RESEARCH ARTICLE

The Effect of the Consumer Arrogance on the Luxury Fashion Products Purchase Intention

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Abstract

When the development of the global luxury product market is examined, it is seen that despite the changes in economic conditions, the luxury product market volume continues to grow with increasing momentum. When the Turkish luxury products category is examined, the luxury goods category has had the most expansion. The growth of the luxury product market and the increasing demand for luxury products have increased the importance of analyzing the consumption behavior of consumers towards luxury products. Consumer behavior is affected by various factors, one of which is the arrogance factor addressed in our study. Arrogant consumers reflect their social status and superiority through consumption and are willing to buy luxury products. In this study, while examining the effect of consumer arrogance on the intention to buy luxury fashion items, The Theory of Reasoned Action (TRA) was used. A survey form was prepared in accordance with the purpose of the research and an online questionnaire was applied to 282 individuals living and consuming luxury in Turkey. The data obtained were tested through SEM (Structural Equation Model) and it was concluded that consumer arrogance influenced the intention to buy luxury fashion items.

Keywords: *Consumer Arrogance, Luxury Fashion Products, Theory of Reasoned Action.*

Öz

Global lüks ürün pazarının son yıllardaki gelişimi incelendiğinde, ekonomik koşullar değişmesine rağmen lüks ürün pazar hacminin artan bir ivmeyle büyümeye devam ettiği görülmüştür. Lüks ürünler kategorisi içerisinde Türkiye pazarına bakıldığında lüks moda ürünleri, lüks ürünler kategorisi içerisinde en çok artış gösteren kategori olmuştur. Lüks ürün pazarının gün geçtikçe büyümesi ve lüks ürünlere olan talebin artması, tüketicilerin lüks ürünlere karşı olan tüketim davranışlarının incelenmesinin önemini arttırmıştır. Tüketici davranışları çeşitli faktörlerden etkilenmekte olup bunlardan biri de çalışmamızda ele alınan kibir faktörüdür. Kibirli tüketiciler sosyal statülerini ve üstünlüklerini tüketim yoluyla yansıtmakta olup lüks ürün satın almaya isteklidirler. Bu çalışmada tüketici kibrinin lüks moda ürünü satın alma niyeti üzerindeki etkisi incelenirken Sebepli Eylem Teorisinden yararlanılmıştır. Araştırma amacına uygun olarak bir anket formu hazırlanmış ve Gaziantep'te yaşayan ve lüks tüketim yapan 282 bireye çevrimiçi olarak anket uygulanmıştır. Elde edilen veriler YEM (Yapısal Eşitlik Modeli) aracılığıyla test edilmiştir ve tüketici kibrinin lüks moda ürünü satın alma niyeti üzerinde etkili olduğu sonucuna varılmıştır.

Anahtar Kelimeler: *Tüketici Kibri, Lüks Moda Ürünler, Gerekçeli Eylem Teorisi*

Introduction

While luxury products only appealed to a certain elite class in the past, the increase in living standards and the abundance of production beginning with the industrial revolution has led to an increase in the variety of luxury products which has become more accessible. Today, luxury products constitute the product segments characterized by the fastest growth and the most profit (Berthon et al, 2009). According to EuroMonitor 2021 data, the global luxury product market size reached 1.1 trillion dollars in 2021, while it was 902 billion dollars in 2014. Turkey's luxury product market size, on the other hand, ranks 21st in the world and has a market size of approximately 6.3 billion dollars. While the Turkish luxury goods market was approximately 32 billion TL in 2014, it reached approximately 36 billion TL in 2019. The Turkish luxury goods market lost its growth momentum for two years after 2017. Through the same economic conditions, while the personal luxury products market, including luxury fashion products such as clothing and accessories, exceeded 9 billion TL in 2019, it continued to grow every year and exceeded 16 billion TL in 2022 and became the luxury goods category with the most stable growth (EuroMonitor, 2022).

In consumer research, consumption orientations that have negative effects on consumers are referred to as the dark side of consumer behaviour (Dootson et al, 2017; Hirschmann, 1991). Consumer behaviours are affected by many internal and external factors, and one of them is arrogance, which is one of the negative personality traits. Arrogance is identified as a dimension of narcissism and a socially undesirable personality trait with dark features (Paulhus and Williams, 2002). It is accepted that psychological factors and personality traits play a very important role in shaping consumer purchase decisions (Cisek et al, 2014). Consumer arrogance is defined by Ruvio and Shoham as the tendency of individuals to demonstrate their social superiority through acquiring, using, or displaying consumer goods. In this context, a new concept has been introduced to the literature on consumers by referring to the symbolic tools of the products. According to Ruvio and Shoham (2016), arrogance is a personality trait that is associated with excessive behaviours towards others, and these authors developed the Consumer Arrogance Scale to explain how arrogant tendencies shape consumers' consumption behaviours and to understand how individuals reflect their arrogant tendencies through consumption. The basis for the emergence of the Consumer Arrogance Scale was the question of how the arrogance tendency guides consumption behaviours. Within the context of the Consumer Arrogance Scale, consumer arrogance is defined as a multidimensional personality trait. Arrogant consumers tend to reflect their social status and superiority through consumption. While previous studies highlighted the evidence that the relationship between consumer arrogance and an individual's life satisfaction (Balıkçıoğlu and Arslan, 2019a), social status (Ruvio and Shoham, 2016), and brand perceptions (Chan, 2006), few studies sought to analyse the influence of consumer arrogance on purchase intention. The primary purpose of this study is to examine whether there is a relationship between consumer arrogance and consumers' intention to purchase luxury fashion products. The study also aims to investigate the relationship of consumer arrogance with behavioural attitudes and subjective norms towards consumers' intention to purchase luxury fashion products.

The main purpose of this study is to examine whether there is a relationship between consumer arrogance and consumers' intention to purchase luxury fashion products. The existing literature is limited in terms of dealing with consumer arrogance concerning consumer behaviour. In addition, there seems to be no study investigating the effect of consumer arrogance on the intention to purchase luxury products. In this context, the study aimed to seek answers to the following questions:

- Does consumer arrogance influence the consumers' attitudes towards purchasing luxury fashion products?
- Does consumer arrogance impact the consumer's subjective norms related to the

- intention to purchase luxury fashion products?
- Do behavioral attitudes impact consumers' intention to purchase luxury fashion products?
- Do consumers' subjective norms for purchasing luxury fashion items influence consumers' intention to purchase luxury fashion items?
- Does consumer arrogance influence the consumers' intention to purchase luxury fashion products?
- Does consumer arrogance influence the consumers' intention to purchase luxury fashion products?

Literature Review

Empirical studies on luxury goods consumption behaviour have focused on the investigation of why consumers desire to own luxury goods (Godey et al, 2009; Tian et al, 2001). As a result of a review of the literature on luxury consumption, the study makes use of the Theory of reasoned action (TRA) to explain how consumer arrogance influences luxury consumption. The theory of reasoned action is a perspective that examines the causes and influences of human behaviour (Fishbein and Ajzen, 1975) and can be useful for a deeper understanding of consumers' attitudes and social norms that influence their behaviours (Crosby and Muehling, 2001; Mishra et al, 2014). TRA might be advantageous in obtaining a clear understanding of consumers' attitudes and behaviours, which influence the behaviours (Conner et al., 2001; Fielding et al., 2008). Previous studies highlighted the explanatory role of the TRA on brand loyalty, purchase intention, sustainability, and luxury consumption (Chinomona et. al, 2013; Mishra et. al, 2014; Aksoy and Abdulfatai, 2019; Monkge and Makgosa, 2021; Jang and Cho, 2022). Previous studies portray a significant relationship between TRA, and luxury products purchase intentions. Ajitha and Sivakumar (2017) applied TRA to explain women's purchasing intention of luxury cosmetic products. Aksoy (2019) claimed that TRA model provides a framework to examine the impact of culture, beliefs, attitudes, and behaviours on luxury

purchasing intention. Blazquez et al. (2020) highlighted that TRA model explores millennials' perceptions of luxury fashion wearable technology.

In this research, the theory of reasoned action by Fishbein and Ajzen was utilized in the investigation of the effect of consumer arrogance on the intention to purchase luxury products. The effect of consumer arrogance on behavioural attitudes and subjective norms was also investigated together with the effect of consumer arrogance on luxury product purchase intention. For the conceptual framework of the research, the consumer arrogance scale developed by Ruvio and Shoham (2016) was used. Based on the relevant literature, the study includes the model structures given in Table 1.

Table 1. Definitions of Model Structures

Elements	Definitions	Researchers
Luxury Products	Items that are superfluous and unnecessary, and that help the owner gain respect from others.	Berry (1994); Dikmen, (2008); Shukla (2010)
Consumer Arrogance	The tendency of people to demonstrate their social superiority through acquiring, using, or displaying consumer goods	(Ruvio and Shoham, 2016
Luxury Fashion Products	Products that attach more importance to design and creativity than other sectors and offer a lifestyle other than psychological and emotional needs, as they offer being unique and special.	Okonkwo, (2007)
Theory of Reasoned Action	Behaviors are determined by intentions, and the relationship between attitudes and personal norms and purchase intention is examined.	Fishbein and Ajzen, (1975).

Luxury Concept

While the history of luxury dates to the history of civilization, it's known that the production of rare speciality goods produced for the wealthy and powerful in society dates back thousands of years. (Abalkhail, 2015). Beginning with the industrial revolution in the nineteenth century, increasing living standards and abundance of production led to an increase in the variety of luxury products, and as a result, luxury products became more accessible (Hauck and Stanforth, 2007). Luxury goods, which were previously available only to a limited class and nobles, led to an increase purchasing power and in the use of luxury products by a wider population with the

emergence of the middle class because of the French Revolution. Inherited luxury goods became accessible to high-income individuals. During the early 1900s, consumption moved away from the purpose of meeting needs and was defined in a novel way referring to the domination of pleasure and desires (Kireçci, 2015). By the end of the 1900s, the concept of luxury underwent another evolution and became a developed economic sector. In this period, globalization, digital interaction and communication, the emergence of new market segments, international trips, cultural mergers, increases in trade between countries, removal of barriers for entries into the countries' markets, and increases in the luxury consumer group resulted in the growth of the luxury sector and increased the competition in all related categories (Okonkwo, 2009). For a product or service to be considered a luxury, it must possess the features of superior materials, quality, extraordinary design, and is rare and very expensive (Dewey, 2009). The term "luxury" is defined as a unique identity (Shukla, 2011), which is appealing and beyond indispensable (Heine & Phan, 2011). Luxury products are distinguished from ordinary products by their basic features. The basic features of luxury products are related to their price, quality, rarity, aesthetic superiority, unusualness, and symbolic meaning (Heine, 2012). Wiedmann and Hennings, in their book titled *Luxury Marketing: A Challenge for Theory and Practice* published in 2012, dealt with the definitions of luxury with a broad perspective and tried to summarize the concept of luxury by its basic features in general with the provided definitions. The concept of luxury has been addressed with seven main dimensions with brief definitions, as seen in the following table (Wiedmann et al, 2012).

Table 2. Seven Major Dimensions of Luxury

Dimensions	Definition
Superior Quality	Exceptional content, components, refinement, expertise
Very High Price	Expensive, exclusive, premium pricing
Scarcity and Uniqueness	Limited distribution, limited edition, handmade
Aesthetics and Attractiveness	work of art, beauty, imagination
Inheritance and Personal History	Ancestral, traditional, passed down from generation to generation
Super-fluousness	Useless, unnecessary

The general characteristics of Turkish luxury product consumers are discussed with the concepts of "logo", "status", and "brand awareness". Turkish luxury product consumers prefer global brands from countries with high prestige and shop from multi-brand stores. Turkish luxury consumers have not yet internalized the brand image while consuming, and the level of their sophistication is low. One of their consumption reasons is the desire to be recognized in society, therefore, they belong to the consumer group that tends to consume luxury (Deloitte, 2019).

Consumer Arrogance

Although the concept of arrogance is a commonly studied subject in psychology literature, it has received far too little attention in consumer behaviour literature. Several studies have investigated the concept of arrogance as a personality trait, the nature of arrogant behaviours and their consequences (Johnson et al, 2010; Silverman et al, 2012), and how arrogant managers and employees are perceived in the work environment (Hareli and Weiner, 2000; Hareli et al, 2006; Johnson et al, 2010). It has been concluded in these studies that individuals who have been defined as arrogant attribute their success to their superior characteristics, and they are perceived as arrogant when they highlight these characteristics to those around them. Johnson et al (2010) concluded in their study that individuals with a high level of arrogance exhibit arrogant behaviours to mask their inadequacies and weaknesses. Arrogant consumers make a connection between the superior quality of the products they buy and their selves and tend to attribute the quality of the products to their superior qualities (Hayward and Hambrick, 1997; Verbeke et al, 2004). Consumers with a high level of arrogance have the belief that individuals who buy products that are, for them, low in quality are also low in character. As a result, they make inferences related to superiority and inferiority in consumption, and these inferences have been considered the origin of consumer arrogance

behaviour (Ruvio and Shoham, 2016). Arrogant consumers express their social superiority through acquiring, using, and displaying consumer products. These gains are an indicator of consumers' social status. In this context, Ruvio and Shoham (2016) framed the concept of consumer arrogance on four elements: consumer superiority, consumer bragging, image-based consumption, and exhibitionism-based purchases.

A review of the literature on arrogance and consumer arrogance indicates that far too little attention has been paid to how arrogance guides consumption tendencies and that consumer arrogance is a new concept, especially in the literature on consumer behaviour. Trumbull (2010) investigated arrogance as a personality trait and discussed the negative effects of arrogance on individuals and their social environment. The concept of arrogance, as a personality trait, was examined in the context of manager arrogance. Hayward and Hambrick (1997) reported that individuals attribute the source of their success to themselves, which causes them to be perceived as arrogant by the people around them. These scholars examined the decisions and practices of arrogant managers and their positive and negative effects on companies. Johnson et al (2010) concluded in their study that individuals are perceived as arrogant when they attribute their characteristics and abilities to their superiority and self-esteem, that arrogance develops from a sense of inadequacy and that arrogance in the workplace harms the performance of employees. Silverman et al (2012) dealt with arrogance as a personality trait, examined the situations in which individuals were perceived as arrogant, referred to the negative effects of arrogance in the workplace, and reported that effective leadership and productivity increase were achieved because of reducing manager arrogance in the workplace. In addition, performance increases were reported, resulting from positive social interactions of the employees. Similarly, Michelle et al (2015) examined the concept of arrogance and the consequences of manager arrogance in the relationships of health professionals. Ruvio and Shoham (2016) also considered the concept of consumer arrogance as a personality trait and developed the consumer arrogance scale and analysed how arrogance

tendencies guide consumption behaviours and defined consumer arrogance as a multidimensional personality trait. They developed the Consumer Arrogance Scale to understand how individuals reflect their arrogance tendencies through consumption. Bozaci et al (2018) investigated the concept of manager arrogance and the effects of manager arrogance on salespeople and concluded that arrogance plays an active role in salespeople's burnout and their turnover intention. Arslan (2020) examined the effect of materialism, greed, and consumer arrogance on life satisfaction, and explored the mediating effect of consumer arrogance on the relationship between materialism and life satisfaction. It was concluded in the study that consumer arrogance not only increases life satisfaction but also causes an increase in the effect of materialism on life satisfaction. The main purpose of the current study is to examine whether there is a relationship between consumer arrogance and consumers' intention to purchase luxury fashion products.

Theory of Reasoned Action

The theory of reasoned action (TRA), which is a behavioural theory developed by Fishbein and Ajzen in 1975 and includes the mediation of intention variable in the relationship between attitude and behaviour, is among the theories of purchase intention developed from the perspective of social psychology to explain consumer behaviour and predict consumer purchases (Kurnaz, 2019). The TRA is a socio-psychology-based theory of behaviour that proposes that behaviours are determined by intentions, and it examines the relationship between attitudes, personal norms, and purchase intention (Fishbein and Ajzen, 1975). Ajzen and Fishbein (1977) showed that some factors strengthen the relationship between attitude and behaviour, and the more interdependent the relationship between behaviour and attitude, the stronger the relationship between them. The factors that strengthen the relationship between attitude and behaviour are the type of behaviour, the target of the behaviour, the context of the behaviour, and the time of the behaviour. The explanatory factors

of the TRA are personal norms and attitudes towards behaviour. Attitudes, together with personal norms, explain the intentions of individuals towards behaviour, and intentions are the direct explanation of behaviour. According to this model, the intention is a function of two basic variables and is explained by attitude towards behaviour and personal norms (Fishbein and Ajzen, 1975). Another objective of this study is to investigate the relationship of consumer arrogance with behavioural attitudes and subjective norms towards consumers' intention to purchase luxury fashion products. In addition, the effect of the purchase intention functions of the TRA as proposed by Fishbein and Ajzen on the consumer's intention to purchase luxury fashion products was also examined in the study.

Method

Research Model and Hypotheses

The research model of the study is provided below. The experimental model that presents the hypotheses of the study in detail is shown in Figure 1. In this study, the relationship between consumer arrogance and consumers' intention to purchase luxury fashion products, within the framework of the TRA, was examined. Ruvio et al. (2020) discussed the indispensable role of word-of-mouth (WOM) on customer arrogance and analysed what circumstances trigger an individual's consumer arrogance to conduct positive and negative WOM communication. Balıkçıoğlu and Aslan (2019b) tested the cross-cultural validation of the consumer arrogance scale in Turkey and Romania. However, there are no previous studies available that provide the combination of consumer arrogance and TRA model used together.

The following hypotheses were developed, following research of the results reported in the related literature.
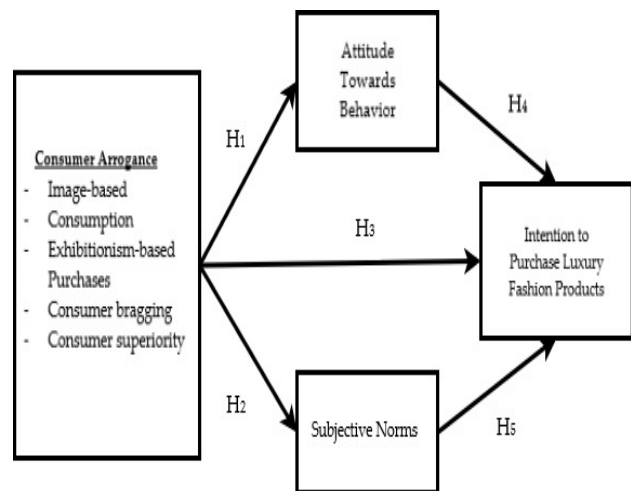

Figure 1. The Research Model

H1: Consumer arrogance has a positive effect on consumers' attitudes towards purchasing luxury fashion products.

H2: Consumer arrogance has a positive effect on the subjective norms of the consumer's intention to purchase luxury fashion products.

H3: Consumer arrogance has a positive effect on consumers' intention to purchase luxury fashion products.

H4: Attitudes towards behaviour have a positive effect on consumers' intention to purchase luxury fashion products.

H5: The subjective norms of consumers for purchasing luxury fashion products have a positive effect on consumers' intention to purchase luxury fashion products.

Sampling

The population of this study includes consumers living in Turkey who buy luxury fashion products. Questionnaires were used as the primary data collection method, and the research was implemented through judgement sampling. Since the data collection stage coincided with the Covid-19 epidemic period, the questionnaires were offered online. The criterion sampling strategy revises all cases that compensate for prearranged criteria (Patton, 2002). Criterion sampling technique was a component of a purposeful sampling strategy designed to identify participants with these criteria: A. Originally from

Turkey and living in Turkey, B. Purchased at least one luxury fashion product. A total of 494 respondents were asked whether they bought luxury fashion products. Of these, 212 participants stated that they did not do so; these were not included in the analysis, and thus the data analysis included 282 respondents. The questionnaire consists of a demographic section and an additional four parts. In the first part, people were asked to respond to open-ended questions about what luxury means to them and how often they buy luxury products. The second part included statements about the factors affecting the intention to purchase luxury products based on the theory of reasoned action. In the third part, there were statements about the consumer arrogance scale. The statements in the final part were to measure the intention to purchase luxury products, using a 5-point Likert scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree). The data obtained from the questionnaires were analysed with SPSS and AMOS software. Frequency distributions were examined, and factor, reliability, and correlation analyses were made. Confirmatory factor analysis was performed, and the hypotheses were tested by using structural equation modelling.

More than half of the participants (57.4%) were between the ages of 25 and 44. The group with the least number of participants was between the ages of 65 and 74 (1.4%), and there were no participants aged 75 and over. The related literature indicates that younger generations are influenced by luxury consumption through popular magazines, social media, social media influencers, celebrities, and digital advertising. Of the 282 participants, 196 were women and 83 were men. Three of the participants did not want to indicate their gender. The higher number of female participants can be explained by their increasing participation in the workforce, perceiving luxury fashion products such as bags and shoes as a status symbol both in the workplace and in social environments, and their consumption tendencies. Data related to the educational status of the participants showed that the majority have a bachelor's degree (65.6%), followed by those with a master's degree (12.1%), high school (11%), associate degree (6.4%), primary education (2.8%), and PhD (2.1%). The fact

that most of the participants had a bachelor's degree may be associated with the increased awareness of luxury brands due to the university environment and friend groups.

Validity and Reliability of the Scale

Varimax rotation was used for the factor analysis of the data. As shown in Table 3, the KMO values of the main scales obtained because of the factor analysis are behavioural attitudes (0.739), subjective norms (0.727), image-based consumption (0.692), exhibitionism-based purchasing (0.835), consumer bragging (0.802), consumer superiority (0.777), and luxury product purchase intention (0.841). The obtained values of KMO were considered valid as they were between 0.692 and 0.841. Bartlett's test, on the other hand, showed the relationship between the variables, the degree of suitability for the analysis, and the statistical significance of the results. The KMO value of the research model was considered meritorious, as the research possessed a KMO value of over .80 (0.889).

Table 3. Cronbach Alpha and KMO Values for Scales

	Scale	Estimate	AVE	C.R.	KMO	Cronbach's Alpha	Bartlett's Test
Theory of Reasoned Action	Behavioral Attitudes	.621 .777 .786	.54	.77	.739	.765	294.331
	Subjective Norms	.649 .824 .859	.61	.82	.727	.789	384.106
	Image-Based Consumption	.713 .771 .580	.48	.73	.692	.717	360.172
Consumer Arrogance	Exhibitionism-Based Purchasing	.690 .793 .726	.54	.78	.835	.858	724.510
	Consumer Bragging	.814 .853 .568	.57	.79	.802	.840	585.901
	Consumer Superiority	.684 .769 .875	.61	.82	.777	.805	377.623
Luxury Product Purchase	Luxury Product Purchase Intention	.827 .907 .903 .838	.76	.93	.841	.924	879.151

The Cronbach's alpha coefficients of the variables are as follows: behavioural attitudes (0.765), subjective norms (0.789), image-based consumption (0.717), exhibitionism-based purchasing (0.858), consumer bragging (0.840),

consumer superiority (0.805), and luxury product purchase intention (0.924). In addition, the Cronbach's alpha coefficient of the research model was found to be 0.934, which indicated that all question groups and the whole model possessed a very good level of reliability. In terms of the correlation analysis, there is a positive and significant relationship between behavioural attitude variable, which is one of the purchase intention elements, and variables of image-based consumption (r = .608; p < 0.01), exhibition-based purchasing (r = .536; p < 0.01), consumer bragging (r = .496; p < 0.01), consumer superiority (r = .242; p < 0.01), and luxury product purchase intention (r = .543; p < 0.01). There is a positive and significant relationship between the subjective norms' variable, which is one of the purchase intention elements, and the variables of image-based consumption (r = .412; p < 0.01), exhibitionism-based purchasing (r = .516; p < 0.01), consumer bragging (r = .529; p < 0.01), consumer superiority (r = .365; p < 0.01), and luxury product purchase intention (r = .426; p < 0.01). There is a positive and significant relationship between the image-based consumption variable, which represents the consumer arrogance scale, and the luxury product purchase intention (r = .497; p < 0.01). There is a positive and significant relationship between the exhibitionism-based purchasing variable and the luxury product purchase intention (r = .550; p < 0.01). There is a positive and significant relationship between the consumer bragging variable and the luxury product purchase intention (r = .478; p < 0.01). There is a positive and significant relationship between the consumer superiority variable and the luxury product purchase intention (r = .321; p < 0.01).

Table 3 also has the loadings, average variances extracted (AVE) and composite reliabilities. The minimum loading should be ideally at 0.70 or above, but the admissible value of loading values is 0.5. AVE and Composite reliability were examined for all variables contained in the model. Composite reliability values exceeding 0.60 are acceptable in terms of the reliability of a measure. All composite reliabilities were above the standard 0.60 (.77, .82, .73, 78, .79, .82, and .83 respectively) (Chin, 1998). The AVE range reached the proposed

value of .50. The AVE values about behavioural attitudes, subjective norms, image-based consumption, exhibitionism-based purchasing, consumer bragging, consumer superiority and luxury product purchase intention reached the acceptable value of .50 (Fornell and Larcker, 1998). Therefore, the measurement model is reliable and valid.

Table 4. Correlation Analysis and Divergent Validity

		(1)	(2)	(3)	(4)	(5)	(6)	(7)
TRA	**1.** Behavioural Attitudes	**.734**						
	2. Subjective Norms	.473**	**.781**					
Consumer Arrogance Scale	**3.** Image-Based Consumption	.608**	.412**	**.692**				
	4. Exhibitionism-Based Purchasing	.536**	.516**	.472**	**.734**			
	5. Consumer Bragging	.496**	.529**	.415**	.656**	**.754**		
	6. Consumer Superiority	.242**	.365**	.167**	.328**	.359**	**.781**	
Luxury Product	**7.** Luxury Product Purchase Intention	.543**	.426**	.497**	.550**	.478**	.321**	**.871**
	**: Significant at the 0.01 level. *: Significant at the 0.05 level							

Table 4 shows the correlation analysis of the data related to this study. Analysis of the relationship between the variables indicated that all variables have a significant and positive relationship with each other at the level of 0.01. The table also presents the results of the divergent validity along with the correlation analysis. Convergent and divergent validity analyses are required to measure the reliability of a model. Divergent validity concerns the relatedness of the statements of a variable to their associated factors compared to statements with no relationship (Yaşlıoğlu, 2017). The results shown in Table 4 indicate that divergent validity is ensured for each variable.

Findings

The structural equation model (SEM) was used for testing the research hypotheses. The main purpose of this model is to estimate the interrelated dependence pattern of one or more observed variables with unobserved latent variables (Yılmaz, 2004). In the SEM analysis, how well the theoretical research model explains the obtained data is assessed by the goodness of fit values. Before the utilization of the SEM for the analysis,

confirmatory factor analysis was performed for the statements of all the variables, and those that did not meet the necessary criteria for the research variables were excluded. The confirmatory factor analysis revealed the model fit indices as follows: $x^2/df = 2.267$, GFI = 0.878, CFI = 0.925, and RMSA = 0.067. Behavioural Attitude4, Subjective Norms4, ImageBased1, ImageBased4, ImageBased6, ExhibitionismBased3, ExhibitionismBased5, ExhibitionismBased6, ConsumerBragging3, ConsumerBragging5, and ConsumerSuperiority4 items were excluded from the model as they did not meet the required criteria. The SEM was adopted once valid values of the goodness of fit for the measurement model were obtained following the removal of these items. The structural model, for which the required values of the goodness of fit were obtained as a result of the adjustments, was tested through path analysis. The evaluation of the hypotheses of the research model is shown in Table 5.

Table 5. Hypothesis Results of the Research Model

1 Independent Variables	2 Dependent Variables	3 Hypothesis	4	5 Estimate	S.E.	6 T-Ratio	7 P
Consumer Arrogance	Behavioural Attitude	H_1 (Supported)		1.548	.270	5.727	***
	Subjective Norms	H_2 (Supported)		1.962	.324	6.053	***
		H_3 (Supported)		2.673	634	4.218	***
	Luxury Product Purchase Intention						
Behavioural Attitude	Luxury Product Purchase Intention	H_4 (Rejected)		-.110	.203	-.544	.586
Subjective Norms	Luxury Product Purchase Intention	H_5 (Rejected)		-.152	.095	-1.606	.108

As can be seen in Table 5, H_1, H_2, and H3 are supported, while H_4 and H_5 are not. Consumer arrogance seems to have a positive and significant effect on behavioural attitude, subjective norms, and luxury fashion product purchase intention. However, behavioural attitudes and subjective norms seem to not influence the intention to purchase luxury fashion products. H_1, which states that "*Consumer arrogance has a positive effect on consumers' attitudes towards purchasing luxury fashion products*", was accepted (H1; p < .001). H2,

which states that "*Consumer arrogance has a positive effect on the subjective norms of the consumer's intention to purchase luxury fashion products*", was accepted (H2; p < .001). H3, which proposes the view that "*Consumer arrogance has a positive effect on consumers' intention to purchase luxury fashion products*", was accepted (H3; p < .001). H4, which states that "*Attitudes towards behaviour has a positive effect on consumers' intention to purchase luxury fashion products*", was rejected (H4; p > .001). H_5, which proposes that "*Consumers' subjective norms for purchasing luxury fashion products have a positive effect on consumers' intention to purchase luxury fashion products*", was rejected (H5; p > .001). This result is not in line with the results in the literature. According to the theory of reasoned action, the intention is a function of two basic variables and is explained by attitude towards behaviour and personal norms (Fishbein and Ajzen, 1975, p 16). Attitudes, together with personal norms, explain individuals' behavioural intentions. The results indicating that behavioural attitudes and subjective norms do not affect purchase intention resulted from limiting the study to the intention of purchasing luxury fashion products. In addition, considering that consumer arrogance influences behavioural attitudes and subjective norms, as indicated by the results, it is thought that consumer arrogance is one of the reasons for the findings that are not consistent with the tenets of the theory of reasoned action.

Discussion and Conclusion

Globalization, digital interaction and communication, the emergence of new market segments, international trips, cultural mergers, increased trade between countries, removal of barriers for entries into countries' markets, and an increase in the luxury consumer group have resulted in the growth of the luxury sector and increased the competition in all related categories (Okonkwo, 2009). Today, luxury products constitute the product segments with the fastest growth and the most profit (Berthon et al, 2009). In this context, it is important to understand luxury consumers and their luxury purchasing behaviour. Companies develop important and effective strategies considering the factors that constitute

the luxury product perspective of the market to meet the needs and desires of customers (Sari and Kusuma, 2004). In terms of marketing communication, it is important for luxury product and service manufacturers need to develop strategies that will provide advantages for competition. It is accepted that psychological factors and personality traits play a very important role in shaping the purchasing decisions of consumers (Cisek et al, 2014).

Arrogance is a basic personality trait that is defined as a chronic belief in superiority and exaggerated self-importance, displayed by excessive arrogant claims (Brown, 2012). Consumer arrogance, on the other hand, is defined by Ruvio and Shoham as the tendency of people to demonstrate their social superiority by acquiring, using, or displaying consumer goods. In this context, consumers tend to reflect their social status and superiority through consumption (Ruvio and Shoham, 2016). The primary purpose of this study was to examine whether there is a relationship between consumer arrogance and consumers' intention to purchase luxury fashion products. The study also aimed to investigate the relationship of consumer arrogance with behavioural attitudes and subjective norms towards consumers' intention to purchase luxury fashion products. In this study, the theory of reasoned action by Fishbein and Azjen was utilized in the investigation of the effect of consumer arrogance on the intention to purchase luxury products. In addition, the effect of consumer arrogance on attitudes towards behaviour and subjective norms was also examined, and the effect of consumer arrogance on luxury product purchase intention was also scrutinized. For the conceptual framework of the research, the consumer arrogance scale developed by Ruvio and Shoham (2016) was used. Studies by Kim et al (2012), Das (2014), Esmaeilpour (2013), Loureiro et al (2014), and Jain et al (2017) were followed for the preparation of the survey questions related to the theory of reasoned action. The obtained data was simplified and converted into a systematic questionnaire.

The population of this study was consumers living in Turkey who buy luxury fashion products.

Questionnaires were used as the primary data collection method, deploying a criterion sampling method. Reliability and factor analyses of the data were undertaken. Upon ensuring that the necessary conditions were met, a correlation analysis was conducted. The results of the correlation analysis indicated that all factors had a significant and positive relationship with each other. Finally, the hypotheses developed following the research model were tested utilizing structural equation model. As a result of SEM analysis, H_1, which states that "*Consumer arrogance has a positive effect on consumers' attitudes towards purchasing luxury fashion products*", was accepted (H1; p < .001). H_2, which states that "*Consumer arrogance has a positive effect on the subjective norms of the consumer's intention to purchase luxury fashion products*", was accepted (H2; p < .001). H_3, which proposes the view that "*Consumer arrogance has a positive effect on consumers' intention to purchase luxury fashion products*", was accepted (H3; p < .001). Studies in the literature show that the concepts of arrogance, narcissism and consumer arrogance have an impact on the behaviour and consumption tendencies of individuals (Bellis et al, 2016; Kang and Park, 2016; Martin et al, 2019; Pilch and Gornik-Durose, 2017; Sedikides et al, 2011). In this respect, these results confirm earlier studies in the related literature.

H_4, which states that "Attitudes towards behaviour has a positive effect on consumers' intention to purchase luxury fashion products", was rejected (H4; p > .001). H_5, which proposes that "*Consumers' subjective norms for purchasing luxury fashion products have a positive effect on consumers' intention to purchase luxury fashion products*", was rejected (H5; p > .001). These results are not in line with the results in the literature. According to the theory of reasoned action, the intention is a function of two basic variables and is explained by attitude towards behaviour and personal norms (Fishbein and Ajzen, 1975). The findings indicating that behavioural attitudes and subjective norms do not affect purchase intention resulted from limiting the study to the intention of purchasing luxury fashion products. In addition, considering that consumer arrogance influences behavioural attitudes and subjective norms, as indicated by the

results in this study, it is thought that consumer arrogance is one of the reasons for the findings that are not consistent with the tenets of the theory of reasoned action. Consumer arrogance was considered to have a more dominant effect on the intention to purchase luxury fashion products than other variables. To test this, the variable of consumer arrogance was removed from the analysis and a retest was performed. The analysis of this retest showed that behavioural attitudes and subjective norms had a positive and significant effect on the intention to purchase luxury fashion products.

In conclusion, the consumer arrogance trait of luxury product consumers living in Gaziantep was found to be highly effective inu their intention to purchase luxury fashion products. Consumers with arrogant traits prefer branded products to elevate their narcissistic selves, seek a unique and privileged consumption experience, tend to consume luxury products, and express themselves through luxury products.

Theoretical and Practical Contributions of the Study

The review of literature on arrogance and consumer arrogance indicates that far too little attention has been paid to how arrogance guides consumption tendencies and that consumer arrogance is a new concept, especially in the literature on consumer behaviour. There seems to be no study focusing on the effect of consumer arrogance on purchase intention for luxury products, which makes the present study significant. It is therefore believed that this study makes contributions to both the national and international literature.

The results of this research are thought to be useful for companies and company managers that offer luxury goods and services, in terms of understanding luxury product consumers. The main motive of people with high consumer arrogance is status; therefore, it will be useful for businesses offering luxury products to consider the elements of arrogance while determining their marketing strategies. Considering the bragging trait of individuals with high consumer arrogance, it will be beneficial to highlight the elements of

arrogance such as superiority and bragging in the promotion activities of companies offering luxury products for the preference of their brand or product in an intensely competitive environment.

It will be useful to train sales staff to get to know their customers and to analyse their customer portfolios in an effective way for the stores that offer luxury products. Sales approaches to customers with high consumer arrogance can include superiority and bragging during and after shopping, which will ensure customer satisfaction and therefore increase sales percentages.

In addition, the results of this study will be useful for advertising companies interested in this field by providing important clues related to market research and the preparation of marketing strategies. The results of the research can be useful for advertising companies in this field to develop special promotion strategies to address the arrogant attitudes of customers with high consumer arrogance and to emphasize their skills in shopping. With this strategy, messages of appreciation and praise can be sent to customers with high consumer arrogance indicating how perfect were the shopping choices they made, and customer satisfaction can be achieved by giving rewards for their choices.

Limitations of the Study

This study, like all other studies, has some limitations.
- The study was conducted with consumers living in Turkey and purchasing luxury fashion products. Thus, studies conducted in different countries may yield different results.
- The study investigated only consumers who buy luxury fashion products. The results of studies conducted with consumers purchasing other categories of luxury products may differ.
- The criterion sampling method was used for data collection. In this direction, a questionnaire was given to people who were known to buy luxury products. Therefore, the study sample was limited to 282 participants. The utilization of different methods for determining the research

sample may lead to different findings in further studies.

- In addition, most of the participants included in this study were women. Further studies conducted with a more homogeneous distribution of male and female participants may reveal different aspects.

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