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# The Effects of Burnout Syndrome on Materialist Tendencies and Compulsive Buying Behavior

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## ABSTRACT

Numerous factors influence the tendency for materialism and compulsive shopping. Burnout, one of these factors, is a frequently seen situation, especially in working individuals. This study aims to reveal the effect of emotional exhaustion, personal accomplishment, and depersonalization which are the three sub-dimensions of burnout, on individuals' materialism tendencies and obsessive-compulsive and impulsive purchasing behaviors. Data was collected from 390 consumers over the age of 18 who live and work in Türkiye voluntarily through a survey form prepared for the research. Structural equation modelling was used in the analysis to measure impact. According to the results of the analysis, while emotional exhaustion positively affects materialist tendencies and impulsive buying, it does not affect obsessive-compulsive buying. While personal accomplishment negatively affects materialistic tendencies and obsessive-compulsive buying, it does not affect impulse buying. Finally, while depersonalization does not affect the materialist tendency, it positively affects obsessive-compulsive buying and impulsive buying.

**Keywords:** Compulsive Buying Behaviour; Materialism; Burnout Syndrome; Impulsive Buying; Structural Equation Modelling.

**JEL Classification Codes:** D11, D12, I12

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## INTRODUCTION

The concept of burnout, which is one of the most important issues of modern working life, has been one of the organizational issues of interest to researchers in recent years. Burnout occurs in modern workplaces due to problems such as time pressure, workload, role conflict, lack of autonomy, or lack of social support (Bui et al. 2022). Burnout has become an inevitable challenge for people worldwide as a result of the COVID-19 pandemic (Amanullah and Ramesh Shankar 2020; Gualano et al. 2021). Burnout syndrome is one of the most important challenges in today's business world, exerting a negative effect on both employee well-being and organizational performance. Occupations with frequent interpersonal communication and interaction, particularly those centered on customer service, tend to exhibit higher tendencies of burnout (Jaramillo, Mulki and Boles 2011). The concept of burnout is related with a process that follows a development linked to individuals' physical needs, passions, and relationships with friends and family. Employees exhibit certain physical, mental, emotional, and behavioral symptoms of burnout

as a result of interactions in both work and family environments. Burnout can also lead to unnecessary shopping behavior such as materialism and compulsive buying. In certain researches, it has been emphasized that individuals engage in purchasing behavior to reduce stress and even consumers with negative moods shop to improve these feelings (Yılmazoğlu 2021).

"The importance the consumer attaches to worldly goods" is a brief definition of materialism (Belk, 1984). Materialistic people believe that consumption and purchases are closely related to social standing (Harnish and Bridges 2014). According to several research (Yurchisin and Johnson 2004; Dittmar 2005; Claes et al. 2010; Harnish and Bridges 2014; Müller et al. 2014), materialism and compulsive buying are linked, materialists having a higher propensity for obsessive shopping. Compulsive buying is a reaction to overwhelming cravings that cause low psychological well-being and strong emotional affect, including stress and anxiety (Davenport, Houston and Griffiths 2012; Kellett and Bolton 2009). Compulsive buyers use their purchases as a coping mechanism for any unpleasant

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feelings that may surface, such as stress, anxiety etc. (Kellett and Bolton 2009; Thornhill, Kellett and Davies 2012).

Stress is closely related to burnout, materialism, and compulsive buying. The persistent experience of stress combined with disruptive thoughts might lead to burnout (Melguizo-Ibáñez et al. 2022). Roberts et al. (2003) find that the relationship between family conflicts and the happiness component of materialism is mediated by stress. Also, according to certain studies (Müller et al. 2012; Singh and Nayak 2015; Baker et al. 2016), stress and compulsive buying behavior are positively correlated. According to Weaver, Moschis and Davis (2011), one of the main causes of materialism's development over a person's life is stress, and marketing messages that portray things as ways to reduce stress or boost self-esteem may exacerbate this tendency. Rahim et al. (2022) examined materialism, stress, and compulsive buying behavior through the economic well-being of single Malaysian mothers. They contend that controlling the elements of materialism, stress, and compulsive buying is essential to improving the financial security of single moms. According to Roberts and Roberts (2012) rising number of early adolescents turn to compulsive buying as a coping mechanism for elevated levels of academic stress. In several studies (Rodrigues-Villarino et al. 2006; Saraneva and Saaksjarvi 2008; De Zwaan 2011; Mueller et al. 2011; Williams 2012), compulsive buying is that it serves as the main reaction to unpleasant experiences or emotions. It is thought that compulsive buyers react to stressful situations with higher levels of anxiety in response to than non-compulsive buyers (Roberts and Roberts 2012). By the way, it was discovered that materialism (Dittmar 2005; Mueller et al. 2011) predicted and was linked to compulsive shopping. According to Manolis and Roberts' research (2012), compulsive shopping and materialistic attitudes are linked to decreased subjective well-being among consumers.

From the study results presented above, it is understood that stress is associated with burnout, materialism, and compulsive buying, and even that there is a connection between materialism and compulsive buying. Additionally, there are also studies examining the relationship between burnout and materialism (Unanue et al. 2017; Toprak, Arıcağ and Yavuz 2020; Reyes et al. 2024), burnout and compulsive buying (Arslan, Tanrıku and Aksöz 2022; Tekşan and Öztürk 2023) and burnout-impulse buying (Torun and İpcioğlu 2015; Tekşan and Öztürk 2023) in the literature. However, no study has been found in the literature examining the relationship

between the sub-dimensions of burnout syndrome and materialism, compulsive and impulse buying. Thus, the purpose of this study is to ascertain how burnout's three sub-dimensions—emotional exhaustion, depersonalization, and personal accomplishment—affect individual tendencies toward materialism as well as their compulsive, impulsive, and obsessive-compulsive buying behaviours. This study is important in terms of revealing the effect of burnout on the materialism and compulsive buying of consumers in Türkiye. Thus, it is thought that the results of the study will help guide policymakers and practitioners in Türkiye in this period of rising inflation and severe economic conditions. In addition, it is thought that this study will contribute to the literature since the number of studies examining burnout, materialism, and compulsive buying behavior together is limited in the literature.

## LITERATURE REVIEW

### Burnout Syndrome

The concept of burnout has been conducted in abundance (Acosta-Ramos et al. 2021; Chirico et al. 2021; Melguizo-Ibáñez et al. 2022; Samusevica and Striguna 2023) in recent years as a popular term, was coined in the 1970s by Freudenberger to describe a condition observed among voluntary healthcare workers. This condition involves fatigue, loss of energy, disillusionment, lack of motivation, and the tendency to quit the job (Ince and Sahin 2015). The definition of burnout given by Freudenberger (1974), is characterized as the failure, wearing out, and exhaustion of an individual due to overly requests for energy, power, and resources. According to (Louw, Van Ede and Louw 1998) burnout syndrome manifests as exhaustion, sleeplessness, pains, alcohol or drug addiction, and social problems; also emotional fatigue, and inefficiency, it is a condition that also expresses feelings of vulnerability and loss of control.

Maslach and Jackson (1981) conducted important studies on burnout and they described burnout as a condition of mental, emotional, and physical tiredness. The Maslach Burnout Scale, which is the most widely used in studies on the measurement of burnout, considers burnout in three sub-dimensions emotional exhaustion, depersonalization, and personal accomplishment (Maslach and Jackson 1981). *Emotional exhaustion*, the first stage of burnout, constitutes the core dimension of burnout syndrome and is mostly related to work stress (Lewin and Sager 2008). It is defined as the feeling of being overloaded on the employee due to the work he does and as a result feeling exhausted

(Maslach and Jackson 1981; Tsigilis, Koustelios and Togia 2004). The person in this dimension feels that her/his emotional resources are exhausted and that it is not possible to devote herself psychologically to her work for a long time (Maslach and Jackson 1981). The second dimension of burnout syndrome is *depersonalization*. The interpersonal aspect of burnout is represented by the sarcasm or depersonalization component (Maslach, Schaufeli and Leiter 2001). In this case, the person shows negative attitudes towards customers, colleagues, and managers, and exhibits cold, indifferent, rude, and humiliating behavior (Cordes and Daugherty 1993; Hollet-Haudeberet, Mulki and Fournier 2011). *Personal accomplishment* is the third dimension of burnout syndrome, which is the self-evaluation dimension. This dimension of burnout is also referred to as personal failure in some sources (Cordes and Daugherty 1993). It expresses feelings such as incompetence, lack of performance, and inefficiency at work (Maslach, Schaufeli and Leiter 2001). In this dimension, the person thinks that no one loves her/him, becomes withdrawn, feels like she cannot be successful, and experiences communication breakdowns with her colleagues (Güven and Sezici 2016).

According to the Maslach Model, burnout has a stress-related effect on the staff. It begins with emotional exhaustion as a response to emotional resources. As a coping strategy against emotional exhaustion, the person begins to become desensitized in his/her relationships with others and to keep a psychological distance from them. When depersonalization begins, the individual realizes the incompatibility between the potential expectations of the people s/he serves and the employer and the situation s/he is in. This results in the person feeling inadequate and seeing herself/himself as a failure when evaluating his successes (Ari and Bal 2008). Burnout is characterized by high degrees of depersonalization and emotional tiredness as well as low levels of personal success (Schaufeli et al. 2002).

### **Compulsive Buying Behavior**

Compulsive buying behavior, which has become a common buying model in consumption culture, is a perpetual, insistent, and uncontrolled buying behavior with negative financial and social consequences (O'Guinn and Faber 1989). It is thought that compulsive buying is a psychopathological disease that results in distressing, uncontrollable cravings (Harnish and Bridges 2014). According to Hassay and Smith (1996), obsessive buyers do it because their purchases offer them instant, albeit fleeting, solace from their worry or melancholy. As a result, emotional strain, low self-esteem, and self-

image issues, together with other life obstacles, can lead to compulsive buying (Roberts, Manolis and Pullig 2014). According to Boujbel and d'Astous (2015), when consumers' consumption desires are met, they frequently experience emotional psychological states like happiness, excitement, annoyance, and guilt. However, when consumers over consume and lose control over their purchases, there are more serious repercussions, such as social and financial issues (Müller, Mitchell and De Zwaan 2015). Additionally, because compulsive buying is regarded as a psychopathological disorder that results in uncontrollable impulses that cause distress, the situation extends beyond the person's financial difficulties and can have detrimental effects such as marital issues, family strife, and legal issues (Harnish and Bridges 2014). Numerous academics have discovered evidence in favor of a belief in psychology, according to which compulsive shopping is a coping strategy people employ to deal with uncomfortable ideas or situations. For instance, studies (Rindfleisch, Burroughs and Denton 1997; Roberts et al. 2006) conducted on teenagers have shown a favorable correlation between compulsive buying and stressful family events like divorce. Human motivation, well-being, social interactions, neuroticism, and impulsivity are all impacted by money attitudes (Eroğlu and Bilgen Kocatürk 2020). Additionally, they have a favorable correlation with compulsive buying (Durvasula and Lysnoski 2010). According to Ridgway, Kukar-Kinney and Monroe (2008), obsessive-compulsive disorder and impulse control disorders share similarities with compulsive buying behavior. Also, compulsive buying behavior has two basic dimensions: Obsessive compulsive buying and impulse buying.

### **Obsessive Compulsive Buying**

The main definition of obsessive-compulsive buying behavior is an uncontrollable buying problem and behavior stemming from a consumer's impulse to make excessive purchases of goods. This need is usually brought on by unpleasant emotions because many compulsive buyers also experience mental illnesses like guilt and worry, which impair their judgment and put them and other people in danger (Gohar et al. 2023). As stated by Ridgway, Kukar-Kinney and Monroe (2008), compulsive buying activity is classified as obsessive-compulsive spectrum disorder because, similar to obsessive-compulsive disorder, repetitive purchase behavior is carried out by customers to relieve anxiety. Furthermore, these customers lack control over their buying impulses, just as those with impulse-control disorder do. Furthermore, a lack of control over an impulse to act follows an impulse to perform in



both diseases. According to Harnish and Bridges (2015), obsessive-compulsive purchasing behavior can be caused by a variety of factors, such as anxiety, materialism, low self-esteem, and lack of confidence. As such, obsessive-compulsive buying behavior is an attempt to overcome these emotions. Shopping is a coping mechanism for obsessive-compulsive purchasers who exhibit symptoms of sadness and mood disorders (Frost, Steketee and Williams 2002; Suresh and Biswas 2019). The hedonic aspects of internet channels have produced an increase in shopping that causes obsessive-compulsive buying because people who have compulsive tendencies have a recurring obsession with spending and shopping, and they utilize shopping as a coping method for their problems (McElroy et al. 1994). Research indicates that compulsive buying disorders can develop in a variety of contexts, including internet retail environments (Dittmar, Long and Bond 2007; Bridges and Florsheim 2008; Santini et al. 2019). Obsessive-compulsive buyers are known to seek out arousal and excitement due to the unique and curiosity-driven aspects of the Internet for purchases, which may worsen with regard to Internet platforms (Santini et al. 2019).

### ***Impulsive Buying***

Impulsive buying is the unforeseen decision to purchase a good or service right before making a larger purchase (Khajemahmodabadi, Dadras and Djoury 2017). Impulse is spontaneous, arises from being exposed to stimuli, and is made on the spot. The buyer is unlikely to hold off on making an impulsive purchase until after gathering more information, compare prices, get advice from a friend, or even merely pause the decision for a little (Jones et al. 2003). Both internal and external variables can impact consumers and cause them to act impulsively while making purchases. Anything can be considered a pulse item, including new releases, samples, and well-known brands at surprisingly low costs (Suganya and Joice 2017). Customers who are compelled to make last-minute purchases must first view the item before deciding to buy it. Impulsive buyers tend to be impetuous, emotionally invested in the product, and in search of quick satisfaction (Kacen and Lee 2002). Impulsive buying happens when the desire to buy outweighs willpower; otherwise, it doesn't happen when willpower is strong (Li 2015). Rook and Hoch (1985) asserted that internal psychological affective and cognitive factors have an impact on customers' impulsive purchasing behavior. Due to product satisfaction and satisfying an urge, it was suggested that customers' impulsive purchases had a beneficial impact on their mood (Ahn, Lee and Kwon 2019; Gardner and Rook 1988). Li (2015) also looked at

how impulsive buying affects consumers' pleasure and feelings after making a purchase. While impulsive buying helps customers fulfill their desire to acquire goods, it also prevents them from saving money, which can lead to unpleasant feelings like regret and shame. Guilt and regret are likely to be experienced, especially after making impulsive purchases of luxury products (Kivetz and Zheng 2006). Trocchia and Janda (2002) also discovered that when impulse buying happens, customers experience feelings of shame and resentment for their wastefulness. According to certain studies (Shehzadi et al. 2016; Gogoi 2020), impulsive or uncontrollably high consumer purchasing behavior is a powerful indicator of obsessive buying. According to Özdemir (2022), materialism has a favorable impact on obsessive and impulsive purchasing.

### **Materialism**

An increasingly materialistic mindset and the need for money to buy status and happiness are characteristics of contemporary consumer society (Dittmar 2004; Dittmar, Long and Bond 2007). Most of the time, money is associated with material belongings, and for certain individuals, belongings are essential to who they are and how they live (Richins and Dawson 1992). The level of importance a customer places on material items is known as materialism, or the tendency to possess material goods (Belk 1984). Materialism is an important concept that not only affects a person's worldview but also affects how they behave as customers (Goldsmith and Clark 2012). Conceptualized in different ways with various perspectives in different fields, materialism generally represents a tendency towards material possessions and money (Rupert and Smith 2016). The concept of materialism is diverse and cannot be approached from a singular perspective. It has undergone transformation and development throughout its history. In one of its early definitions, philosophy-based materialism put out the idea that nothing is more substantial than substances and objects made of matter, including their motions and changes (Scott, Martin and Schouten 2014). Materialism can be described as the significance that consumers attribute to material possessions and acquisitions when they define their own and others' success, and when they believe that it stands for the ultimate goal and the main cause of happiness (Richins and Dawson 1992). Materialism is defined by Górník-Durose (2020) as the value an individual attaches to riches and possessions to be able to reach a preferred final condition, like pleasure. Since materialistic individuals frequently experience high levels of anxiety, it seems to reason that materialism would positively correlate with and predict compulsive buying

(Gohar et al. 2023). According to Roberts (2000), people who have a strong tendency toward materialism may be more prone to purchase compulsively because they think that success and pleasure can be attained by obtaining material items. Weaver, Moschis, and Davis (2011) indicated that a person's adolescent experiences and circumstances have an impact on their subsequent compulsive shopping in early adulthood as well as their materialism.

### The Current Study

In this part of the research, firstly, by the purpose of the study, the results of the studies that led to the creation of hypotheses were mentioned, and then the hypotheses of the study were included. There are various studies in the literature examining the relationships between burnout syndrome, obsessive-compulsive buying, and impulse buying. For example, as a result of their studies, Deckop et al. (2010) revealed that work-related personal well-being and success, including job satisfaction, intrinsic and extrinsic reward satisfaction, and career satisfaction, were negatively related to materialism. Unanue et al. (2017), in their study in Chile, found that employees with high materialistic values have low levels of job satisfaction and commitment, and in addition, their intention to leave work and the possibility of experiencing burnout are high. Toprak, Arıca and Yavuz (2020) also stated in their study with medical school students that there was a moderately positive significant relationship between materialism and emotional exhaustion and that as emotional exhaustion increased, materialism also increased. Reyes et al. (2024), in a study with Chilean workers, found that materialism predicts subsequent levels of burnout through higher need frustration in both individual-level and within-person longitudinal analyses. As a result of studies finding a relationship between materialism and burnout, the following hypotheses were created:

*H<sub>1</sub>: Emotional exhaustion affects materialist tendencies positively.*

*H<sub>2</sub>: Personal accomplishment affect materialist tendency negatively.*

*H<sub>3</sub>: Depersonalization affects materialist tendencies positively.*

Müller et al. (2005) found that individuals continue compulsive buying despite negative personal, social, or professional consequences and financial debts. Sneath, Lacey and Kennett-Hensel (2014) examined the depression-induced compulsive buying behaviors of victims after Hurricane Katrina. As a result of the study, it was revealed that depression had a positive effect on

compulsive buying behaviour. Arslan, Tanrıku and Aksöz (2022) conducted a study to reveal the effect of social burnout levels of women living in Türkiye on their online compulsive buying behaviour. They concluded that social burnout levels of women are effective in online compulsive buying behaviour. Rahim et al. (2022) examined materialism, stress, and compulsive buying behaviour through the economic well-being of single Malaysian mothers. They contend that controlling the elements of materialism, stress, and compulsive buying is essential to improving the financial security of single moms. Tekşan and Öztürk (2023) state in their study that burnout has a positive effect on compulsive buying. In this context, the following hypotheses were created:

*H<sub>4</sub>: Emotional exhaustion affects obsessive-compulsive buying positively.*

*H<sub>5</sub>: Personal accomplishment affects obsessive-compulsive buying negatively.*

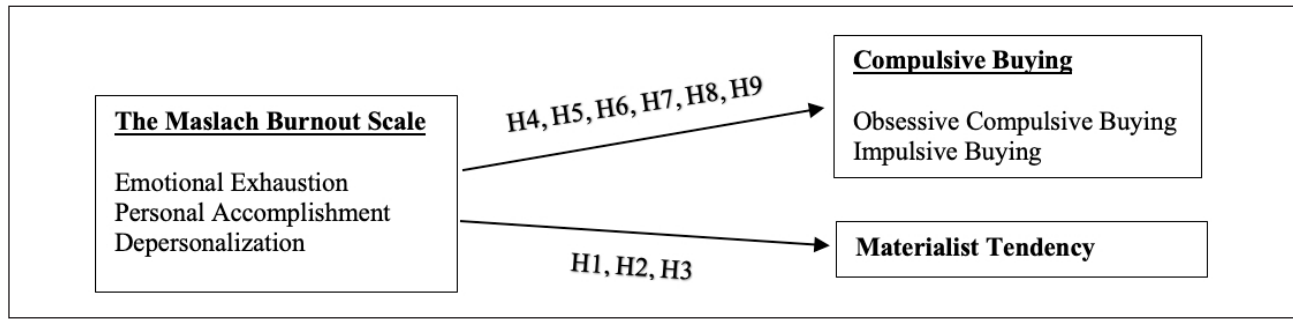
*H<sub>6</sub>: Depersonalization affects obsessive-compulsive buying positively.*

Torun and İpcioğlu (2015) investigate the phenomenon of connections between elements of burnout syndrome and impulsive buying in public sector workers. Depersonalization, one of the components of burnout syndrome, has been revealed to be the only factor that significantly correlates with impulsive buying behaviour. Zhao et al. (2022) also investigated the direct effect of COVID-19 burnout on online impulsive buying as well as its indirect effects via self-control to represent the psychological implications of a prolonged pandemic. Online impulsive buying and COVID-19 burnout were regularly correlated indirectly through self-regulation and self-appraised impulsivity, but not always directly. Online impulsive buying did not correlate with COVID-19 burnout. This research raises the possibility that the relationship between burnout and impulse buying is more complex and environment-sensitive. Tekşan and Öztürk (2023) state in their study that burnout has a positive effect on impulse buying, and as the burnout level of individuals increases, impulse buying behaviour also increases. In this context, the following hypotheses were created:

*H<sub>7</sub>: Emotional exhaustion affects impulsive buying positively.*

*H<sub>8</sub>: Personal accomplishment affects impulsive buying negatively.*

*H<sub>9</sub>: Depersonalization affects impulsive buying positively.*



**Figure 1:** Research Model

## Method

In the method section of the study, the model of the study was presented and explanations were made about the population, sample, data collection, data analysis methods, validity, and reliability. First of all, hypotheses were created based on the information given in the literature, and as a result of the hypotheses, the research model was drawn as shown in Figure 1.

The population of the research consists of consumers aged 18 and over living in Türkiye and working in a job. The sample was chosen because it was impossible to reach the entire universe. The sample of the research consists of 390 consumers with the same qualifications. Coşkun, Altunışık and Yıldırım (2017) stated that a sample size of 384 is sufficient when the population is 100,000 and above. Therefore, it is considered that the number of samples is sufficient. Sampling was achieved using the convenience sampling method. Participants were asked questions through the online survey method. In the first part of the questionnaire, there were scales related to the variables, and in the second part, demographic questions such as age, gender, education, employment status, and year worked. In the study, Richins' (1987) 6-item materialism scale was used to measure materialism tendency. For compulsive buying, the compulsive buying scale consisting of two sub-factors, Obsessive Compulsive Buying (3) and Impulsive Buying (3), developed by Ridgway, Kukar-Kinney and Monroe (2008) was preferred. Finally, The Maslach Burnout Scale, which consists of Emotional Exhaustion (9), Personal Accomplishment (8), and Depersonalization (5) sub-factors, created by Maslach and Jackson (1981) was used for burnout syndrome. Items were measured using a 5-point Likert scale (1: I strongly disagree, ... 5: I strongly agree).

The surveys were applied between 08 February and 15 March 2022. The data of the research were examined before being analyzed. The data collected by the survey method may show deviations from the required value for some

reasons, and this may affect the results (Coşkun, Altunışık and Yıldırım 2017). For this reason, the questionnaires were checked before the analysis was made, and the incorrect and incompletely filled questionnaires were not included in the analysis. 435 questionnaires were collected, 8 of them were filled incorrectly, and 37 of them were excluded from the analysis after the Mahalonabis extreme value analysis. Analyzes were made on 390 questionnaires. Likert scale was used in the research. Şencan and Fidan (2020) stated that Likert data has the feature of being ordinal, therefore it does not generally follow a normal distribution, but when the sample size exceeds 25, it may be sufficient to meet certain criteria such as Skewness and Kurtosis for the assumption of normality. In this regard, İbrahim and Shariff (2014) emphasized that the absolute value of the Skewness value greater than 3 and the kurtosis value greater than 10 will cause problems, therefore the absolute value of Skewness and Kurtosis should not be greater than 3 and 10. Since the Kurtosis and Skewness data of the research data were between 1.5 and -1.5, it was assumed that the data were normally distributed. Frequency analysis and structural Equation Model were applied to the questionnaires.

The main purpose of scientific methods is to give correct answers to questions or problems. For this reason, importance is given to reliability and validity in studies (Coşkun, Altunışık and Yıldırım 2017). To ensure validity in the research, the prepared questionnaire was shown to three academicians who are experts in the field, and a pre-test was conducted with 28 business owners for face validity. The survey was finalized by making necessary adjustments with the feedback of academics and consumers. Confirmatory factor analysis was also used to test the construct validity. The reliability of the study was tested using the alpha coefficient method. In the reliability test performed before the data were subjected to confirmatory factor analysis, the reliability of the study was found to be 0.849. After the confirmatory factor analysis, the reliability of each sub-factor was examined and presented in the tables in the findings section.

**FINDINGS**

53.8% of the participants were male and 46.2% were female. 24.4% have 6501-8500 TL, 19.2% have 4501-6500 TL and 14.4% have 8501-10500 TL income. 51.8% of the participants are undergraduate and 17.4% are associate degree graduates. 42.1% work in the public sector, 39% in the private sector, and 19% are self-employed. Of the participants, 44.9% of whom are 26-35 years old, 25.9% are 41 years and older, 40.8% have a working experience of 1-5 years, and 22.8% have a work experience of 6-10 years.

Table 1 shows the fit values of the materialist tendency scale. After removing 2 items from the materialist tendency scale, which consists of 6 items, it was seen that the values of the scale were good fit values.

In Table 2, factor loading, Cronbach's Alpha (CA), AVE and finally composite reliability (CR) values of the materialist tendency scale items were presented. AVE coefficient is related to convergent validity, it is recommended that this value be greater than 0.5, CA coefficient, CR, and factor loads of 0.70 and above (Hair et al., 2017). The AVE value of the scale was 0.49, the CR value was 0.78, and the CA value was also 0.76. While the AVE value is accepted because it is very close to the limit, other values are already within the desired limits. The factor loads of the items belonging to the materialist tendency scale ranged from 0.474 to 0.923.

No statement was removed from the compulsory consumption scale, but covariance was made between IM1 and IM3. As seen in Table 3, the compliance values of the compulsive consumption scale were good fit values.

As seen in Table 4, the compulsive buying scale is divided into 2 sub-factors Obsessive Compulsive Buying and Impulsive Buying. The factor loads of the expressions of the sub-factors vary between 0.519 and 0.852. CA values are 0.75; 0.68, AVE 0.53; 0.46 and CR 0.77; 0.62 respectively. If the AVE value is below 0.5 and the CR value is higher than 0,6, the AVE value is considered sufficient (Fornell and Larcker 1981). All these values are within the desired limits according to Fornell and Larcker (1981).

The Maslach Burnout Scale compliance values are presented in Table 5. After removing 1 from Emotional Exhaustion, 2 from Personal Accomplishment, and 2 from the Depersonalization sub-factor, it was seen that the fit values in the scale were within acceptable limits, excluding CFI. MacCallum and Hong (1997) and Carlbäck and Wong (2018) stated that it is possible to conduct power analyses for model fit tests based on GFI, CFI, and AGFI, but GFI and CFI values are very sensitive to sample size. They indicated that it was less reliable. Instead, they point out that they recommend using RMSEA for power analysis and model evaluation.

Table 6 presents the items of The Maslach Burnout Scale. The scale consists of 3 sub-factors: Emotional Exhaustion, Personal Accomplishment,

**Table 1:** Fit Values of the Materialist Tendency Scale

| Scale                        | X <sup>2</sup> | DF | X <sup>2</sup> / df | GFI       | CFI   | RMSEA     |
|------------------------------|----------------|----|---------------------|-----------|-------|-----------|
| Materialist Tendency         | 2,309          | 2  | 1,155               | 0,997     | 0,999 | 0,020     |
| Good Fit Values              |                |    | ≤3                  | ≥0,90     | ≥0,97 | ≤0,05     |
| Acceptable Compliance Values |                |    | ≤4-5                | 0,89-0,85 | ≥0,95 | 0,06-0,08 |

**Table 2:** Measurement Model Results of the Materialist Tendency Scale

| Variables                  | Code | Factor Loading | CA   | AVE  | CR   |
|----------------------------|------|----------------|------|------|------|
| Materialist Tendency (M_T) | MT2  | ,745           |      |      |      |
|                            | MT3  | ,923           |      |      |      |
|                            | MT4  | ,572           | 0,76 | 0,49 | 0,78 |
|                            | MT6  | ,474           |      |      |      |

**Table 3:** Fit Values of the Compulsive Consumption Scale

| Scale                        | X <sup>2</sup> | DF | X <sup>2</sup> / df | GFI       | CFI   | RMSEA     |
|------------------------------|----------------|----|---------------------|-----------|-------|-----------|
| Compulsive Consumption       | 8,518          | 7  | 1,217               | 0,993     | 0,998 | 0,024     |
| Good Fit Values              |                |    | ≤3                  | ≥0,90     | ≥0,97 | ≤0,05     |
| Acceptable Compliance Values |                |    | ≤4-5                | 0,89-0,85 | ≥0,95 | 0,06-0,08 |



**Table 4:** Measurement Model Results of the Compulsive Buying Scale

| Variables                         | Code | Factor Loadings | CA   | AVE  | CR   |
|-----------------------------------|------|-----------------|------|------|------|
| Obsessive Compulsive Buying (O_B) | OB1  | 0,519           | 0,75 | 0,53 | 0,77 |
|                                   | OB2  | 0,852           |      |      |      |
|                                   | OB3  | 0,775           |      |      |      |
| Impulsive Buying (I_M)            | IM1  | 0,726           | 0,68 | 0,46 | 0,72 |
|                                   | IM2  | 0,580           |      |      |      |
|                                   | IM3  | 0,723           |      |      |      |

**Table 5:** Fit Values of the Maslach Burnout Scale

| Scale                        | X <sup>2</sup> | DF  | X <sup>2</sup> / df | GFI       | CFI   | RMSEA     |
|------------------------------|----------------|-----|---------------------|-----------|-------|-----------|
| Maslach Burnout Scale        | 314,586        | 116 | 2,712               | 0,910     | 0,927 | 0,066     |
| Good Fit Values              |                |     | ≤3                  | ≥0,90     | ≥0,97 | ≤0,05     |
| Acceptable Compliance Values |                |     | ≤4-5                | 0,89-0,85 | ≥0,95 | 0,06-0,08 |

**Table 6:** Measurement Model Results of the Maslach Burnout Scale

| Variables                  | Code                          | Factor Loadings | CA    | AVE  | CR   |
|----------------------------|-------------------------------|-----------------|-------|------|------|
| Emotional Exhaustion (E_E) | EE1                           | 0,591           | 0,88  | 0,50 | 0,88 |
|                            | EE2                           | 0,581           |       |      |      |
|                            | EE3                           | 0,742           |       |      |      |
|                            | EE4                           | 0,782           |       |      |      |
|                            | EE5                           | 0,860           |       |      |      |
|                            | EE6                           | 0,808           |       |      |      |
|                            | EE8                           | 0,694           |       |      |      |
|                            | EE9                           | 0,525           |       |      |      |
|                            | Personal Accomplishment (P_A) | PA1             |       |      |      |
| PA2                        |                               | 0,808           |       |      |      |
| PA3                        |                               | 0,738           |       |      |      |
| PA5                        |                               | 0,704           |       |      |      |
| PA6                        |                               | 0,538           |       |      |      |
| PA7                        |                               | 0,605           |       |      |      |
| Depersonalization (D_P)    |                               | DP2             | 0,773 | 0,74 | 0,53 |
|                            | DP3                           | 0,872           |       |      |      |
|                            | DP5                           | 0,488           |       |      |      |

and Depersonalization. The factor load of the items belonging to the Emotional Exhaustion sub-factor was 0.525-0.860, CA 0.88, AVE 0.50, CR 0.88; Personal Accomplishment factor loads 0.538-0.808, CA 0.83, AVE 0.46, CR 0.83 and factor loads of depersonalization factor items 0.488-0.872, CA 0.74, AVE 0.53, CR 0.76.

To provide the fit values in the structural equation model, the item PA6 was removed from the Personal

Accomplishment sub-factor and covariance was made between EE2 and EE3. As a result of the modifications, it was seen that all values of the structural equation model, except CFI, were within acceptable limits.

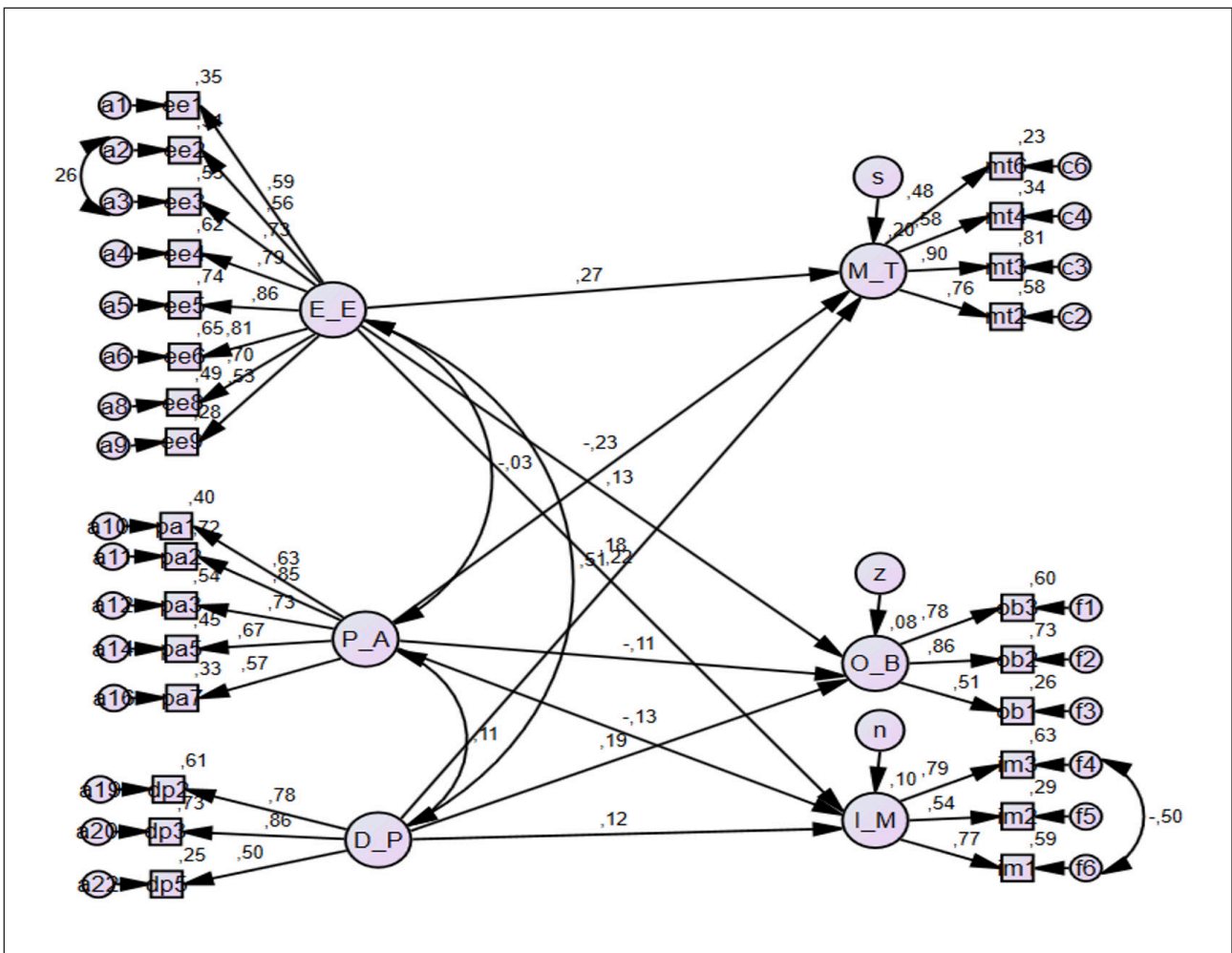
According to Table 8, emotional exhaustion positively affects materialist tendencies and impulsive buying. One unit increase in emotional exhaustion increases materialist tendency by 0,271 and impulsive buying by

**Table 7:** Structural Equation Model Fit Values

|                              | $\chi^2$ | df  | $\chi^2/df$ | GFI              | CFI         | RMSEA            |
|------------------------------|----------|-----|-------------|------------------|-------------|------------------|
| Compliance Values            | 641,611  | 285 | 2,251       | ,891             | ,908        | ,057             |
| Good Fit Values              |          |     | $\leq 3$    | $\geq 0,90$      | $\geq 0,97$ | $\leq 0,05$      |
| Acceptable Compliance Values |          |     | $\leq 4-5$  | <b>0,89-0,85</b> | $\geq 0,95$ | <b>0,06-0,08</b> |

**Table 8:** Structural Equation Model Coefficients

| Scales                      | Variables  | Standardize B | S.E.  | p            | R <sup>2</sup> |
|-----------------------------|--|---------------|-------|--------------|----------------|
| Materialist Tendency        | Emotional Exhaustion- Materialist Tendency           | 0,271         | 0,080 | ***          |                |
|                             | Personal Accomplishment- Materialist Tendency        | -0,228        | 0,104 | <b>0,010</b> | 0,101          |
|                             | Depersonalization- Materialist Tendency              | 0,181         | 0,055 | 0,072        |                |
| Obsessive Compulsive Buying | Emotional Exhaustion- Obsessive Compulsive Buying    | 0,128         | 0,078 | 0,082        |                |
|                             | Personal Accomplishment- Obsessive Compulsive Buying | -0,105        | 0,105 | <b>0,016</b> | 0,082          |
|                             | Depersonalization- Obsessive Compulsive Buying       | 0,185         | 0,064 | <b>0,002</b> |                |
| Impulsive Buying            | Emotional Exhaustion- Impulsive Buying               | 0,215         | 0,090 | <b>0,024</b> |                |
|                             | Personal Accomplishment- Impulsive Buying            | -0,132        | 0,118 | 0,108        | 0,203          |
|                             | Depersonalization- Impulsive Buying                  | 0,116         | 0,080 | ***          |                |



**Figure 2:** Structural Equation Model

0,215. Emotional exhaustion does not affect obsessive-compulsive buying. Personal accomplishment negatively affects materialistic tendencies and obsessive-compulsive buying. A one-unit increase in personal accomplishment causes a 0,228-unit decrease in materialistic tendency, and in obsessive-compulsive buying 0,105-unit decrease. Personal accomplishment does not affect impulse buying. Finally, while depersonalization does not affect the materialist tendency, it positively affects obsessive-compulsive buying (0,185) and impulsive buying (0,116). 10% of Materialist Tendency, 8% of Obsessive Compulsive Buying, and 20% of impulse buying are explained by the sub-dimensions of burnout syndrome. According to the results of the analysis, hypotheses  $H_1$ ,  $H_2$ ,  $H_3$ ,  $H_6$ ,  $H_7$ , and  $H_9$  were supported. In Figure 2, the structural equation model is presented visually.

### CONCLUSION AND DISCUSSION

It has been observed that there is an increase in the stress level of individuals, especially with the effect of the COVID-19 epidemic and earthquake disaster in Turkey recently. This stress causes individuals to become desensitized and feel emotionally bad both in their work and private lives. Some individuals may engage in irrational purchasing behavior to escape this stressful situation. Durante and Laran (2016) also state that consumers can sometimes exhibit impulsive spending behavior as a result of the stress of daily life. In some studies, it has been emphasized that individuals engage in purchasing behavior to reduce stress and even consumers with negative moods shop to improve these feelings (Yılmazoğlu 2021). Therefore, this study aims to reveal the effect of emotional exhaustion, depersonalization, and personal accomplishment, which are the three sub-dimensions of burnout, on individuals' materialist tendencies and obsessive-compulsive and impulsive purchasing behaviors.

More than half of the research participants are men. The majority of the participants are between the ages of 26-35, have an income of 6501-8500 TL, and work in the public sector. Additionally, more than half of the participants have undergraduate degrees. When the effect of the sub-dimensions of burnout on materialistic tendency was examined within the scope of the research, it was concluded that emotional exhaustion affected materialistic tendency positively and personal accomplishment negatively affected it. When individuals are disappointed or feel mentally exhausted, they try to reduce these disappointments by purchasing more products. In this context, it is thought that the happiness of owning more products reduces emotional exhaustion.

On the contrary, when individuals feel happy, energetic, and successful in their work and think that they are useful to other people, their materialistic tendencies decrease. This result is parallel to the results of some studies in the literature. Yıldız, Kadir and Erdem (2015) stated in their studies that as individuals' desperation and disappointment increase, their materialistic tendencies also increase. Toprak, Arıcak and Yavuz (2020) also stated in their study as emotional exhaustion increased, materialism also increased. The results regarding personal accomplishment and job satisfaction are also compatible with Deckop et al.'s (2010) and Unanue et al.'s (2017) study results.

While depersonalization positively affects obsessive-compulsive buying, personal accomplishment negatively affects this variable. One of the main bases of compulsive buying behaviour is to compensate for an existing stress or sadness by purchasing. In this context, it is an expected result that the stress factor increases compulsive buying. This result of the study is consistent with Sneath, Lacey and Kennett-Hensel (2014), Arslan, Tanrıku and Aksöz (2022) and Tekşan and Öztürk (2023) are similar to the results of their studies. It is seen that as personal success increases, obsessive-compulsive purchasing behaviour also decreases. Günaydın (2021) also emphasizes that as individuals' awareness of responsibility increases or as individuals become more comfortable, cool-headed, energetic, and balanced, the tendency for obsessive-compulsive purchasing decreases.

Finally, both emotional exhaustion and depersonalization positively affect impulse buying behaviour. This result is also compatible with the results of studies in the literature. Because it is stated in the literature that consumers may exhibit impulse buying behaviour as a psychological reaction (Konyalıoğlu and Şekerkeya 2020). In their study, Torun and İpcioğlu (2015) revealed that depersonalization, one of the components of burnout syndrome, is a factor significantly related to unplanned purchasing behaviour. Tekşan and Öztürk (2023) also stated that burnout has a positive effect on impulse buying.

### Theoretical Implications

It is thought that the study contributes to the literature on various subjects. First of all, although burnout syndrome is a much-studied topic in the literature, it has been observed that this concept has been discussed especially in the context of organizations, and its relationship with motivation, organizational commitment, and turnover has been investigated. In

this study, it was revealed that burnout syndrome causes consumption, especially unnecessary consumption.

Secondly, the relationship between materialism, obsessive-compulsive buying, and impulse buying behaviours, which are called unnecessary consumption in the literature, and stress was examined. However, in this study, the effects of three sub-dimensions of burnout syndrome on these variables were examined. It is thought that the negative effect of the personal success dimension on materialistic tendencies and obsessive-compulsive consumption is an important finding. Success is a concept related to materialism and is even a sub-dimension of materialism. However, this study concluded that individuals being successful in their jobs and thinking that they have good relationships with people due to their work reduces their materialistic tendencies. Finally, in this study, unlike other studies, the relationship of all sub-dimensions of burnout with three variables: materialistic tendency, obsessive-compulsive buying, and impulse buying was evaluated.

### **Practical Implications**

Both burnout syndrome and unnecessary consumption are two undesirable phenomena. This study revealed that burnout syndrome, which is an undesirable condition, causes undesirable consumption behaviours. Individuals engage in purchasing behaviour to relax, reduce their stress, or improve their psychology. Qadir (2012) also states: "Consumers sometimes believe that the act of purchasing is a good strategy to repair or enhance their emotions and identity; They engage in compensatory behaviour based on excessive purchasing desires, adopting popular slogans such as "I shop, I find myself." However, this is a very wrong compensation method. Because unnecessary consumption is a phenomenon that harms society as well as individuals. In particular, obsessive-compulsive buying behaviours is a behaviours that is also called a disease by medicine. As individuals who engage in unnecessary purchasing behaviours continue to purchase products, they will cause the people around them to suffer both financially and morally in the future. For this reason, it is important to get to the source of stress and resolve it. Individuals can get psychological support to get rid of burnout syndrome. According to), Faber's escape theory participation in immediate and concrete tasks can help escape or compensate for painful self-awareness (Rocha et al. 2023). Participating in urgent and concrete tasks here should not be a shopping behaviours. Individuals can try to improve their psychology by acquiring new hobbies and engaging in these hobbies. They can reduce their stress by going to sports instead of shopping.

Employers also have responsibilities in eliminating employee burnout. Employers should check the job descriptions of their employees and not assign unnecessary responsibilities to their employees. By applying rotation in the workplace, monotony, and depression caused by individuals constantly doing the same job can be prevented. Since personal success reduces unnecessary consumption behaviour, employers can give their employees tasks in which they can be more successful. In this sense, by providing training such as in-service training, individuals can be more successful in their jobs and gain self-confidence.

### **Limitations and Suggestions for Future Studies**

The study has several limitations. Firstly, in the study, data were collected by survey and the effect between variables was examined. Further studies can use qualitative methods such as in-depth interviews to investigate why individuals shop to relieve burnout syndrome, where they shop, whether their stress decreases as a result of shopping, or how they feel as a result of shopping. Secondly, the burnout status of individuals working in different sectors and how this leads to unnecessary purchasing behaviour can be investigated. Thirdly, this study did not examine the channels through which shopping was made. Future studies can determine whether individuals prefer to shop online or decrease stress by going to the store when they experience burnout syndrome. Finally, other studies can examine the impact of burnout syndrome on compulsive purchasing and materialistic tendencies in the context of demographic effects such as gender, age, and profession.



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