha of 0.83. The seven-point Likert-type scale is anchored by (1 = Strongly Disagree and 7 = Strongly Agree), measures the items of "I usually have one or more outfits that are of the current very latest style", "when I must choose between two, I usually dress for style, not comfort", "an important part of my life and activities

involves dressing stylishly”, and “fashionable, attractive styling is very important to me”.

4.1.5 Bandwagon Consumption Scale

Kastanakis and Balabanis (2012) created a scale to measure individual’s bandwagon consumption behaviour. The 7-point Likert-type scale (1 = definitely yes, 7 = definitely no) asked individuals to answer “how likely they were to buy the item given that money was no object?” This scale therefore specifically measured individuals’ luxury bandwagon consumption tendency depending product categories. The three item scale consisted of the measures “a very popular and currently very fashionable watch that everyone would approve of its choice”, “a watch worn by many celebrities, recognised by many people as a symbol of success”, and “a watch that is chosen and worn by most people as a symbol of achievement”.

This scale was adapted to the current research context. The overarching questions wording changed to “for the following questions, please indicate how strongly you agree/disagree with the following statements about the brand Jeffrey Campbell Shoes/Karen Walker” (1 = Strongly Agree, 7 = Strongly Disagree). The scale was further adapted through slight augmentations to the wording of the questions, without sacrificing intended meaning. The three items included “is a very popular and currently fashionable brand that everyone would approve of its choice”, “is a brand worn by many fashionable people and is identified as a trendy product”, and “is a brand that is chosen by fashionable people to express their sense of style”. Based on literature, these questions were deemed more appropriate to the chosen new luxury fashion context.

4.2 Development of the Research Instrument – Brand Selection

This research aims to investigate the personality of consumers who purchase new luxury mass prestige brands. Consumers are not necessarily aware of the types or classification of brands they consume. Therefore as an example, two new luxury mass prestige or ‘masstige’ brands were selected and their consumers surveyed: Jeffrey Campbell Shoes and Karen Walker.

Jeffrey Campbell Shoes were established in Los Angeles in 2000 and are described as “capturing the essence of street style, weaving it together with vintage style and runway flair, [to create] a line of shoes instantly recognisable world over” (Jeffrey Campbell, 2013). The brand’s line of bags and shoes are sold to traditional brick-and-mortar stores and online retailers to enable world-wide distribution to the end consumer. Karen Walker was established in New Zealand in 1988 and the first store opened in Newmarket, Auckland, in 1993. The brand is described as a “juxtaposition of opposites – masculine and feminine, tailored and street, luxury and non-luxury, dark and super-cute” (Karen Walker, 2014). The brand has a main women’s-wear collection, a line of jewellery, eyewear, and a diffusion line called *Hi There* from Karen Walker. Additionally the brand has partnered with Beau Coops for Karen Walker footwear, Benah for Karen Walker handbags, KW2 by Karen Walker which is a children’s wear collection and outside of fashion there is the Karen Walker Homeware and Karen Walker Paint collection (Karen Walker, 2014).

Literature indicates new luxury brands are those that possess a premium price, have reasonable availability, are mass-artisanal in terms of quality, are value driven and engaging (Silverstein & Fiske, 2003). Jeffrey Campbell Shoes price their products comparatively higher than conventional goods at a minimum of NZ\$160 for sandals and

up to NZ\$1000 for a pair of boots. Similarly, Karen Walker prices a t-shirt cotton dress at NZ\$200 and up to NZ\$700 for a fashion dress. In terms of availability, Jeffrey Campbell Shoes retail in 22 countries and Karen Walker in 30 countries. However, as both brands are sold online they are available world-wide. Although both brands are mass produced, products are designed by their respective designers and therefore ‘in the style of an artisan’ and perceived to possess a quality that seems less industrial than other mass produced goods.

These brands are value driven as they create a brand image or ‘aura’ to signal the type of consumer who may purchase their products. Although the image of both brands can be considered ‘alternative’, they encompass a wide range of consumers and have a mass appeal. Jeffrey Campbell Shoes produce edgy shoes that have studs, spikes and rivets and alternatively vintage and feminine shoes made of pastel coloured suede with a stacked wooden heel. Similarly, Karen Walker produces both masculine and feminine clothes with clean lines and vintage patterns. Lastly, both brands engage with their customers and enable their customers to engage with one another through a number of social media channels such as Facebook, Twitter, Instagram and blogging sites that allow the posting of pictures and comments by consumers.

4.3 Development of the Research Instrument – Questionnaire

A questionnaire was constructed and distributed online through the use of Survey Monkey to incorporate the aforementioned measures. A paper copy of the questionnaire can be found in Appendix 3. Participants were first presented with the information sheet and asked to answer two qualifying questions: 1) Are you over the age of 18 and have previously consumed the Jeffrey Campbell / Karen Walker Brand? 2) Do you agree to participate in the following research?

The next section asked participants to answer questions that were related to the model starting with elemental level traits, compound level traits, situational level trait and the surface level trait of bandwagon consumption behaviour. Subsequently participants were asked to volunteer non-identifying information about themselves:

Annual expenditure on Jeffrey Campbell/Karen Walker, current age, level of education, the type of relationship they were currently in, their annual income before tax, their ethnicity and nationality.

The last section thanked participants and provided a link they could input into their browser that enables them to enter an email address to participate in the prize draw for one of two NZD\$250 vouchers to purchase either Jeffrey Campbell Shoes or Karen Walker.

4.4 Respondents

The bandwagon effect occurs when consumers purchase a new luxury item due to its popularity which in turn triggers further demand for the good (Chaudhuri & Majumdar, 2006; Vigneron & Johnson, 1999). Therefore, consumers making their own purchase decision – those aged 18 years or over from two new luxury brands' online communities of consumption were targeted: Jeffrey Campbell Shoes and Karen Walker. In these online communities of consumption, consumers can easily observe other consumers' approval and consumption of the brand/product. This increases the new luxury brand/product's attractiveness and consumers purchase to self-reward or be part of the group.

The sample required specific characteristics, therefore respondents who met the requirements were found through convenience and snowball sampling (Bryman & Bell,

2011). An indirect invitation was first posted on the Facebook wall of the identified online communities to prompt all consumers to participate in the research. A low response rate prompted the researcher to send a direct invitation through Facebook's message function to the identified community members. Lastly, the researcher asked friends and acquaintances to identify friends who belong to these communities to invite them to participate in the research.

Respondents were provided with a link to complete the questionnaire online through Survey Monkey. The questionnaire remained available until the minimum amount of usable responses were collected. A total of 308 responses were obtained, however after eliminating those responses which could not be analysed, only 264 responses remained.

4.5 Reliability

Reliability can be established as in all scales Cronbach alpha, which should exceed the minimum suggested threshold of 0.7 (Spector, 1992). For Cronbach alpha, 1 is equal to perfect internal reliability and 0 equals to no internal reliability. This indicates the questions within the multi-item Likert-type scales are related to one another and represent one variable (Bryman & Bell, 2011). Table 2 lists the literature used for operationalisation and measurement of the variables and reports the Cronbach's alpha.

4.6 Face Validity of the Research Instrument

Although the measurement items are adopted from existing literature and has previously been validated by empirical research, the questionnaire's face validity was assessed. Both academic experts and peers were engaged to review the questionnaire prior to data collection. Academic experts reviewed the measurement instrument to ensure questions

were easy to read, logically ordered and conveyed the desired meaning. A second review was sought from the researchers peers consisting of current postgraduates and professionals. The meaning and readability of each question was assessed to obtain a non-academic point of view. Subsequently, modifications were made as required to ensure the questions would be understood without affecting the intended meaning.

4.7 Chapter Summary

Chapter four described the operationalisation and measurement of the constructs that were proposed in the conceptual model. The measurement items were discussed including their reliability. Lastly, the questionnaire's reliability and validity was detailed and a brief description and analysis of the respondents was presented.

Chapter Five

Data Analysis

This chapter presents the results of the statistical analysis conducted on the quantitative data obtained through the online questionnaire. The data collection process occurred from 1 October 2013 to 29 March 2014. This section first presents the characteristics of the participants from which the data was collected. Next, the validity and reliability of measures are detailed, exploratory factor analysis is discussed, and last the hypothesis testing and results are presented.

5.1 Sample Characteristics

A total of 264 usable responses were collected. Due to the type of brands chosen for investigation the majority of respondents were female 96.2% compared to 3.8% males. Respondents ages ranged from 18 to 57, with 70.8% of participants residing in the 18-27 year old age group. An international and culturally diverse sample was achieved as indicated by a total of 30 nationalities that could be identified and a wide range of ethnicities being present. The majority of respondents indicated they were New Zealanders (61.4%) and identify with the European/Caucasian ethnic group (66.3%). The majority of participants indicated they are in a relationship (65.2%) of which 24.3% are not living together, 23.3% are living together in a defacto relationship and 17.6% are

married. In terms of specific purchase behaviour the majority of participants spent on average annually between \$100 to \$599 (74%) and currently own 1 to 4 items (62.1%).

Table 3 – Participant Information

		Frequency	%	Valid %
Gender	Female	201	76.1%	96.2%
	Male	8	3.0%	3.8%
	No Answer	55	20.8%	-
Age	18-22	75	28.4%	35.9%
	23-27	73	27.6%	34.9%
	28-32	20	7.6%	9.6%
	33-37	14	5.3%	6.7%
	38-43	7	2.7%	3.3%
	44-48	9	3.4%	4.3%
	49-53	6	2.3%	2.9%
	53+	5	1.9%	2.4%
	No Answer	55	20.8%	-
Education level	Intermediate	0	0%	0%
	High School	26	9.8%	12.4%
	University Certificate	18	6.8%	8.6%
	University Diploma	21	8%	10%
	University Degree	96	36.4%	45.9%
	Postgraduate Degree	48	18.2%	23%
	No Answer	55	20.8%	-
Nationality	New Zealander	129	48.9%	61.4%
	American	16	6.1%	7.6%
	Australian	11	4.2%	5.2%
	British	7	2.7%	3.3%
	South African	6	2.3%	2.9%
	Canadian	6	2.3%	2.9%
	Indian	5	1.9%	2.4%
	Other	30	11.4%	14.3%
	No Answer	54	20.5%	-
Ethnicity (1- Asian: Chinese/Korean /Filipino/Thai/Malay/Mongolia; 2- Asian (Indian/Pakistan/Sri Lankan)	European	138	52.3%	66.3%
	(1) Asian	28	10.6%	13.5%
	(2) Asian	14	5.3%	6.7%
	Maori	6	2.3%	2.9%
	Other	22	8.3%	10.6%
	No Answer	56	21.2%	-

		Frequency	%	Valid %
Relationship Status (In a relationship-not living together; De Facto-living together)	Single	67	25.4%	31.9%
	(1) In a Relationship	51	19.3%	24.3%
	(2) De Facto	49	18.6%	23.3%
	Married	37	14%	17.6%
	Divorced	5	1.9%	2.4%
	Widowed	1	0.4%	0.5%
	No Answer	54	20.5%	-
Annual Brand Expenditure	\$0-99	5	1.9%	2.6%
	\$100-\$199	26	9.8%	13.5%
	\$200-\$299	38	14.4%	19.8%
	\$300 - \$399	28	10.6%	14.6%
	\$400 - \$499	17	6.9%	8.9%
	\$500-\$599	33	12.5%	17.2%
	\$600 - \$699	9	3.4%	4.7%
	\$700 - \$799	6	2.3%	3.1%
	\$800 - \$899	4	1.5%	2.1%
	\$900 - \$999	1	0.4%	0.5%
	\$1000-\$1499	15	5.7%	7.8%
	\$1500 +	10	3.8%	5.2%
	No Answer	72	27.3%	-
Number of Items Currently Owned	1-4	123	46.6%	62.1%
	5-9	50	19%	25.3%
	10-14	15	5.7%	7.6%
	No Answer	76	28.7%	-

5.2 Validity and Reliability of Measurement Instrument

Each of the scales was tested using item-to-total correlation and Cronbach's alpha. These were used to measure the internal consistency of scales. A low coefficient alpha suggests an item does not perform well to capture the construct it intends to measure. Table 4 shows the Means, Standard Deviation and the Cronbach's alpha values. All of the measurements items exceeded the recommended accepted standard item to total correlation of 0.3 and Cronbach's alpha of 0.7 to demonstrate good internal consistency (Spector, 1992).

5.3 Exploratory Factor Analysis

Exploratory factor analysis was conducted using SPSS 20.0 to test internal consistency and reliability. All items within each measure were factor analysed through principal component analysis and the use of promax rotation. This method provides an accurate and realistic measure of how constructs are related (Fabrigar, Wegener, MacCallum, & Strahan, 1999). The factor loadings found represent the correlation between the construct and the items, the amount of variance accounted for by a factor is represented by Eigen values (Henson & Roberts, 2006).

Table 4 – Exploratory Factor Analysis

Scale	Items	Mean	Std Deviation	Items to total correlation	Cronbach Alpha α
Extraversion	EText1	4.17	1.570	.48	.78
	EText2	4.19	1.682	.73	
	EText3	4.46	1.603	.63	
Openness to Experience	ETopex1	5.46	1.245	-	Inter-item correlation = .61***
	ETopex2	5.92	1.072	-	
Conscientiousness	ETcon1	5.16	1.311	.69	.81
	ETcon2	5.43	1.132	.57	
	ETcon3	5.22	1.316	.68	
	ETcon4	5.52	1.113	.60	
Agreeableness	ETagre1	6.05	0.800	.62	.78
	ETagre2	5.55	1.071	.65	
	ETagre3	5.67	1.097	.63	
Emotional Stability	ETemost1	4.16	1.562	.66	.83
	ETemost2	3.81	1.509	.69	
	ETemost3	4.21	1.414	.66	
	ETemost4	3.92	1.692	.62	
Need for Material Resources	ETmares1	5.34	1.476	.72	.84
	ETmares2	5.71	1.268	.71	
	ETmares3	4.55	1.510	.64	
	ETmares4	4.62	1.563	.62	
Need for Arousal	ETarous1	4.20	1.651	.76	.85
	ETarous3	4.35	1.589	.74	
	ETarous4	4.31	1.488	.72	

Scale	Items	Mean	Std Deviation	Items to total correlation	Cronbach Alpha α
Need to Protect and Enhance the Body	ETproenbo1	5.41	1.157	.50	.79
	ETproenbo2	4.80	1.498	.69	
	ETproenbo4	4.84	1.431	.73	
Competitiveness	CTcom1	4.57	1.531	.50	.77
	CTcom2	4.32	1.664	.57	
	CTcom3	4.60	1.403	.60	
	CTcom4	4.25	1.633	.64	
Self-Efficacy	CTse1	4.91	1.372	.48	.73
	CTse2	5.48	1.236	.63	
	CTse3	5.00	1.442	.41	
	CTse4	5.43	1.165	.59	
Need for Play	CTplay1	4.85	1.351	.50	.71
	CTplay2	4.69	1.349	.65	
	CTplay3	4.90	1.280	.42	
Present-Time Perspective	CTptp1	3.81	1.733	.63	.77
	CTptp2	3.81	1.685	.57	
	CTptp3	3.75	1.734	.57	
	CTptp4	4.45	1.530	.53	
Susceptibility to Normative Influence	STsni1	2.23	1.379	.64	.93
	STsni2	2.86	1.745	.73	
	STsni3	2.65	1.642	.84	
	STsni4	2.47	1.491	.83	
	STsni5	3.21	1.903	.73	
	STtsni6	2.76	1.639	.80	
	STsni7	2.71	1.726	.77	
	STsni8	2.98	1.729	.75	
	STsni9	3.41	1.715	.69	
Susceptibility to informative Influence	STii1	5.08	1.372	.71	.84
	STsii2	4.59	1.530	.73	
	STsii3	4.32	1.711	.70	
Fashion Consciousness	STfash1	4.71	1.562	.83	.88
	STfash2	4.75	1.652	.84	
	STfash3	5.55	1.378	.68	
Bandwagon Consumption Behaviour	BWCBH1	5.84	1.187	.61	.78
	BWCBH2	6.01	1.087	.69	
	BWCBH3	5.73	1.279	.58	

Extraversion: EFA show that extroversion is explained by a single factor. The three items loaded on this factor with loading ranging from 0.52 – 1.0. The reliability indicated by Cronbach alpha for this scale was .78 and the variance explained by the factor was 6.7%

Openness to Experience: EFA show that openness to experience is explained by a single factor. The two items loaded on this factor with loading ranging from 0.58 – 1.0. Correlation between the two items is .61*** and the variance explained by the factor was 4.4%.

Conscientiousness: EFA show that conscientiousness is explained by a single factor. The four items loaded on this factor with loading ranging from 0.59 – 0.83. The reliability indicated by Cronbach alpha for this scale was .81 and the variance explained by the factor was 14.2%.

Agreeableness: EFA show that agreeableness is explained by a single factor. The three items loaded on this factor with loading ranging from 0.65 – 0.89. The reliability indicated by Cronbach alpha for this scale was .78 and the variance explained by the factor was 4.7%.

Emotional Stability: EFA show that emotional stability is explained by a single factor. The four items loaded on this factor with loading ranging from 0.71 – 0.77. The reliability indicated by Cronbach alpha for this scale was .83 and the variance explained by the factor was 7.1%

Need for Material Resources: EFA show that need for material resources is explained by a single factor. The four items loaded on this factor with loading ranging from 0.64 – 0.88. The reliability indicated by Cronbach alpha for this scale was .85 and the variance explained by the factor was 8.0%.

Need for Arousal: EFA show that need for arousal is explained by a single factor. The three items loaded on this factor with loading ranging from 0.78 – 0.79. The reliability indicated by Cronbach alpha for this scale was .84 and the variance explained by the factor was 11.2%.

Need to Protect and Enhance the Body: EFA show that the need to protect and enhance the body is explained by a single factor. The three items loaded on this factor with loading ranging from 0.50 – 0.89. The reliability indicated by Cronbach alpha for this scale was .79 and the variance explained by the factor was 4.5%

Competitiveness: EFA show that competitiveness is explained by a single factor. The four items loaded on this factor with loading ranging from 0.58 – 0.71. The reliability indicated by Cronbach alpha for this scale was .77 and the variance explained by the factor was 12.7%.

Self-Efficacy: EFA show that self-efficacy is explained by a single factor. The four items loaded on this factor with loading ranging from 0.398 – 0.87. The reliability indicated by Cronbach alpha for this scale was .73 and the variance explained by the factor was 17.1%.

Need for Play: EFA show that need for play is explained by a single factor. The three items loaded on this factor with loading ranging from 0.51 – 1.0. The reliability indicated by Cronbach's alpha for this scale was .71 and the variance explained by the factor was 12.1%.

Present-Time Perspective: EFA show that present-time perspective is explained by a single factor. The four items loaded on this factor with loading ranging from 0.58 –

0.80. The reliability indicated by Cronbach alpha for this scale was .77 and the variance explained by the factor was 6.7%.

Susceptibility to Normative Influence: EFA show that susceptibility to normative influence is explained by a single factor. The nine items loaded on this factor with loading ranging from 0.60 – 0.94. The reliability indicated by Cronbach alpha for this scale was 0.93 and the variance explained by the factor was 50.4%

Susceptibility to Informative Influence: EFA show that susceptibility to informative Influence is explained by a single factor. The three items loaded on this factor with loading ranging from 0.78 – 0.82. The reliability indicated by Cronbach alpha for this scale was 0.84 and the variance explained by the factor was 12.4%

Fashion Consciousness: EFA show that fashion consciousness is explained by a single factor. The three items loaded on this factor with loading ranging from 0.71 – 0.94. The reliability indicated by Cronbach alpha for this scale was 0.88 and the variance explained by the factor was 73.3%

Bandwagon Consumption Behaviour: EFA show that Bandwagon Consumption Behaviour is explained by a single factor. The three items loaded on this factor with loading ranging from 0.67 – 0.87. The reliability indicated by Cronbach alpha for this scale was 0.78 and the variance explained by the factor was 56.6%.

5.4 Hypothesis Testing

OLS was used to test the hypothesis and determined the relationship between the independent and dependent variables. The mediating hypothesis was tested using the PROCESS model for mediation analysis that was developed by Andrew F. Hayes

(Field, 2013). The mediator variable specifies how or why a particular relationship occurs between the independent and dependent variables.

5.5 Results

Tables 5 to 8 present the results of the linear regression analysis for the direct relationships between the independent variables and dependent variables. The independent variables that had direct relationships to a dependent variable include openness to experience, introversion, conscientiousness, need for material resources, need for arousal, emotional stability, agreeableness, need to protect and enhance the body, competitiveness and fashion consciousness. The dependent variables that were tested include competitiveness, self-efficacy, need for play, present-time perspective, normative influence, informative influence, fashion consciousness and bandwagon consumption behaviour).

Table 5 presents the relationship between the elemental level traits and compound level traits. Table 6 presents the relationship between the elemental level traits and situational level traits. Table 7 presents the relationship between the hypothesised compound level traits to situational level traits. Table 8 presents the last regression analysis of the hypothesised elemental, compound and situational level traits to the surface level trait of bandwagon consumption behaviour.

Table 5 – Linear Regression Result of Elemental Traits to Compound Traits

Independent Variable	Dependent Variable	Standardised β Coefficients	Std. Error	t-value	Significance Level
ETopex	CTcomp	.170	0.077	2.683	0.008
ETcons		.142	0.080	2.290	0.023
ETmat		.233	0.064	3.687	0.000
ETarous		.152	0.055	2.385	0.018
ETopex	CTse	.167	0.059	2.756	0.006
ETcons		.277	0.062	4.684	0.000
EText		.140	0.043	2.385	0.018
ETemost		.194	0.048	3.132	0.002
ETproenbo		.149	0.052	2.461	0.015
ETagre	CTplay	.349	0.084	5.609	0.000
ETcon		-.067	0.070	-1.080	0.281
ETemost		.133	0.055	2.049	0.042
ETarous		.190	0.048	2.983	0.003
ETcons	CTtp	-.266	0.089	-4.133	0.000

Table 6 – Linear Regression Results of Elemental Traits to Situational Traits

Independent Variable	Dependent Variable	Standardised β Coefficients	Std. Error	t-value	Significance Level
ETopex	STinform	-.288	0.093	-4.333	0.000
ETagre		-.157	0.112	-2.404	0.017
ETemost		.053	0.074	0.777	0.438
ETmat		.288	0.076	4.524	0.000
ETproenbo		.184	0.080	2.766	0.006
ETopex	STnorm	-.183	0.099	-2.598	0.010
ETemost		.140	0.078	1.783	0.076
ETemost	STfash	.133	0.069	2.121	0.035
ETmat		.478	0.072	8.208	0.000
ETproenbo		.260	0.075	4.256	0.000

Table 7 – Linear Regression Result of Compound to Situational Traits

Independent Variable	Dependent Variable	Standardised β Coefficients	Std. Error	t-value	Significance Level
CTcomp	STinform	.180	0.080	2.510	0.013
CTtp	STfash	.054	0.075	0.773	0.441

Table 8 – Linear Regression Result of Elemental, Compound and Situational Traits to Surface Trait

Independent Variable	Dependent Variable	Standardised β Coefficients	Std. Error	t-value	Significance Level
ETmat	BWCBEH	.191	0.061	2.803	0.006
CTcomp		.134	0.058	1.894	0.060
CT play		.039	0.069	0.547	0.585
CTse		.160	0.76	2.160	0.032
CTtp		.149	0.053	2.163	0.032
STfash		.296	0.050	4.224	0.000
STinform		.025	0.55	0.340	0.734
STnorm		.031	0.052	0.439	0.661

Table 9 – Mediation Analysis (Total Effect Model)

	Standardised β Coefficients	Std. Error	t-value	Significance Level	LLCI	ULCI
Constant	3.134	.792	3.958	.000	1.573	4.694
Informative	.069	.059	1.161	.247	-.048	.186
Normative	.023	.054	.423	.672	-.083	.129
Fashion	.180	.059	3.039	.003	.063	.297
Material	.039	.068	.576	.566	-.095	.174
OptoExp	.137	.076	1.813	.071	-.012	.286
Consci	.024	.074	.333	.740	-.121	.170
Arousal	-.013	.050	-.256	.798	-.110	.085
Extroversio	-.018	.050	-.368	.713	-.117	.081
EmoStab	.003	.058	.049	.961	-.111	.117
Body	-.092	.065	-1.415	.158	-.219	.036
Agreeable	.173	.088	1.955	.052	-.001	.347

R=.369, R²=.136, F=3.012, Df1=11.000, Df2=210.00, p=.001

Table 10 – Mediation Analysis (Total Direct and Indirect Effects)

	Standardised β Coefficients	Std. Error	t-value	Significance Level	LLCI	ULCI
Constant	3.284	.776	4.233	.000	1.754	4.813
Material	.170	.061	2.803	.006	.050	.290
OptoExp	.110	.074	1.492	.137	-.035	.255
Consci	.026	.076	.348	.728	-.123	.175
Arousal	-.005	.051	-.107	.915	-.106	.095
Extroversion	-.003	.052	-.058	.954	-.105	.099
EmoStab	.038	.059	.645	.520	-.078	.153
Body	-.016	.064	-.246	.806	-.141	.110
Agreeable	.155	.089	1.745	.082	-.020	.331

R=.263, R²=.069, F=1.984, Df1=8.000, Df2=213.000, p=.050

Table 12 – Mediation Analysis (Total Effect, Direct Effect and Indirect Effect)

		Standardised β Coefficients	Std. Error	t- value	Significance Level	LLCI	ULCI
Total effect of X on Y		.170	.061	2.803	.006	.050	.290
Direct effect		.039	.068	.576	.566	-.095	.174
Indirect effect of X on Y	Total	.131	0.45			.054	.226
	Informa- tive	0.23	0.23			-0.18	.078
	Norma- tive	.002	.007		.	-.007	-.028
	Fashion	.106	.044			.032	.201

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Table 13 – Normal Theory Test (Söbel Test of Specific Indirect Effects of Separate Situational Traits)

	Effect	Std. Error	z	Significance Level
Informative	.023	.021	1.098	.272
Normative	.002	.006	.281	.779
Fashion	.106	.037	2.826	.005

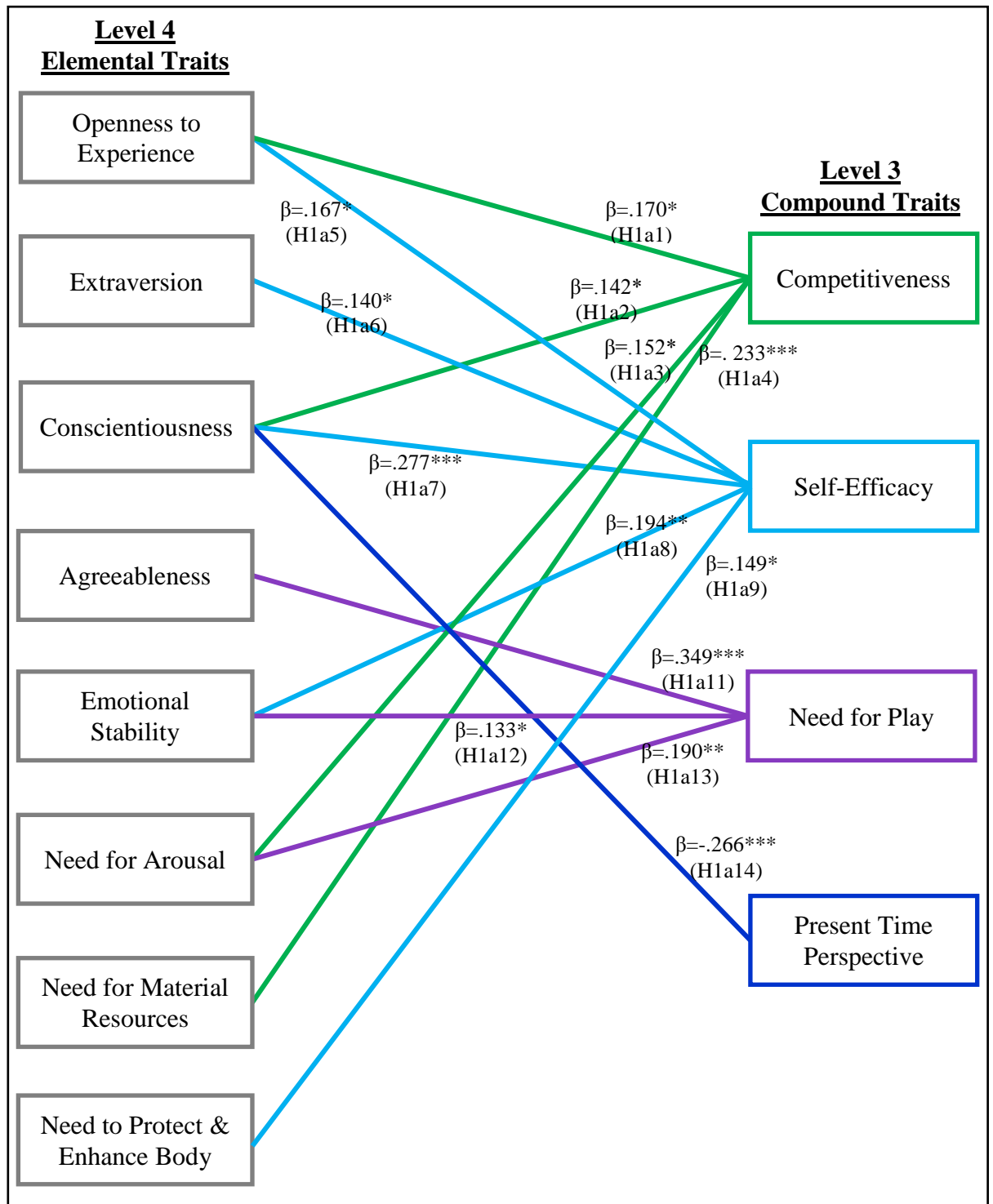


Figure 9 – Regression Coefficient of Elemental Level Traits to Compound Level Traits

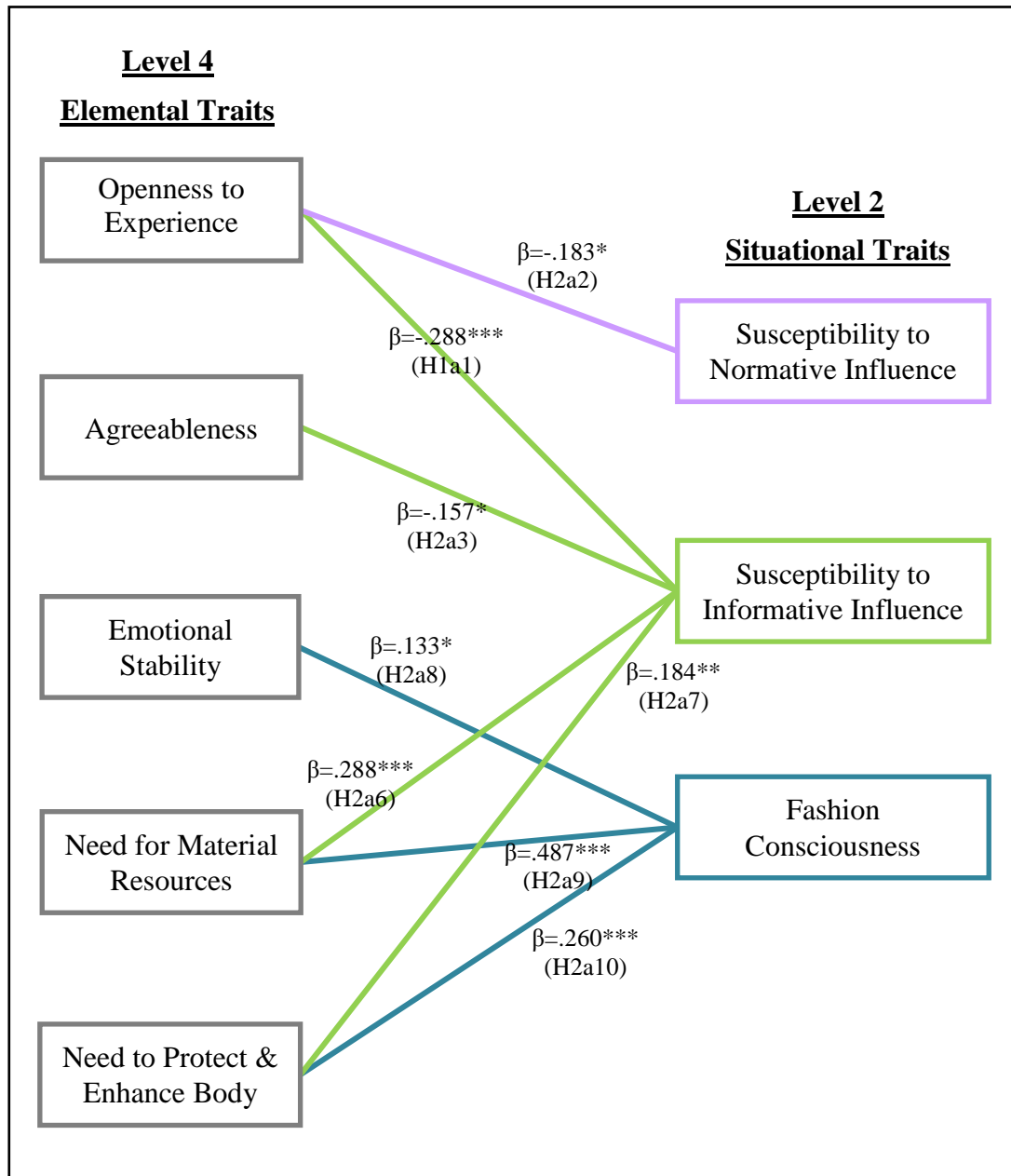


Figure 10 - Regression Coefficient of Elemental Level Traits to Situational Level Traits

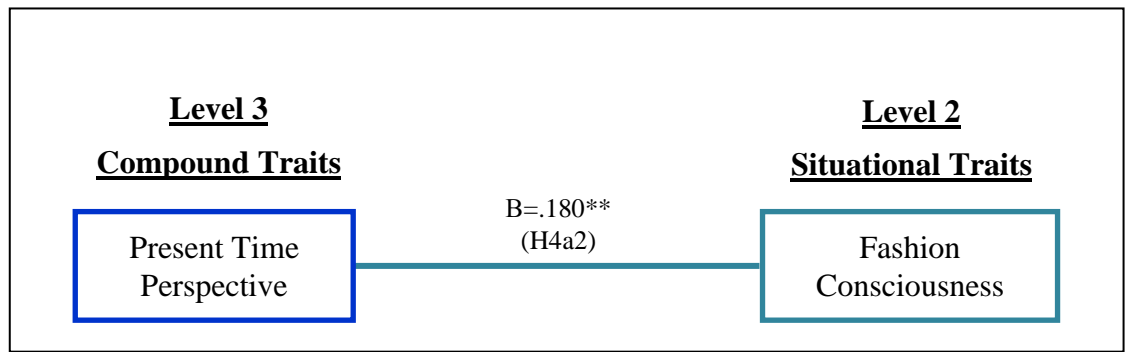


Figure 11 - Regression Coefficient of Compound Traits to Situational Traits

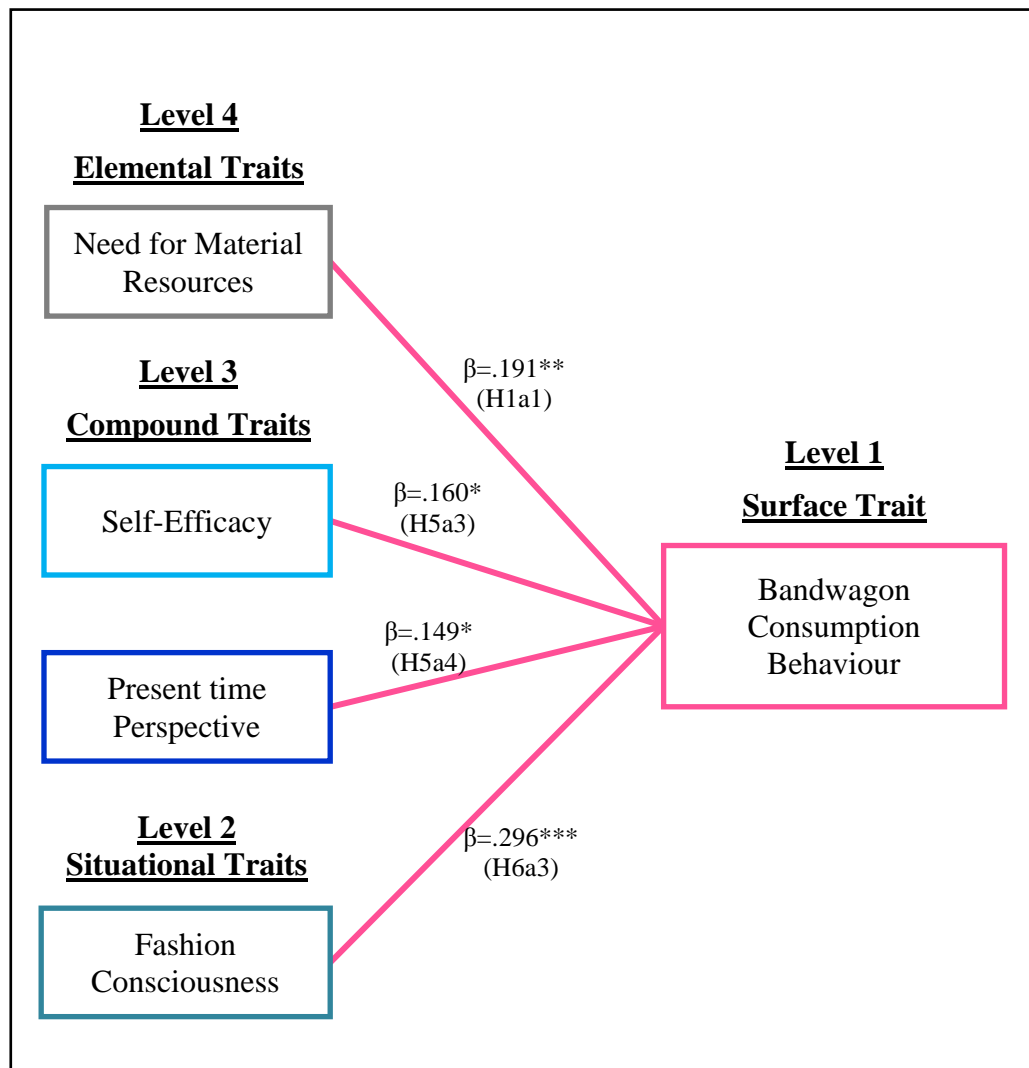


Figure 12 - Regression Coefficient of Elemental Traits, Compound Traits, Situational Traits to the Surface Level Trait

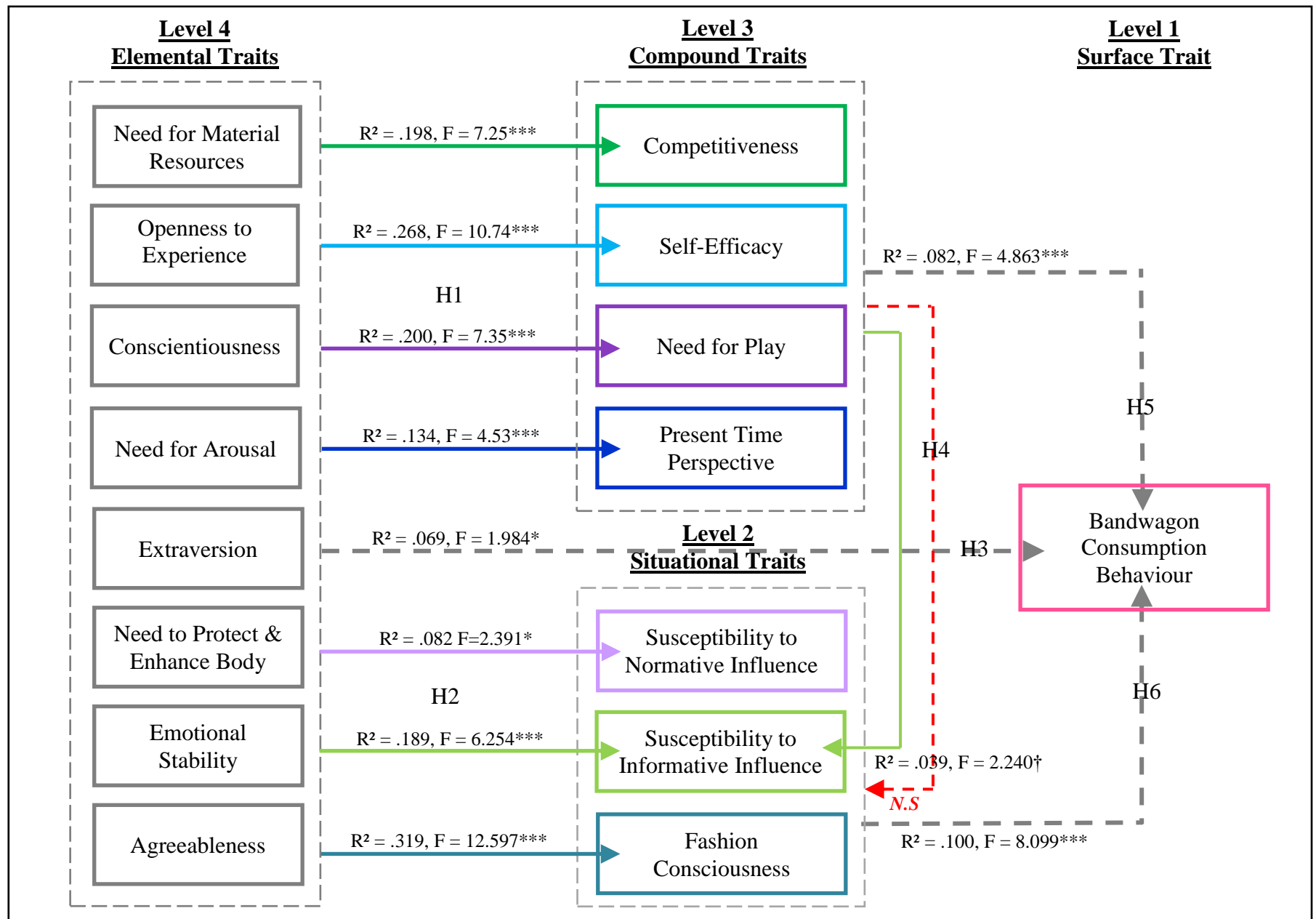


Figure 13 - Regression Analysis and Relationship of Elemental Level Traits, Compound Level Traits and Situational Level Traits

H1: The elemental level traits will have a direct impact on the compound level traits. (Supported)

The eight elemental traits explained 19.8 percent of the variation in competitiveness and was revealed to be statistically significant ($F = 7.25$, $p \leq 0.000$).

The eight element traits explained 26.8 percent of the variation in self-efficacy and was revealed to be statistically significant ($F = 10.74$, $p \leq 0.000$).

The eight elemental traits explained 20.0 percent of the variation in need for play and was revealed to be statistically significant ($F = 7.35$, $p \leq 0.000$).

The eight elemental traits explained 13.4 percent of the variation in present time perspective and was revealed to be statistically significant ($F = 4.53$, $p \leq 0.000$).

H1a1-4: The elemental level trait of openness to experience, conscientiousness, arousal, and need for material resources will directly impact the compound level trait of competitiveness. (Supported)

An inspection of the individual predictors of competitiveness revealed the traits of openness to experience ($\beta = 0.170$, $p \leq 0.008$), conscientiousness ($\beta = 0.142$, $p \leq 0.023$), the need for arousal ($\beta = 0.152$, $p \leq 0.018$) and the need for material resources ($\beta = 0.233$, $p \leq 0.000$) was a significant positive predictor.

H1a5-9: The elemental level trait of extroversion, openness to experience, conscientiousness, emotional stability, the need to protect and enhance the body and will directly impact the compound level trait of self-efficacy. (Supported)

An inspection of the individual predictors of self-efficacy revealed the traits of extroversion ($\beta = 0.140$, $p \leq 0.018$), openness to experience ($\beta = 0.167$, $p \leq 0.006$),

conscientiousness ($\beta=0.277$, $p\leq 0.000$), emotional stability ($\beta=0.194$, $p\leq 0.002$), need to protect and enhance the body ($\beta=0.149$, $p\leq 0.015$), and was a significant positive predictor.

H1a10-12: The elemental level trait of need to arousal, agreeableness and emotional stability will directly impact the compound level trait of play. (Supported)

An inspection of the individual predictors of the need for play revealed the traits of arousal ($\beta=0.190$, $p\leq 0.003$), agreeableness ($\beta=.349$, $p\leq 0.000$), and emotional stability ($\beta=0.133$, $p\leq 0.042$) was a significant positive predictor of competitiveness.

H1a13: The elemental level trait conscientiousness will directly impact the compound level trait of play. (Not Supported)

An inspection of the individual predictors of the need for play revealed the traits of conscientiousness was not significantly related to the need for play ($\beta=-0.067$, $p\leq 0.281$).

H2: The elemental level traits will have a direct impact on the situational level traits. (Supported)

The eight elemental traits explained 8.2 percent of the variation in susceptibility to normative influence and was revealed to be statistically significant ($F = 2.391$, $p\leq 0.007$).

The eight elemental traits explained 18.9 percent of the variation in susceptibility to informative influence and was revealed to be statistically significant ($F = 6.254$, $p\leq 0.000$).

The eight elemental traits explained 31.9 percent of the variation in fashion consciousness and was revealed to be statistically significant ($F = 12.597$, $p\leq 0.000$).

H2a1: *The elemental level trait of openness to experience will directly impact the situational level trait of informative influence. (Supported)*

An inspection of the individual predictors revealed the traits of openness to experience ($\beta = -0.288$, $p \leq 0.000$) had a direct impact on informative influence.

H2a2: *The elemental level trait of openness to experience will directly impact the situational level trait of normative influence. (Supported)*

An inspection of the individual predictors revealed the traits of openness to experience negatively impacted ($\beta = -0.183$, $p \leq 0.010$) normative influence.

H2a3: *The elemental level trait of agreeableness will directly (positively) impact the situational level trait of informative influence. (Not Supported)*

An inspection of the individual predictors revealed agreeableness ($\beta = -0.157$, $p \leq 0.017$) was significant related to informative influence; however that agreeableness negatively impacted this situational level trait.

H2a4&5: *The elemental level trait of emotional stability impact the situational level trait of informative influence and normative influence. (Not Supported)*

An inspection of the individual predictors revealed emotional stability was not a significant predictor of informative influence ($\beta = 0.777$, $p \leq 0.438$) or normative ($\beta = 0.130$, $p \leq 0.076$) was significant related to informative influence; however that agreeableness negatively impacted this situational level trait.

H2a6-7: *The elemental trait of need for material resources and the need to protect and enhance the body will directly impact the situational level trait of informative influence. (Supported)*

An inspection of the individual predictors revealed the need for material resources ($\beta=0.288$, $p\leq 0.000$) and the need to protect and enhance the body ($\beta= 0.184$, $p\leq 0.006$) had a direct positive impact on informative influence.

H2a8-10: The elemental trait emotional stability, need for material resources, and need to protect and enhance the body will directly impact on the situational level trait of fashion consciousness. (Supported)

An inspection of the individual predictors revealed emotional stability ($\beta= 0.133$, $p\leq 0.035$), the need for material resources ($\beta= 0.478$, $p\leq 0.000$), and the need to protect and enhance the body ($\beta= 0.260$, $p\leq 0.000$) positively impacted on fashion consciousness.

H3: The elemental level traits will have a direct impact on the surface level trait of bandwagon consumption behaviour. (Supported)

The eight elemental traits explained 6.9 percent of the variation in surface level trait of bandwagon consumption and was revealed to be statistically significant ($F = 1.984$, $p\leq 0.050$).

H3a1-2: The elemental level traits of need for material resources and agreeableness will have a direct impact on the surface level trait of bandwagon consumption behaviour. (Supported)

An inspection of the individual predictors revealed the traits of need for material resources ($\beta=0.191$, $p\leq 0.006$) and agreeableness ($\beta=0.122$, $p\leq 0.006$) positively impacted the surface level trait of bandwagon consumption behaviour.

H4: The compound level traits will have a direct impact on the situational level traits. (Not Supported)

None of the situational traits were predictive of fashion consciousness, normative influence or informative influence, with the exception of competitiveness.

H4a1: The compound level traits of competitiveness will have a direct impact on the situational level trait of informative influence. (Supported)

An inspection of the individual predictors revealed competitiveness ($\beta = 0.180$, $p \leq 0.013$) had a positive impact on the situational trait of informative influence.

H4a1: The compound level traits of present time perspective will have a direct impact on the situational level trait of fashion consciousness. (Not Supported)

An inspection of the individual predictors revealed present time perspective ($\beta = 0.054$, $p \leq 0.441$) did not have a significant influence on the situational trait of informative influence.

H5: The compound level traits will have a direct impact on the surface level trait, bandwagon consumption. (Supported)

The four compound level traits explained 8.2 percent of the variation in surface level trait of bandwagon consumption and was revealed to be statistically significant ($F = 4.863$, $p \leq 0.001$).

H5a1-2: The compound level trait of competitiveness and the need for play will have a direct impact on the surface level trait of bandwagon consumption. (Not Supported)

The compound trait of competitiveness ($\beta = 0.191$, $p \leq 0.060$) and the need for play ($\beta = 0.039$, $p \leq 0.585$) was found as not significantly related to the surface trait of bandwagon consumption behaviour.

H5a3-4: The compound level trait of self-efficacy and present time perspective will have a direct impact on the surface level trait of bandwagon consumption. (Supported)

An inspection of the individual predictors revealed the traits of self-efficacy ($\beta = 0.160$, $p \leq 0.032$) and present time perspective ($\beta = 0.149$, $p \leq 0.032$) had a significant positive impact.

H6: The situational level traits will have a direct impact on the surface level trait, bandwagon consumption. (Supported)

The three situational level traits explained 10 percent of the variation in the surface level trait of bandwagon consumption behaviour and was revealed to be statistically significant ($F = 8.099$, $p \leq 0.000$).

H6a1&2: The situational level traits of normative influence and informative influence will have a direct impact on the surface level trait, bandwagon consumption. (Not Supported)

An inspection of the individual predictors revealed normative influence ($\beta = 0.031$, $p \leq 0.439$) and informative influence ($\beta = 0.025$, $p \leq 0.340$) did not significantly impact on bandwagon consumption behaviour.

H6a3: The situational level trait fashion consciousness will have a direct impact on the surface level trait of bandwagon consumption. (Supported)

An inspection of the individual predictors revealed fashion consciousness ($\beta = 0.296$, $p \leq 0.000$) positively impacted on bandwagon consumption behaviour.

H7a1: The compound traits will mediate the relationship between the elemental traits and situational traits of the surface level trait, bandwagon consumption behaviour.

An inspection of the mediating analysis revealed only the situational trait of fashion consciousness mediated ($\beta = .180$, $p \leq .003$) the relationship between the elemental traits and surface traits to bandwagon consumption behaviour.

RQ2: Does the Meta-Theoretic Model of Personality or the Five Factor Model of Personality account for more variance in bandwagon consumption behaviour? Which model of personality has superior predictive ability?

The FFM of personality was found to predict only 3.5 percent of the variance in the bandwagon consumption behaviour variable and was found to be non-significant ($p \leq .176$). All five predictors of the FFM were non-significant: emotional stability ($p \leq .789$), extroversion ($p \leq .995$), openness to experience ($p \leq .995$), conscientiousness ($p \leq .995$), and agreeableness ($p \leq .995$).

Comparatively the 3M model found a number of traits ranging in their level of abstractness directly affected bandwagon consumption behaviour. The Elemental traits of agreeableness and need for material resources, the compound traits of competitiveness, self-efficacy and present-time perspective, and the situational trait of fashion consciousness accounted for 25.1 percent of the variance in bandwagon consumption behaviour.

RQ3: Is the bandwagon consumption scale a valid and reliable measure that can be applied to other research contexts?

Exploratory Factor Analysis demonstrated that the bandwagon consumption behaviour scale was explained by a single factor. Although the wording was changed to suit the current context the reliability was acceptable as indicated by the Cronbach alpha of 0.78. The three scale items loaded from 0.67 – 0.87 and accounted for only 56.6% of the variance explained by the factor.

5.6 Chapter Summary

This chapter presented the data analysis including the procedures to test the theoretical propositions and presentation of results. The results indicate support for the main theoretical hypothesis, however further exploration would be needed to clarify the hierarchical structure of the model. The next chapter will interpret the results presented, discuss their implications and draw conclusions.

Chapter Six

Summary and Conclusion

The primary goal of the research was to apply Mowen's 3M Model to new luxury bandwagon consumption behaviour to investigate which consumer personality traits lead to this consumption phenomenon. The second goal was to compare two competing personality models, the traditional Five Factor Model of Personality and the adapted 3M Model of motivation and personality, to find out which model is more predictive of the bandwagon consumption phenomenon. The last goal was to provide support for the bandwagon consumption scale in a different context.

Existent literature on bandwagon consumption provides a focus on the informative aspect of the bandwagon effect and therefore neglects to focus on the phenomenon from a consumer perspective. This study is therefore important to theory in several ways. From an economic perspective bandwagon consumption literature focuses on how information triggers this effect, only one prior study has focused on the proclivity to engage in bandwagon consumption. This study therefore indicates consumers tend to respond differently to bandwagon consumption stimuli and that these responses can differ based on their personality characteristics.

New luxury brands are particularly salient to this type of consumption behaviour as they utilise a masstige positioning strategy. These brands are able to maintain a certain level

of prestige which remains unaffected by mass distribution and consumption of their products. Through bandwagon consumption of new luxury brands consumers are able to satisfy various needs, such as the need for status, the need for interpersonal relationships, the need for in-group membership and conformity. The consumption of new luxury products gives rise to a multi-billion dollar global industry which significantly impacts on countries economic development. A better understanding of this consumption phenomenon can assist in further developments in terms of consumer psychology and provide valuable insights for practitioners.

Within this study, consumer personality traits which lead to new luxury bandwagon consumption are explored from a hierarchical model approach. A theoretical framework was developed through an in-depth analysis of prior research, as presented in Figure 4-8. The scales utilised in the current study were obtained from previous literature. Their validity and reliability have been established through previous empirical research. The empirical data was collected through an online questionnaire, the hypotheses were tested, and the results were processed and presented in the previous chapter. The next section will present the study's major findings, this is followed by the implications of the research, the potential limitations of the research, and potential directions for future research.

6.1 General Research Findings

This section details the results of testing the hypothesised relationships proposed in the theoretical model, which is presented in chapter three.

6.1.1 Testing the Elemental Traits to Compound Traits and Situational Traits

As hypothesised, all eight of the elemental traits had a significant effect on the compound level traits and accounted for a range of variance self-efficacy (26.8%), the need for play (20%), competitiveness (19.8%), and present time perspective (13.4%). The 3M Model differs from other hierarchical personality models as it suggests a trait can be influence by one or more broader traits (Mowen, 2000). The specific relationships of the elemental traits on the compound traits will be detailed based on their order of effect.

Evolutionary psychology suggest consumers compete for a limited set of material resources (Mowen, 2000), which was reflected in the findings as a high need for material resources was positively associated to competitiveness. A significant effect was found between openness to experience and competitiveness. This can be explained by literature as creativity and innovation has been found to increase when there is healthy competition amongst employees (Oldham, 2002). Consumers stimulate their need for excitement through competing with others as the findings indicate arousal was positively associated with competition. Individuals need to be efficient to compete as resource constraints, such as time, can negatively impact on individual's ability to perform. This can be reflected in the findings as conscientiousness was positively associated with competitiveness.

Previous research suggests conscientiousness activates self-efficacy expectations. Individuals with a high degree of conscientiousness tend to be methodical and usually put more effort into task completion (Gellatly, 1996). As expected it was found a high degree of conscientiousness was positively associated with self-efficacy. Emotional stability was found to be positively associated to self-efficacy. This can be explained through literature as emotionally unstable individuals often possess a low self-estimated

intelligence and consequently could lack belief in their capabilities (Furnham et al., 2005). Creative problems are often ill-defined and require knowledge and expertise for problem solving (Mumford, 2000). Creative individuals with a high level of expertise should have confidence (Rostan et al., 1994) in their abilities as it was found openness to experience openness to experience was positively associated with self-efficacy.

Individuals with a high need to enhance their body will be likely to spend more time on doing so, therefore should have a high belief in their ability to perform such tasks. As reflected in the findings a high need to protect and enhance the body was positively associated with self-efficacy. Extroverts were found to be positively associated with a high level of self-efficacy. This can be explained through literature as individuals who tend to be shy withdraw from certain activities as they possess a high level of self-doubt (Carver et al., 1985; Meyer & Hokason, 1985).

Agreeableness was found to be positively associated with the need for play. This finding was expected as both play and agreeableness is a highly social behaviour. Play can be used as a means for stimulation and fun as revealed in the study arousal was positively associated with the need for play. Lastly, a negative degree of conscientiousness was associated with the present time perspective. This indicates individuals with a short-term temporal focus tend to be careless and are poor planners.

As hypothesised, all eight of the elemental traits had a significant effect on the situational level traits and accounted for a range of variance in normative influence (8.2%), informative influence (18.9%) and fashion consciousness. Specifically, consumers who are easily influenced by information from others have a low degree of agreeableness and openness to experience and a high need for material resources and a high need to protect and enhance their body. This finding suggests individuals that are highly imaginative with a high need for novelty are not likely to be influenced by others

information as they prefer to find solutions themselves. Individuals that are low in agreeableness tend to be less cooperative and lack warmth and therefore are unlikely to listen to others. Conversely, individuals who are highly materialistic and want to protect and enhance their body are likely to be easily influenced by information from others. Individuals who had a high level of normative influence had a low degree of openness to experience as they seek uniqueness and novelty and are therefore less likely to socially conform.

Lastly, a high level of fashion consciousness was related to a high need for material resources, the need to protect and enhance the body and emotional stability. This finding was expected as fashion is a material good worn by an individual for adornment purposes. Interestingly, a high degree of fashion consciousness was not related to a present time perspective. A particular fashion is only fashionable based on the present time. However, this finding may suggest individuals with a future time perspective are similarly fashion conscious.

6.1.2 Testing the Compound Traits to Situational Traits

Unlike previous research the three compound level traits were found to have an insignificant relationship to the three situational level traits. An assessment of the individual predictors reveals only the trait of competitiveness had a significant positive impact on informative influence. Interestingly, present time perspective did not have a significant impact on fashion consciousness. This may suggest highly fashion conscious individuals may be more concerned about being ahead of the current fashion, so that they are fashion leaders instead of fashion followers.

The results suggest a hierarchical model was found, however that it consisted of only 3-levels instead of 4-levels as proposed by Mowen (2000). Therefore, parallel 3-level

hierarchy can be suggested that includes the elemental traits at reference level three leading to compound, situational and surface traits, the compound and situational traits at reference level two leading to the surface trait, and the surface trait at reference level one (bandwagon consumption behaviour).

6.2 Research Question One

Research question one asked: Which consumer personality traits had a direct impact on bandwagon consumption behaviour?

The findings suggest the mere ownership or collection of goods may be pleasurable or important to Bandwagoners as the need for material resources had a positive relationship to bandwagon consumption. These individuals have a high belief in their ability to acquire goods which are popular as self-efficacy was positively related to bandwagon consumption. Individuals may even see the acquisition of these types of goods as a task rather than relate it to pleasure as findings suggest the need for play was not related to bandwagon consumption. Bandwagoners focus on the immediate as they are highly fashion conscious and have a present time perspective.

Interestingly, normative and informative influence was not related to bandwagon consumption behaviour. This finding contradicts research presented by Kastanakis and Balabanis (2012) who found normative influence to be a significant predictor. For certain consumers the commodities popularity may not be important. Such consumers do not seek social approval, however may simply consume the product as it resonates with their self-concept.

6.3 Research Question Two

Research question two asked whether the Five Factor Model of Personality or the adapted 3M Model of motivation and personality was more predictive of bandwagon consumption behaviour. Findings suggested the 3M Model had superior predictive ability.

Although the FFM accounted for 3.5 percent of the variance in the bandwagon consumption surface trait, the five factors were found to have an insignificant influence on bandwagon consumption behaviour.

According to Mowen (2000) a model is considered acceptable or worthy when it accounts from more than 5 to 10 percent of the variance in a measure of behavioural tendency to act. The R-square values in the 3M Model indicate it accounted for 25.1 percent of the variance in the surface trait of bandwagon consumption behaviour. As discussed previously it found the four traits of need for material resources, self-efficacy, fashion consciousness, and present time perspective were predictors of bandwagon consumption.

6.4 Research Question Three

Research question three asked whether the bandwagon consumption scale was a valid and reliable measure. The research indicates the scale could be adapted to different consumption situations. It additionally demonstrated the ability to be understood by a variety of people with different backgrounds as an international sample was sought. The scale was proven to be reliable as it had a Cronbach alpha of .78. The scale items loaded on a single factor and therefore measured one variable, bandwagon consumption.

6.5 Implications

The study is important to theory in several instances. Research tends to focus on bandwagon consumption from an economic perspective by investigating the ability of information to trigger a bandwagon effect. The current research considers the phenomenon from a consumer focus and is the first to consider this consumption behaviour within the new luxury market. Results demonstrate individuals do not respond similarly to a bandwagon trigger as their response will differ depending on their personality characteristics or traits.

Secondly, the research also contributes to theory by offering a framework that has good exploratory power (Mowen, 2000). The study offers an alternative explanation for the bandwagon phenomenon within the new luxury context. Unlike many other approaches to personality research, the 3M Model incorporates control theory, trait theory and an evolutionary perspective to make inferences regarding traits.

Thirdly, the research demonstrates the 3M Model in this instance was more predicted than the Five Factor Model in accounting for behaviour. It highlights how traits at a broader level interact with other traits at a narrower level within a hierarchical progression. It suggests a 3-level hierarchical model of personality can be used to investigate other types of consumption behavior phenomenon.

The findings supported a number of hypothesized relationships as a number of traits positively associated with bandwagon consumption: the need for material resources, self-efficacy, fashion consciousness and a present time perspective. Secondly it indicates fashion consciousness mediates the relationship between the elemental traits and the bandwagon consumption trait. This is not surprising as the study investigated two very popular and currently fashionable brands.

A number of managerial implications can be derived from the following research. Firstly, managers may be able to segment their target market based on these traits. For example, those who rate high in materialism may require the need for a variety of styles to purchase. Secondly, managers can position their products based on consumer personality traits. For example, based on fashion consciousness, it is “very *fashionable* product” or based on present time perspective, “the *current* must have shoe”. Managers can create a brand personality which resonates with consumers based on these personality traits. When these traits are built into an integrated marketing strategy they can tap into consumer’s self-schemas (Mowen, 2000). Consumers can therefore associate these brands with their self-concept and will be able to purchase their products with minimum thought or effort.

6.6 Limitations and Directions for Future Research

A number of possible methodological limitations can be identified within the study. Confines within the sample itself may have had a negative effect on the generalisability of the research findings. A non-probability convenience sampling technique was utilised as actual consumers of two new luxury brands were targeted through the use of an online questionnaire. The research inclusion of specific fashion brands may limit the findings to this specific category of products. Future research should focus on including a variety of brands. Secondly, the sample was skewed toward the female orientation. It should be investigated what potential role gender plays when investigating the relationship between personality traits and bandwagon consumption behaviour.

A number of limitations can be identified based on the operationalisation of some of the constructs employed in the study. Not all of the constructs had the same number of dimensions or level of reliability as originally theorised. The results indicate the need

for play was not associated with bandwagon consumption. Although literature often recognises the entertainment value of shopping, the need for play scale may be unrelated to this construct as it focuses on consumers proclivity toward light-heartedness rather than focusing on specific needs fulfilled through play. Furthermore, the variable of normative influence was found to have a non-significant relationship with bandwagon consumption behaviour. This finding is counter intuitive as bandwagon consumption is theorised as being socially motivated.

Kastankis and Balabanis (2012) study on luxury consumption behaviour suggested normative influence had a positive association with bandwagon consumption behaviour. In the current study the social influence questions could have caused consumers to counterargue and therefore prime their need for uniqueness. Consumers that are highly involved in this type of consumption activity may not realise their choices are influenced by others. Shopping for fashion items is likely to be a very social activity, therefore social influence is probable. Inevitable, individuals are influenced by their environment including other people such as their shopping companion, other shoppers and the shop assistant.

Finally, the current model accounted for 25.1 percent of the variance in bandwagon consumption behaviour. Mowen (2000) suggests variance about 5 to 10 percent is acceptable. Future research could focus on including specific compound traits, surface traits and individual motives to increase the variance accounted for in the dependent variable - bandwagon consumption behaviour.

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Appendix 1 – Ethical Approval



A U T E C
S E C R E T A R I A T

20 September 2013

SonjayaGaur

Faculty of Business and Law

Dear Sonjaya

Re: 13/255 Consumer personality and bandwagon consumption behaviour,

Thank you for submitting your application for ethical review. I am pleased to confirm that the Auckland University of Technology Ethics Committee (AUTEC) has approved your ethics application for three years until 16 September 2016.

AUTEC commends you and researcher on the quality of the application and suggests the inclusion of 'civil unions' as an option in question 91.

As part of the ethics approval process, you are required to submit the following to AUTEC:

- A brief annual progress report using form EA2, which is available online through <http://www.aut.ac.nz/researchethics>. When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 16 September 2016;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/researchethics>. This report is to be submitted either when the approval expires on 16 September 2016 or on completion of the project;

It is a condition of approval that AUTEC is notified of any adverse events or if the research does not commence. AUTEC approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application.

AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to obtain this. If your research is undertaken within a jurisdiction outside New Zealand, you will need to make the arrangements necessary to meet the legal and ethical requirements that apply within their.

To enable us to provide you with efficient service, we ask that you use the application number and study title in all correspondence with us. If you have any enquiries about this application, or anything else, please do contact us at ethics@aut.ac.nz.

All the very best with your research,

A handwritten signature in black ink, appearing to read 'K O'Connor'.

Kate O'Connor Executive Secretary

Auckland University of Technology Ethics Committee

Appendix 2 – Online Participation Information Sheet

Project Title: Consumer Personality

Information Sheet

Please complete all 7 sections of the questionnaire to enter the draw to win a Jeffrey Campbell/Karen Walker Shoes voucher.

Date information sheet produced: 27th August 2013

My name is Charne van Schalkwyk and I am a Master of Business student at AUT University. The following research focuses on customer personality traits and consumption preferences. I would like to invite you to participate in the research, which will be used strictly for the completion of a Master of Business Dissertation.

The following research requires you to be over 18 years old and a Jeffrey Campbell Shoes / Karen Walker consumer. The research project is in no way affiliated with any third party. The questionnaire should take approximately 15 minutes and is completely anonymous. All information collected will be completely confidential. The research will only provide summary percentages and no personal identifying information will be sought.

You may withdraw your participation at any point during completion of the following questionnaire and it will not have any effect to your rights. There should not be any discomfort or risks in answering the questions. You have been identified because you are an adult that consumes the brand. This research will benefit the research and business community.

If you wish to participate in the prize draw for the voucher, you will need to provide an email address. This email address will not be linked to the questionnaire and you will not be asked for your name.

A synopsis of the result will be available at the following link once the data is analysed:

<https://www.dropbox.com/sh/y920nbqfxfvfny/PNWuMySFx?n=175086118>

For more information a complete information sheet is available:

<https://www.dropbox.com/sh/oo4UuzkpUzsgcd/H2Rm/AqZZjG?n=175088118>

Any concerns regarding the nature of this project should be notified in the first instance to the project supervisor, Sonjaya Gaur at sgaur@aut.ac.nz or 09 921 9999 extn. 5465.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, ATEC, Kate O'Connor at kate.oconnor@aut.ac.nz or 09 921 9999 extn. 6030.

For further information about the research please contact the primary researcher, Charne van Schalkwyk at charne18_vs@hotmail.com

*1. I Have you previously purchased the Jeffrey Campbell Shoes / Karen Walker brand and am 18 years or older.

☐

Yes

☐

No

*2. I agree to participate in the following research.

☐

Yes

☐

No

Appendix 3 – Participation Information Sheet 2

Participant Information Sheet



Date Information Sheet Produced:

27th August 2013

Project Title

Consumer Personality and Bandwagon Consumption Behaviour

An Invitation

My name is Charne van Schalkwyk and I am a Masters of Business student at AUT University. I am conducting research on consumer personality traits and their consumption preferences. I would like to invite you to participate in this research.

The information obtained will be used for the completion of a Master of Business Dissertation. The research project is in no way affiliated with Facebook, the Jeffrey Campbell Shoes Brand or any other third parties. All information collected will be kept confidential. You may withdraw your participation at any point during completion of the following questionnaire without any effect to your rights.

What is the purpose of this research?

The purpose of this research is to understand how consumers' personalities influence their consumption preferences and behaviour. I am conducting this research for my Masters of Business Dissertation.

How was I identified and why am I being invited to participate in this research?

You were identified because you are an adult that is part of an online community of consumption that consumes the Jeffrey Campbell Shoes brand.

What will happen in this research?

All you have to do is to complete a questionnaire, responding to the questions related to your personality and consumption preferences. The questionnaire is anonymous and completing the questionnaire should take approximately 18 minutes.

What are the discomforts and risks?

There should not be any embarrassment or discomfort in answering the questionnaire.

How will these discomforts and risks be alleviated?

Participant answers are anonymous, therefore slight discomfort arising from personality and demographic questions should be reduced.

What are the benefits?

The research outcomes will particularly benefit the academic and business communities by studying how consumers' personalities differ and impact consumption. You will not be paid for participating in the research, however to show appreciation for your efforts you are provided the option of entering the draw for one of two vouchers to purchase a pair of Jeffrey Campbell Shoes. The winner will be randomly chosen amongst the interested participants of this research.

How will my privacy be protected?

All survey participants will be anonymous. If you wish to participate in the draw, you will need to supply a means to contact you (e.g. email). This email address will not be linked to the questionnaire you have submitted, it will not be disclosed, and you will not be asked for your name. The research report will provide summary percentages and total numbers of responses (not linked to any individuals) all data will be stored on the primary supervisor's computer that is password protected.

What are the costs of participating in this research?

There is no cost associated with the completion of this questionnaire, except for your time.

What opportunity do I have to consider this invitation?

You can take a few minutes to consider if you wish to participate in this research. You have a choice of either completing the questionnaire now or at a later date by visiting the URL posted.

How do I agree to participate in this research?

By clicking on "I consent to partake" and completing the questionnaire you are giving consent to partake in the research.

Will I receive feedback on the results of this research?

A synopsis of the results will be available at the following link once the data is analysed:
<https://www.dropbox.com/home/Dissertation%20Results%20Jeffrey%20Campbell%20Shoes>

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the project supervisor, Sonjaya Gaur at sgaur@aut.ac.nz or 09 921 9999 extn. 5465

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTECH, Kate O'Connor at kate.oconnor@aut.ac.nz or 09 921 99999 extn. 6038

Whom do I contact for further information about this research?

Researcher Contact Details:

Researcher contact details: Charne van Schalkwyk, charne18_vs@hotmail.com

Project Supervisor Contact Details:

Project Supervisor contact details: Sonjaya Gaur, sgaur@aut.ac.nz

Approved by the Auckland University of Technology Ethics Committee on 20 September 2013, AUTECH
Reference number App 13/255.

Appendix 4 – Research Questionnaire

Section One

For each item, please select the number that indicates how accurately the phrase or adjective describes how you feel or act. Select the number that describes how you actually act in your daily life, not how you wish you could act.

	Extremely Inaccurate	Inaccurate	Somewhat Inaccurate	Neutral	Somewhat Accurate	Accurate	Extremely Accurate
1. I frequently feel highly creative	1	2	3	4	5	6	7
2. I am imaginative	1	2	3	4	5	6	7
3. I am orderly	1	2	3	4	5	6	7
4. I am precise	1	2	3	4	5	6	7
5. I am organised	1	2	3	4	5	6	7
6. I am efficient	1	2	3	4	5	6	7
7. I am bashful when with people	1	2	3	4	5	6	7
8. I am shy	1	2	3	4	5	6	7
9. I am quiet when with people	1	2	3	4	5	6	7
10. I am kind to others	1	2	3	4	5	6	7
11. I am tender hearted with others	1	2	3	4	5	6	7
12. I am sympathetic	1	2	3	4	5	6	7
13. I am moody more than others	1	2	3	4	5	6	7
14. I am temperamental	1	2	3	4	5	6	7
15. I am edgy more than others	1	2	3	4	5	6	7
16. My emotions go way up and way down	1	2	3	4	5	6	7
17. I enjoy buying expensive things	1	2	3	4	5	6	7
18. I enjoy owning luxurious things	1	2	3	4	5	6	7
19. Acquiring valuable thing is important to me	1	2	3	4	5	6	7
20. I like to own nice things more than most people	1	2	3	4	5	6	7

	Extremely Inaccurate	Inaccurate	Somewhat Inaccurate	Neutral	Somewhat Accurate	Accurate	Extremely Accurate
21. I am drawn to experiences with an element of danger	1	2	3	4	5	6	7
22. I seek an adrenaline rush	1	2	3	4	5	6	7
23. I enjoy taking risks more than others	1	2	3	4	5	6	7
24. I focus on my body and how it feels	1	2	3	4	5	6	7
25. I devote to me each day to improving my body	1	2	3	4	5	6	7
26. I work hard to keep my body healthy	1	2	3	4	5	6	7

Section Two

For each item, please select the number that indicates how accurately the phrase or adjective describes how you feel or act. Select the number that describes how you actually act in your daily life, not how you wish you could act.

	Extremely Inaccurate	Inaccurate	Somewhat Inaccurate	Neutral	Somewhat Accurate	Accurate	Extremely Accurate
27. I enjoy competitiveness more than others	1	2	3	4	5	6	7
28. I feel that it is important to outperform others	1	2	3	4	5	6	7
29. I enjoy testing my abilities against others	1	2	3	4	5	6	7
30. I feel that winning is extremely important	1	2	3	4	5	6	7
31. I feel in control of what is happening to me	1	2	3	4	5	6	7
32. I find that once I made up my mind, I can accomplish my goals	1	2	3	4	5	6	7
33. I have a great deal of will power	1	2	3	4	5	6	7
34. When I make a decision I can carry it out	1	2	3	4	5	6	7
35. I am more playful than others	1	2	3	4	5	6	7
36. I am more fun loving than others	1	2	3	4	5	6	7
37. I am light hearted	1	2	3	4	5	6	7

	Extremely Inaccurate	Inaccurate	Somewhat Inaccurate	Neutral	Somewhat Accurate	Accurate	Extremely Accurate
38. The distant future is too uncertain to plan for	1	2	3	4	5	6	7
39. I pretty much live on a day-to-day basis	1	2	3	4	5	6	7
40. The future seems very vague and uncertain to me	1	2	3	4	5	6	7
41. I focus on the present much more than the future	1	2	3	4	5	6	7

Section Three

For the following questions please indicate how strongly you agree/disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
42. I rarely purchase the latest fashion styles until I am sure my friends approve of them	1	2	3	4	5	6	7
43. It is important that others like the products and brands I buy	1	2	3	4	5	6	7
44. When buying products, I generally purchase those brands that I think others will approve of	1	2	3	4	5	6	7
45. If other people can see me using a product, I often purchase the brand they expect me to buy	1	2	3	4	5	6	7
46. I like to know what brands and products make a good impression on others	1	2	3	4	5	6	7
47. I achieve a sense of belonging by purchasing the same products and brands that others purchase	1	2	3	4	5	6	7
48. If I want to be like someone, I often try to buy the same brands that they buy	1	2	3	4	5	6	7

Section Four

For the following questions please indicate how strongly you agree/disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
49. I often identify with people by purchasing the same products and brands they purchase	1	2	3	4	5	6	7
50. To make sure I buy the right product or brand, I often observe what others are buying and using	1	2	3	4	5	6	7
51. If I have little experience with a product, I often ask my friends about the product	1	2	3	4	5	6	7
52. I often consult other people to help choose the best alternative available from a product class	1	2	3	4	5	6	7
53. I frequently gather information from friends or family about a product before I buy	1	2	3	4	5	6	7
54. I usually have one or more outfits of the newest style	1	2	3	4	5	6	7
55. I keep my wardrobe up-to-date with the changing fashions	1	2	3	4	5	6	7
56. Fashionable, attractive styling is very important to me	1	2	3	4	5	6	7

Section Five

For the following questions please indicate how strongly you agree/disagree with the following statements about the brand Jeffrey Campbell Shoes/Karen Walker.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
57. Is a very popular and currently fashionable brand that others would approve of	1	2	3	4	5	6	7
58. Is a brand worn by fashionable people and is identified as a trendy product	1	2	3	4	5	6	7
59. Is a brand chosen by fashionable people to express their sense of style	1	2	3	4	5	6	7

Section Six

For the purpose of statistical classification, you will now be asked a few questions about your demographic characteristics. Answers to these questions will not provide personally identifying information. It is understood you may not feel comfortable answering some of these questions, please answer those you are comfortable with.

60. What is your average monthly expenditure (in NZD) on Jeffrey Campbell Shoes/Karen Walker?

61. How many items of the Jeffrey Campbell Shoes/Karen Walker brand do you currently own?

62. What is your age at the time of completion of this questionnaire?

63. What is your nationality? (This is what is stated on your passport e.g. New Zealander, South African etc.)

64. What is your ethnicity? (e.g. Hispanic, African American, American Indian etc.)

65. What is your gender?

☐ Male

☐ Female

66. What is your highest level of education? (tick one)

☐ Junior High School / Intermediate/ Middle School Graduate

☐ High School / Secondary School Graduate

☐ College / University degree (completed or in progress)

☐ Postgraduate College / University degree (completed or in progress)

67. What is your current relationship status? (tick one)

- ☐ Single
- ☐ In a relationship (but do not live together)
- ☐ De Facto (live together as a couple, but not married)
- ☐ Married
- ☐ Divorced
- ☐ Widowed

68. What is your current total annual income in NZD before income tax? (tick one)

- ☐ \$1 - \$5,000
- ☐ \$5,001 - \$10,000
- ☐ \$10,001 - \$15,000
- ☐ \$15,001 - \$20,000
- ☐ \$20,001 - \$30,000
- ☐ \$30,001 - \$40,000
- ☐ \$40,001 - \$50,000
- ☐ \$50,001 - \$60,000
- ☐ \$60,001 - \$70,000
- ☐ \$70,001 - \$80,000
- ☐ \$80,001 - \$90,000
- ☐ \$90,001 - \$100,000
- ☐ \$100,000 +

Section Seven

Thank you for your participation in the following research.

As stated in the information sheet, as a token of appreciation for your effort you may enter the draw to win a \$250 NZD voucher to purchase Jeffrey Campbell Shoes or a \$250 NZD voucher to purchase Karen Walker. If you would like to enter this draw, please enter the link below into your browser and provide an email address by which you may be contacted.

Your email address will be kept completely confidential and will not be linked to your responses in the questionnaire. Please keep in mind to be eligible you need to answer all the questions from Section 1 to 5.

Jeffrey Campbell Shoes LINK

Karen Walker LINK