

Beyond Material Possessions: The Interplay among Holistic Thinking, the Diderot Effect, Prestige Sensitivity, and Self-Actualization on Purchase Intention

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Abstract

Consumers' purchase intentions are affected differently. Although there are numerous reasons and hidden triggers for consumption action, the most important point to remember when analyzing consumption behavior is that consumers fulfill consumption under some effects such as holistic thinking, the Diderot Effect, prestige sensitivity, and self-actualization. Previous studies have primarily examined these factors separately, and there is a need for research that investigates their interaction. This study attempts to investigate the interplay among holistic thinking, the Diderot Effect, prestige sensitivity, and self-actualization on purchase intention. The sample for this study was collected using convenience sampling from a diverse group of 426 consumers. Participants were asked to complete a self-administered survey that included measures of holistic thinking, the Diderot effect, prestige sensitivity, self-actualization, and purchase intention. This study is a cross-sectional survey that uses structural equation modeling to test the relationships between the variables in the conceptual model. The data were analyzed using SPSS for Windows 22.00 and AMOS 24.0 programs. Data analysis revealed that there was no significant impact of holistic thinking on the Diderot Effect. However, a significant relationship was found between Prestige Sensitivity and the Diderot Effect, acting as a mediator between the Diderot Effect and purchase intention. Furthermore, a statistically significant positive relationship was observed between the Diderot Effect and Purchase Intention, indicating a moderate positive relationship. Findings also show that the Diderot Effect does not have a mediating role between holistic thinking and purchase intention. By expanding on existing knowledge and providing a more comprehensive perspective on the dynamics between these variables, the study contributes to the theoretical understanding of consumer behavior. Besides, understanding these variables that influence consumers' purchase intentions can provide marketers with valuable insights, allowing them to tailor their strategies and offerings to match consumer motivations.

Keywords: Holistic thinking, The Diderot Effect, prestige sensitivity, self-actualization, psychological factors, purchase intention

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1. Introduction

Consumer behavior is complex and multifaceted, driven by various internal and external factors. The topic of consumption can be viewed through the lens of a variety of disciplines (Solomon 2023). Although there are numerous causes and hidden triggers for consuming (Bargh 2021), one of the most essential aspects to consider when studying consumption is that consumers regard consumption as an action that facilitates their "self-actualization" objectives (Bao & Mandrik, 2004; Batı 2015; Featherstone 2013). Consumption nowadays has a deeper and more symbolic meaning than simply meeting fundamental requirements. The Diderot Effect and Self-Actualization Effect are two psychological concepts that have a significant impact on consumer purchase intention. The Diderot Effect suggests that when consumers acquire a new item, it often leads to a domino effect where they feel the need to upgrade other items to match the new purchase. This can lead to increased spending on related products, as well as a higher likelihood of upgrading to more prestigious or exclusive products. (Belk 2013). When consumers experience the Diderot Effect, they may feel dissatisfied with their existing possessions and be more likely to purchase additional items to match the new purchase.

On the other hand, the Self-Actualization Effect suggests that consumers are driven by the need to reach their full potential and will make purchases that align with their self-identity and values (Maslow 1970). Both these effects can influence consumer behavior in relation to holistic effect and prestige sensitivity, which are important considerations for marketers and businesses.

Both these effects can significantly impact consumer behavior in relation to the holistic effect and prestige sensitivity, which are important considerations for marketers and businesses. Holistic thinking refers to the consumer's perception of the product or service as a whole, taking into account all aspects, including environmental, social, and ethical factors (Beverland & Farrelly 2010). Prestige sensitivity, on the other hand, refers to the degree to which consumers are influenced by the status and exclusivity associated with a particular product or service

(Dubois & Laurent 1996).

There are a few studies (Semmler & Booby 2013; Ahlander & Lahache 2006; Qin 2021; Davis & Gregory 2003) that mention Diderot Effect. Unlike previous studies that clustered the Diderot Effect on their perceptions of the design industry, this study is the first to clearly explain the Diderot Effect with the relation of holistic thinking and the mediating role of prestige sensitivity on purchase intention. Similarly, the Self-Actualization Effect can influence consumer behavior in relation to the holistic effect and prestige sensitivity. Consumers who are motivated by self-actualization are more likely to make purchases that align with their values and self-identity. They may be more interested in products that provide a holistic experience and meet their overall needs, rather than focusing solely on individual features. Additionally, consumers who are prestige sensitive may be more likely to purchase products that are perceived as prestigious or exclusive, as these products may align with their self-identity and values. In literature, there are many studies within the scope of prestige sensitivity (Bao & Mandrik 2004; Vigneron & Johnson 1999; Deligöz & Ustunkardesler 2022; Lichtenstein, 1993; Calder & Burnkrant, 1977; Mandrik *et al.* 2005) Afsahhosseini & Kamali 2014; Kukar-Kinney *et al.* 2012; Huang & Dubinsky 2016), Holistic thinking (Voinea & Filip 2011; Tektaş 2016; Sanchez 2011) and self-actualization (Kaufman 2018; Kelland 2022; Jung 1977; Wolfe & Sisodia 2003; Sumerlin & Bundrick 1996; Wang *et al.* 2010; Buttle 1989) related to consumption. However, no study has been found in which all of them effect interact with one another on purchase intention. This is the first-ever study that combines information holistic thinking, The Diderot Effect, prestige sensitivity, and the self-actualization effect on purchase intention.

By exploring the interplay among the Diderot Effect, Self-Actualization Effect, holistic thinking, and prestige sensitivity, this study aims to provide a comprehensive understanding of how these factors can impact consumer purchase intention. Specifically, the study will investigate how the Diderot Effect and Self-Actualization Effect can lead to increased spending and upgrading behavior, and how holistic thinking and prestige sensitivity can modulate this effect.

The interplay among Holistic Thinking, the Diderot Effect, Prestige Sensitivity, and Self-Actualization on Purchase Intention is important because it provides insights into the complex factors influencing consumer behavior. Understanding the interplay between these factors helps promote consumer well-being. By adopting a holistic thinking approach, individuals can make more conscious and balanced purchase decisions, avoiding excessive consumption driven by the Diderot Effect. This leads to greater satisfaction with their purchases and a reduced likelihood of experiencing buyer's remorse. The interplay among these factors helps counteract the influence of materialistic values on purchase intention. Prestige sensitivity, driven by a desire for status and social recognition, can lead to unnecessary and excessive consumption. However, holistic thinking and self-actualization encourage individuals to prioritize intrinsic values, personal growth, and experiences over material possessions, reducing the emphasis on materialistic values in consumer decision-making.

This study will contribute to the growing body of literature on consumer behavior and provide insights for businesses seeking to tailor their marketing strategies to better meet consumer needs and preferences. Businesses can improve their bottom line and better serve their customers by understanding the complex interplay of these psychological factors. Marketers, policymakers, and consumers can all work together to foster a more sustainable, conscious, and fulfilling approach to consumption by understanding and harnessing these relationships.

In the following sections, the theoretical framework which includes concepts of The Diderot Effect, holistic thinking, prestige sensitivity, self-actualization, and purchase intention is discussed. Then, the research model and methods are outlined, and the analysis and findings are explained. The final section consists of a discussion of the findings, conclusions, limitations of this present study, and suggestions for further research.

2. Theoretical Framework

2.1 Diderot Integrity Effect

Goods and services purchased for consumption gain secondary or artificial meanings by leaving their actual use value (Rose, 1978). Thus, the possibility of purchasing goods and services in the market for different purposes arises and more consumption demand arises. This situation is defined as "production of consumption" in the academic literature (Featherstone 2013). The consumer, who makes the "first purchase" under this psychology, is no longer able to wear a normal belt next to his flashy and valuable watch in the eyes of society, which he started to consume in order to reflect his personality and value.

The consumption behavior that was inspired by this concept first started with Dennis Diderot, one of the French enlightened philosophers, who wrote an article in 1769 titled "Regrets for Leaving My Old Robe". The article "Why? Beginning with the word "(why)", reveals an inner question. The introductory paragraph of the article expresses the regrets of a consumer after consumption (Diderot 1875):

"Why didn't I hide it as if? However, it was used by me for years and I was used to it. He would shape all the curves of my body; I was comfortable and handsome in it. The new one is hard and nicely textured but makes me look grumpy.

The new dressing gown gives a new feeling to the philosopher who works hard, writes and produces

constantly, and is often in financial difficulties. With the beautiful color and velvet texture of her new dressing gown, Diderot feels much better and richer. Sitting at this old table with such a beautiful and stylish dressing gown, he is both uncomfortable in himself and can no longer match her old desk to his new and luxurious dressing gown. The sturdy and very useful desk began to catch its eye as “old”, “outdated” and “needing replacement”. Ultimately, Diderot decides that in order to write, research, and produce better articles, the desk should be as stylish, new, and elegant as the dressing gown. After the purchase of a new desk to match the dressing gown, reflecting Diderot's talent and himself, the philosopher is much happier and feels more complete. Diderot feels extremely uncomfortable because the new desk and dressing gown do not fit at all. Over time, Diderot realized that the only thing that bothered him was not the bookcase. He decides that he must change everything in the room. According to him, all these changes have to be made in order for him to write better, think better, and realize himself. Because these old items spoil the sense of integrity in his mind, and this "inappropriateness" in his brain is gnawing at the philosopher from the inside. The famous philosopher, noticing the disturbing effect of this "constant consumption" he was in, complained as time passed, and he summarized this complaint in his original article: *"While I was the absolute master of my old dressing gown, I became the slave of the new one."*

Evaluating these emotional but irrational purchases made for a long time after this regret, Diderot gives warnings in his article to enlighten society:

...my friends, protect your old friends (things). My friends, fear the touch of wealth. Let my example teach you a lesson. Poverty has freedoms; wealth has its barriers...

..... Look at the damage that luxury has done to me, the consequences of ever-increasing luxury. All this was in harmony with my old dressing gown (dressing gown). Now my integrity is broken; Harmony, unity, and beauty disappeared!" Diderot (1875)

Dennis Diderot does not directly use conceptual expressions such as "Integrity" or "harmony" in his article. These experiences of the famous philosopher were first used in 1988 by the anthropologist Grant McCracken as the terms "Diderot Effect" and "Diderot Integrity" in his book. McCracken (1988) argues that the consumer will continue to buy and consume until he reaches harmony in his mind due to the "Consumer Diderot Integrity" effect.

The Diderot effect explains how consumers' personalities, behaviors, experiences, or social values make a change in previously purchased goods or services (Baloglu 1997). The purchase of a new good or service creates a domino effect on the consumer. This effect puts the consumer into a "completion" tendency and psychology by purchasing new goods or services. The act of increasing consumption by exhibiting a new purchasing behavior in order to adapt to each new good or service purchased is called “Diderot Integrity” in the literature (Bati 2015). The Diderot effect in consumption causes a continuous purchasing mechanism that eventually becomes a vicious circle due to the harmony effect between the "renewable and non-renewable" goods or services created in the mind of the consumer.

In today's world, where consumption has become a race for the prestige and status of individuals in society, the biggest reason for such unnecessary consumption is undoubtedly the effort of people in the modernization process to gain a place in society by consuming. In addition, due to the efforts of manufacturers to maximize their commercial profits and maintain profitability, the consumption habits of today's consumers are changing and consumer demands are becoming a necessity. As a result of all these research and examinations, assumptions about purchasing and consumption behaviors made under the Diderot Effect are gathered in 3 main steps (McCracken 1988):

- A purchased good or service first contributes to the self-actualization of the consumer, and after a while, it becomes a part of the consumer's identity (McCracken 1988).
- When a newly purchased and consumed good and service disrupts the integrity and harmony between all existing and relatively old material and moral phenomena and goods and services, deviation from the realized identity occurs (McCracken 1988).
- As a result of the deterioration of the whole due to incompatibility, the consumer becomes psychologically restless and creates the spiral of consumption with the motive of purchasing goods and services in order to create a harmonious whole in his mind until his restlessness is eliminated.

The Diderot Effect argues that purchasing a new good and service in consumption behavior generally creates a consumer behavior that creates a tendency to buy more new goods and services, and this creates a consumption spiral.

2.2 Diderot Integrity Effect on Holistic Thinking

Thinking style is defined as the expression of what is inside the individual's brain and thinking processes in different ways (Özüşen & Yıldız 2012). In general, the way of thinking is defined as the personal method adopted by the individual to process and manage information (problem-solving), make inferences based on past experiences, and communicate with other individuals. When the literature on thinking styles is examined, it is seen that various theories have been put forward. Holistic thinking, examined in our study, is a method that adopts a

subject or content as a whole, pays attention to the relations between the field and the object, and explains these relations (Nisbett *et al.* 2001; Monga & John 2007). Analytical thinking individuals prioritize the search for data and want to know "how things happen", so they keep the details in mind. Holistic thinkers, on the other hand, are those who are always creative and enjoy experimenting. Holistic thinkers are those who tend to see opportunities and challenges but also feed on uncertainty and freedom (Voinea & Filip 2011). Therefore, holistic-minded consumers need more information such as brand, model, prestige, symbolic values, and reputation.

If we evaluate it from the point of view of the consumer, consumers with analytical thinking styles attach too much importance to product features and details, therefore they make internal evaluations in their purchasing decisions. Consumers with a holistic thinking style, on the other hand, attach great importance to external information and experience-based information rather than product details (Tektaş 2016). Although the characteristics of the goods and services to be purchased are necessary for the holistic consumer, they are never sufficient alone to make a purchasing decision. Therefore, holistic-minded consumers need more information such as brand, model, prestige, symbolic values, reputation, price, and suitability (Liang 2008). For consumers who exhibit holistic thinking and consumption behavior, the compatibility or integrity of the purchased good or service with the previously purchased good or service is a very important criterion as well as the act of purchasing (Sanchez 2011).

Goods and services purchased for consumption gain secondary or artificial meanings by leaving their actual use value (Rose 1978). Thus, the possibility of purchasing goods and services in the market for different purposes arises and more consumption demand arises (Shrum *et al.* 2022). This situation is defined as "production of consumption" in the academic literature (Featherstone 2013). The consumer, who makes the "first purchase" under this psychology, is no longer able to wear a normal belt next to his flashy and valuable watch in the eyes of society, which he started to consume in order to reflect his personality and value. Although the consumer, who achieves the harmony and value integrity of the watch and belt, is satisfied with this consumption behavior, the process is not completed only by purchasing a shoe suitable for the watch and belt. However, this completed purchasing process, that is, the integrity of the watch, belt, and shoes, can disrupt the jacket, which is not as valuable as theirs. Now, an inextricable cycle begins for the consumer. The main reason for all of this is that the watch, belt, and shoes that the consumer is already using are not "in harmony". This "incompatibility" or "inability to create integrity" thought that lies in the consumer's mind and gnaws at the consumer without making them feel, pushes the consumer to buy (Davis & Gregory 2003). This inner feeling is an emotional state that only the consumer experiences, independent of the sales and marketing activities coming from the outside or the consumption culture in the society. This situation is the latest form of self-realization by producing, which Maslow mentioned in the 5th step, gathered in today's consumer mind and psychology.

As previously mentioned Diderot effect is the phenomenon where acquiring a new item can result in a cycle of consumption because the new item frequently inspires the purchase of additional items to enhance or complement it. Prestige sensitivity, on the other hand, refers to a person's sensitivity to the social status associated with specific possessions and brands. Individuals with high prestige sensitivity are more susceptible to social signaling and are willing to pay a premium for high-status possessions. The Diderot effect and prestige sensitivity can be interconnected, as the acquisition of a high-status possession can trigger the Diderot effect and prompt further consumption (Cuneo & Ganser 2022). For example, someone who buys an expensive designer handbag may feel the need to upgrade their clothing and accessories to match the perceived status associated with the handbag.

2.3 Self-Actualization

Self-actualization was first described by Swiss psychiatrist Carl Gustav Jung. According to Jung (1977), the ultimate goal of the individual, like every living thing, is to realize himself. Rank Otto (1966), on the other hand, sees self-actualization as "creativity" and "production" of the person. Wolfe & Sisodia (2003) define self-actualization as being the "real you" or having the "real you" in life. Sumerlin & Bundrick (1996) state that self-actualization is the beginning of a psychologically, sociologically, and physiologically healthy personality.

According to Rogers (1977), an American psychologist who is seen as the founder of humanistic psychology, human beings are born with the power and ability to self-direct, direct and control their future and behaviors (Kuzgun, 1986). Wolfe and Sisodia (2003) define self-actualization as being the "real you" or having the "real you" in life. Sumerlin and Bundrick (1996) state that self-actualization is the beginning of a psychologically, sociologically, and physiologically healthy personality. Leclerc and Gaulin (1998) define the same concept as the process of developing one's potential within.

2.4 Self-Actualization Role in Consumption

Even when the consumer passes all the steps in the hierarchy of needs and meets all his needs, a new need arises due to a gap and deficiency that makes him feel that he cannot fully show himself in terms of talent, education, knowledge, skill, and intellectual creativity, and cannot fully reveal what is inside. This is the need for self-

completion, self-actualization, which is the last and highest level of the hierarchy of needs (Elliott 1994). The need for self-actualization, which is at the top, is the need for the consumer to reveal their potential, perform an action alone and constantly improve themselves in order to be creative (Parilti 1999). At this point, the consumer wants to prove himself with an intellectual or pragmatic work by highlighting himself in education, science, profession, art, religious or political issues. The purpose of the consumer in the 5th step is to be a wise person who produces. Maslow argues that not every consumer feels the need for self-actualization, which he placed as the last step in the pyramid of needs that he created, and therefore most consumers cannot reach this last step. Moreover, Maslow thinks that an ordinary consumer cannot stop consuming only for his own ego and needs and reach the level of producing for social benefit (Virvilate 2011).

If we analyze Maslow's hierarchy of needs in terms of consumption behavior, it will be possible to analyze the consumer's consumption behaviors and personality structure. At which stage the desire or need that is most dominant for the consumer to be consumed at that moment is, in other words, the consumer's personality development level is at the level corresponding to this step, which he wants to consume, if the consumer tends to constantly purchase behavior to meet which needs predominantly. In today's society, the consumer actually creates a lifestyle and personality while choosing what they will consume according to their characteristic preferences. Thus, the consumer realizes himself with the goods and services he buys and their symbols.

According to Maslow (1943), a need constantly occupies the mind and behavior of the consumer until it is satisfied. When a consumer's need is fulfilled, this need ceases to influence consumer behavior and instead another new need begins to have an impact on human behavior. It is a process that continues throughout human life, that needs constantly affect human behavior and that new ones replace the fulfilled needs. In addition, according to Maslow, in this process, people's needs are not random, but a certain sequence order affects people and makes them feel. With this basic sequencing logic, Maslow placed the physiological needs first and the need for self-actualization at the end (Cüceloğlu 2007).

People have difficulty in reaching the level of self-actualization because they are constantly directed to consumption and accordingly they constantly need something. Since most of the needs are created by the market for consumers to satisfy themselves and be happy by consuming, they continue unceasingly. In order to meet these ongoing needs, the people who demand continuous consumption cannot see the needs other than the ones they feel because they are only occupied with their own needs. Therefore, very few people are able to realize themselves in Maslow's hierarchy theory, and the existence of creative people who think of benefiting other people without providing satisfaction from consumption remains extremely few (Rosenberg 1989).

Since today's consumers are constantly directed to consumption, they tend to improve their appearance rather than improve themselves as knowledge, skills, artistic or professional. The resulting needs continue unabated. Now, in consumer societies, consumption emerges as an action that is effective on life and behavior styles rather than an act of meeting the basic physiological needs of people. Now, many people adopt the method of "self-actualization" in consumption in order to gain the identity of someone who is in a higher position in terms of material, status, fame, or prestige in the society they live in and to realize themselves in society like him. Thus, the consumption ideology turns into a philosophy of life, a way of life and behavior (Yavuz 2013).

Holistic thinking can aid in the process of self-actualization. Holistic thinking takes a comprehensive approach, focusing not only on the individual's physical needs, but also on their mental, emotional, and spiritual needs (Wang *et al.* 2023). This approach can assist an individual in discovering and realizing their personal potential. Thus, holistic thinking can assist an individual in the process of self-actualization in connecting with himself, knowing himself, finding meaning, and establishing a purpose in his life (Kelland 2022).

Purchase intention is affected by self-actualization. Self-actualization is the process of realizing one's own potential, and it is usually associated with the individual's discovery of personal goals, values, and interests, self-knowledge, and self-confidence, and the meanings that a person ascribes to products (Daimi & Tolunay 2021). For example, a person may gravitate toward products that correspond to their values and interests.

2.5 Prestige Sensitivity

Many studies have revealed that prestigious brands are the way for consumers to express ideal personality and self-development concepts. Therefore, fashion, brand, and prestige-conscious consumers can give importance to the prestigious image drawn by society (Mulyanegara 2011; Park *et al.* 2022).

Prestige sensitivity is defined by Lichtenstein (1993) as the perception of the importance and status of the excessive price of a good or service over other consumers in society, related to the consumer who buys that good or service. Prestige sensitivity is expressed as the sensitivity of the consumer to the comments made by the consumers who cannot buy the goods or services in society due to their excessively high price (Calder & Burnkrant 1977). Afsahhosseini & Kamali (2014) also found in their study that consumers who buy with the impulse of being liked and accepted have a higher sense of prestige compared to other consumers in society. There are significant relationships between being open to new experiences and compatibility with prestige sensitivity.

According to Afsahhosseini & Kamali (2014), when consumers with high prestige sensitivity buy high-priced

products, they feel that they place the thought of being in the upper class over other consumers who do not buy. For this reason, it is claimed that prestige sensitivity is one of the behaviors that can be observed and studied sociologically (McGowan & Sternquist 1998). Kukar-Kinney *et al.* (2012) studies reveal that consumers who buy with the impulse of prestige and status tend to prefer goods and services of high-priced brands that provide them prestige and acceptance. In short, prestigious brands make consumers feel good and realize themselves by increasing their self-esteem. Afsahhosseini & Kamali (2014) also found in their study that consumers who buy with the impulse of being liked and accepted have a higher sense of prestige compared to other consumers in society.

The relationship between consumers' characteristics and prestige sensitivity is also investigated from time to time in the literature. In the study of Xu *et al.* (2004), the relationship between consumer character and social self-consciousness with prestige sensitivity was examined. As a result of the study, it was concluded that the higher the self-confidence of the consumers, the more they are inclined to buy prestigious products.

Purchasing prestigious products or brands may lead people to believe they have a higher social status or are more highly valued by others. Furthermore, people's desire to be liked and accepted by the people around them can also affect purchase intention. As a result, prestige sensitivity can influence purchase intention. This concept is frequently studied in social psychology and plays an important role in people's interactions with products, brands, and services. Prestige sensitivity leads to a preference for products that reflect one's social status or position. Such items are frequently of high quality, expensive, or from prestigious brands. For example, if a person notices that a prestigious brand's products are popular in their social circle, that person may also gravitate toward those products (Eunyoung *et al.* 2020; Nguyen & Nguyen 2020)

2.6 Purchase Intention

Consumers' perception of the value of the goods or services they want to have and their social-psychological state are the most important determinants of purchase intention (Kashyap & Bojanic 2000; Srisutto 2010; Zeithaml & Bitner 2000). In addition, Schoenbachler *et al.* (2004) stated that consumers who develop loyalty to goods and services and their brands ignore the prices of the goods or services they want to buy and are affected by other effects other than price.

It is very important for what purpose a consumer receives the goods or services they demand. For example, consumers can make different choices when buying a good or service as a gift and different when buying it for themselves. (Tek 1997). Purchasing intention, the possible behavior of the consumer regarding future consumption (Papadopoulou 2012), and the willingness or desire to purchase a product or service in the future (Carter 2009; Çiftçiyıldız 2015; Hellier *et al.* 2003)) is defined as. Wu *et al.* (2011) stated that purchase intention is the aim of purchasing a certain good or service that is in the minds of consumers.

Halim & Hamed (2005) define purchase intention as "consumer readiness" that occurs as a result of repeating the same purchase action in the future by the consumer who has experienced purchasing any good or service in the transition. According to Porter (1974), purchase intention is an ordinary and moderately informed consumer's decision and effort to purchase by comparing goods and services in a market where there are many goods and services.

It has been previously stated that the Diderot effect is a phenomenon that disrupts the harmony of a product owned by a person with other products, encouraging the person to buy a more expensive or quality product. Because people tend to buy more products to supplement or harmonize with the products they already own, the Diderot effect can increase purchase intention (Cakaroz *et al.* 2022). The Diderot effect is particularly common in consumption-oriented societies and can affect individuals' purchasing decisions. For example, when a person buys a new outfit, they may realize that it doesn't match with other outfits and decide to buy more clothes.

2.7 Research Model and Theoretical Foundation of Hypotheses

Consumer consumption behavior is influenced by a variety of factors, including cultural, social, psychological, economic, and personal factors. In this study, specifically psychological factors in relation to Diderot Effect were examined. For consumers, there will actually be a lot of goods or services that will want to influence them and intervene in their lives. As a result, in light of the above-mentioned information on holistic thinking, the Diderot effect, prestige sensitivity, self-actualization, and purchase intention, the research model in Figure 1 and the hypothesis were created as follows:

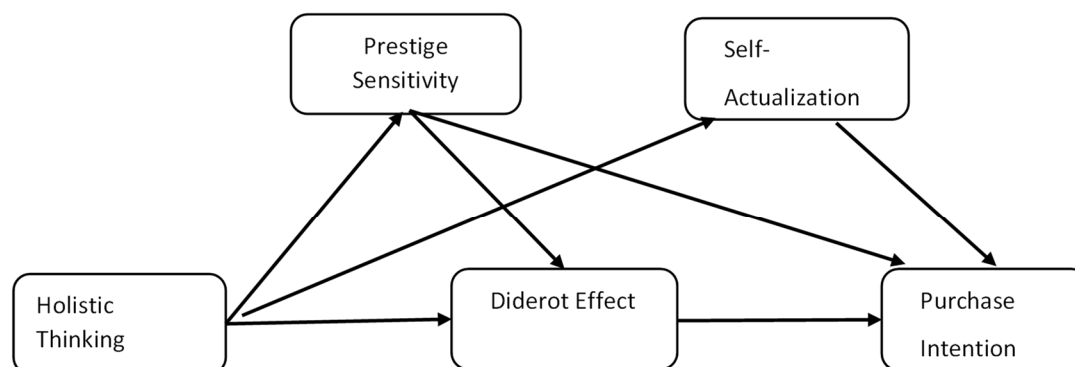


Figure 1. Research Model

In the light of explanations in literature;

It is plausible to hypothesize that holistic thinking may play a role in mitigating the Diderot Effect. Specifically, individuals who engage in holistic thinking may be more likely to view their possessions as a cohesive and interconnected whole, rather than as individual items that must be consistently upgraded or replaced. This perspective may reduce the desire to upgrade other possessions to match a new purchase, as individuals may instead focus on the overall value and appeal of their possessions as a whole (Sussman, & Alter 2012; Lee, & Kim 2018).

H1: Holistic Thinking (HT) has a positive and significant effect on the Diderot Effect (DE).

Consumers prefer products that are congruent with their self-image or self-concept (Cleveland & Laroche 2007). In this sense, consumers who have a holistic thinking mindset, which emphasizes the interconnectedness and interdependence of various aspects of life, are likely to prioritize products that align with their values and beliefs. On the other hand, consumers who are highly prestige-sensitive are more likely to value products that signal their social status or enhance their self-esteem (Huang & Dubinsky 2016). Therefore, it can be argued that consumers with a holistic thinking mindset may also be more likely to be prestige-sensitive because they may seek products that align with their self-concept and enhance their perceived social status.

H2: Holistic Thinking (HT) has a positive and significant effect on Prestige Sensitivity (PS).

Self-actualization and holistic thinking are closely related concepts in the field of psychology. Self-actualization refers to the process of realizing one's full potential and achieving personal growth and fulfillment (McLeod 2008), while holistic thinking is a way of approaching problems and experiences by considering all aspects of the whole, rather than just individual parts. Both of these concepts involve a focus on the bigger picture and consideration of multiple perspectives, as well as an emphasis on personal development and growth. Individuals who engage in holistic thinking are more likely to experience self-actualization, as they are able to view their experiences and goals in a broader context and prioritize personal growth and development (Lindeman & Aarnio 2007). Therefore, it can be hypothesized that individuals who engage in holistic thinking may be more likely to pursue self-actualization.

H3: Holistic Thinking (HT) has a positive and significant effect on Self Actualization (SA).

Individuals strive to enhance their self-esteem and social status by associating themselves with groups or individuals who have a high social status or prestige. Consumers with high prestige sensitivity may use luxury products to signal their social status and demonstrate their belonging to high-status groups, which in turn influences their purchase intention. The need for social recognition and status has been shown to be a significant predictor of consumers' purchase intention of luxury goods (Chan & Prendergast 2007; Kim *et al.* 2019). Therefore, it is plausible to hypothesize that consumers with high prestige sensitivity are more likely to intend to purchase products that are associated with high social status and prestige.

H4: Prestige Sensitivity (PS) has a positive and significant effect on Purchase Intention (PI).

The Diderot Effect suggests that when consumers acquire a new item, it can lead to a domino effect where they feel the need to upgrade other items to match the new purchase, resulting in increased consumption behavior and purchase intention. This effect is based on the psychological concept of cognitive dissonance, which suggests that individuals experience discomfort when they hold conflicting beliefs or values. When individuals acquire a new possession, it can create a sense of dissonance with their existing possessions, leading to the desire to upgrade or replace them (Çakaroz *et al.* 2022).

H5: The Diderot Effect (DE) has a positive and significant effect on Purchase Intention (PI).

As self-actualization is a key concept in consumer behavior, suggesting that consumers are motivated by the desire to reach their full potential and achieve personal fulfillment through their consumption choices. Research has shown that consumers who perceive their purchases as a means of self-expression and self-actualization are more likely to have positive attitudes toward those purchases and to be willing to pay more for them (Escalas & Bettman 2005).

Self-actualization is a powerful motivator for consumer behavior, with significant implications for marketers and businesses seeking to appeal to consumers' desires for personal fulfillment and self-expression through their purchasing decisions.

H6: Self Actualization (SA) has a positive and significant effect on Purchase Intention (PI).

H7: Prestige Sensitivity (PS) acts as a mediator in the effect of Holistic Thinking (HT) on the Diderot Effect (DE)

H8: Self Actualization (SA) acts as a mediator between Holistic Thinking (HT) and Purchase Intention (PI).

H9: The Diderot Effect (DE) acts as a mediator between Prestige Sensitivity (PS) and Purchase Intention (PI).

H10: The Diderot Effect (DE) acts as a mediator between Holistic Thinking and Purchase Intention (PI)

H11: Prestige Sensitivity (PS) acts as a mediator between Holistic Thinking (HT) and Purchase Intention.

3. Methodology

3.1 Purpose of the Research

The main purpose of the research is to investigate the interplay among holistic thinking, the Diderot Effect, prestige sensitivity, and self-actualization on purchase intention.

3.2 Research Scale

The questionnaire used as a data collection tool in the research consists of 6 parts and a total of 54 questions. In the first part, due to the absence of a scale to measure the Diderot Effect, a scenario with 4 questions was formed with the review of 4 marketing experts. The holistic thinking disposition scale is adopted from Choi *et al.* (2003) in a 5-point Likert type (1: Strongly Disagree - 5: Strongly Agree). To measure the prestige sensitivity in the third section, 6 items are adopted from the prestige sensitivity scale developed by Lichtenstein *et al.* (1993) in a 5-point Likert rating. The 30-item self-actualization scale, which was developed by Kaufman (2018) was used. The purchase intention scale was adopted from Lichtenstein *et al.* (1993). The scale, which was prepared by translating from English, was then translated back into Turkish by two experts. This was to make sure that there is no loss of meaning. Also, some corrections were made. To determine whether there was a situation that caused a general misunderstanding in the corrected scale, a pre-test was conducted. Afterward, the necessary corrections were made and the questionnaire was administered online. Data has been gathered through an online survey in Turkey. The questionnaire was prepared in a Google survey and the survey link was shared with social media groups. With the random sampling method, a total of 427 participants answered the questionnaire via the Internet, and the analysis was performed.

3.3 Research Sample

The scope of this research includes the entire country of Turkey. The research sampling frame was determined using the Address Based Population Registration System, and the population of Turkey was taken as 83 million 154 thousand 997, as of 31 December 2019. Because 52 million 258 thousand of this population has the ability to shop actively and alone, the number of universes is calculated in this context as 52 million 258 thousand. However, due to time and space constraints, it will be impossible to reach this number with the results of the analysis; however, using the sample formula of Barlett, *et al.* (2001) below, the sample number is $z = 1.96$ with a 95% confidence interval. The tolerance for deviation is $d = 0.06$. Using the population's standard deviation of $s = 0.5$, the minimum sample size required was calculated to be 286. In contrast, a sample size of 300 to 400 is usually sufficient in Social Sciences Research (Altunisik *et al.*, 2012): in our study, 426 people were reached, which is more than enough for the sample.

3.4 Analysis and Findings

- Statistical Techniques Used in Data Analysis

The survey responses of 426 study participants were analyzed using the SPSS for Windows 22.00 and AMOS 24.0 programs. Confirmatory factor analyses were performed on the questionnaire's "Holistic Thinking," "Diderot Effect," "Prestige Sensitivity," "Self Actualization," and "Purchase Intention" scales, and sample validity and reliability were assessed using Cronbach's alpha and Combined reliability and Discriminant analysis. The total scores of the scales were calculated in the research model, and the path analysis model and the structural model were tested with the calculated variables. The Bootstrap method was used in the model to test mediator hypotheses.

- Confirmatory Factor Analysis of Scales in the Model

Because the Holistic Thinking, Prestige Sensitivity, Self Actualization, and Purchase Intention scales included in the study are well-known in the literature, confirmatory factor analyses were performed, and their validity in our

sample was investigated. As the Diderot Effect scale was created as part of this study as a scenario, exploratory factor analysis was also used.

The Diderot Effect scale, which has four items, was subjected to exploratory factor analysis, but it was not included in the results because the fourth item's factor load was ($FL < 0.50$). The data set can be used for factor analysis because the 3-item analysis yielded the KMO value (0.765) and $p < 0.05$ for Bartlett's test. It was acknowledged that the items' factor loads fell within the range of 0.68; 0,88). The rate of concept descriptors for the scale was determined as 65.11%.

The Chi-Square (χ^2) value increases with sample size in Confirmatory Factor analysis, especially in samples larger than 200, and the statistical significance level of the Chi-Square (χ^2) test is low. The Chi-Square (χ^2) value corrected with the degree of freedom (Chi-Square value/Degree of Freedom), other goodness-of-fit indices, and standardized residuals are used in the confirmatory factor analysis to evaluate the scales used for the research and whether the general tested models are suitable (residual) The decision was made after reviewing the values in the covariance matrix (Bayram, 2013).

The factor loads of the items in the confirmatory factor analysis of the Diderot Effect scale applied with three items were in the range of (0.75; 0.81). The Confirmatory Factor Analysis is significant because the model index values obtained were χ^2 (2,927), and χ^2/df (2,927). The construct validity of the scale was ensured in the sample because the fit index values of the model were within acceptable limits for GFI (.995) and CFI (.997), SRMR (.0618), and RMSEA (.0670).

The fifth item in the Holistic Thinking scale was also excluded from the confirmatory factor analysis ($FL < 0.50$) because of factor load. The factor loads of the items were found to be in the range (0.64; 0.85) in the analysis with the remaining four items. Because the obtained model has index values of χ^2 (5,538) and χ^2/df (2,927), it is clear that the Confirmatory Factor Analysis is significant. Because the model's fit index values for GFI (.981) and CFI (.942), SRMR (.0750), and RMSEA (.0787) are within acceptable limits, it is assumed that the scale's construct validity was ensured in the sample.

In the confirmatory factor analysis applied with 3 items in the Purchase Intention scale, the factor loads of the items were found to be in the range of (0.83; 0.87). Since the index values are χ^2 (2,538), χ^2/df (2,538) in the model obtained, it is understood that the Confirmatory Factor Analysis is significant. Since the fit index values of the model were within acceptable limits for GFI (.928) and CFI (.948), SRMR (.0713), and RMSEA (.080), it is understood that the construct validity of the scale was ensured in the sample.

In the confirmatory factor analysis applied with 30 items in the Self-Actualization scale, items 1,10,23, and 30 were excluded from the analysis because of factor load ($FL < 0.50$). In the analysis made with the remaining 26 items, it was seen that the factor loads of the items were in the range (0.59; 0.88). Since the index values are χ^2 (691.746), χ^2/df (2,723) in the model obtained, it is understood that the Confirmatory Factor Analysis is significant. Since the fit index values of the model were within acceptable limits for GFI (.921) and CFI (.945), SRMR (.0638), and RMSEA (.0640), it is understood that the construct validity of the scale was ensured in the sample.

In the confirmatory factor analysis applied with 6 items in the Prestige Sensitivity scale, the 6th item was excluded from the analysis due to factor load ($FL < 0.50$). In the analysis made with the remaining 5 items, it was seen that the factor loads of the items were in the range (0.58;0.80). Since the index values are χ^2 (19,211) and χ^2/df (2,842) in the model obtained, it is understood that the Confirmatory Factor Analysis is significant. Since the fit index values of the model (Table 1) were within acceptable limits for GFI (.983) and CFI (.975), SRMR (.0356), and RMSEA (.0780), it was understood that the construct validity of the scale was ensured in the sample.

Table 1. Goodness of Fit Indices and Fit Values Used in Confirmatory Factor Analysis

Fit Indexes	Good Fit Limits	Acceptable Fit Limits	HT	PS	DE	SA	PI
χ^2 / df	$0 \leq \chi^2/df \leq 2$	$2 < \chi^2/df \leq 3$	2,690	2,842	2,927	2,723	2,538
GFI	$\geq 0,90$	0,85-0,89	,981	,983	,995	,921	,928
CFI	$\geq 0,97$	$\geq 0,95$,942	,975	,997	,945	,948
SRMR	$\leq 0,05$	$,06 \leq SRMR \leq ,08$,0750	,0356	,0618	,0638	,0713
RMSEA	$\leq 0,05$	$,06 \leq RMSEA \leq ,08$,0787	,0780	,0670	,0640	,080

HT: Holistic Thinking DE: Diderot Effect PS: Prestige Sensitivity SA: Self Actualization PI: Purchase Intention

- Convergence and Convergence Validity applied in the sub-dimensions of the scale

Combined reliability (CR) values are derived from confirmatory factor analysis factor loadings. The combined reliability condition is met when the combined reliability value is ($CR \geq 0.70$) (Raykov, 1997).

The indicator of convergent validity is the explained mean-variance (EMV). The explained mean-variance ($EMV \geq 0.50$) is sufficient to confirm convergent validity. If the overall Confidence value ($CR \geq 0.70$) is found ($EMV \geq 0.40$), it is also considered sufficient. In order to ensure discriminant validity, the square root result (\sqrt{EMV}) of the explained mean-variance (EMV) value should be higher than the correlation values in the same row and column (Fornell and Larcker, 1981).

Table 2. Convergence and divergence validity values calculated from standard factor loads

Variables	Mean	SD	HT	PS	DE	SA	PI
HT (Holistic Thinking)	3.87	.71	(,707)				
PS (Prestige Sensitivity)	2.64	.73	,133**	(,704)			
DE (Diderot Effect)	1.94	.91	-,037	,262**	(,820)		
SA (Self-Actualization)	3.83	.48	,431**	-,001	-,087	(,703)	
PI (Purchase Intention)	1.88	.80	-,048	,346**	,546**	-,159**	(,852)
Cronbach's Alpha (CA)			,801	,812	,885	,956	,891
Composite reliability (CR)			,797	,790	,860	,953	,888
Explained Mean Variance (EMV)			,501	,497	,674	,495	,726

*** $p < 0.001$ ** $p < 0.01$ * $p < 0.05$ HT: Holistic Thinking DE: Diderot Effect PS: Prestige Sensitivity SA: Self Actualization PI: Purchase Intention

The reliability values of the scales in the study in the sample; High reliability was achieved on all scales as it is available for Holistic Thinking (.801), Prestige Sensitivity scale (.812), Diderot Effect scale (.885), Self Actualization scale (.956) and Purchase Intention scale (.891). Combined reliability values were found for Holistic Thinking (.797), Prestige Sensitivity scale (.790), Diderot Effect scale (.860), Self Actualization scale (.953), and Purchase Intention scale (.888). Since the coefficient calculated in all scales in the combined reliability values is ($CR \geq 0.70$), it can be stated that the combined reliability condition is met.

Average explained variance values were found for Holistic Thinking (.501), Prestige sensitivity scale (.497), Diderot Effect scale (.674), Self Actualization scale (.495), and Purchase Intention scale (.726), only 2 The necessary condition for convergence validity was met, as there were mean values of explained variance ($EMV \geq 0.50$) for one variable ($AVE \leq .50$) and for the other variables ($EMV \geq 0.50$). When combined reliability values ($CR \geq 0.70$) are found in all of the variables in the literature, EMV values ($EMV \geq 0.40$) are considered sufficient. The square root results of the mean explained variance (EMV) values calculated for discriminant validity are in parentheses. Since these values are higher than the correlation value in the same row and column, it can be stated that discriminant validity is provided.

- Testing the Research Model

Models that test for the presence of mediator or moderator variables form the foundation of structural equation modeling in many ways. Models that test for the presence of mediator or moderator variables are, in reality, simple structural equation models. The research model depicted in Figure 1 was tested using path analysis with observed variables in the AMOS program version 24.0. (Kline 2005). The bootstrapping method (for 95% Confidence Interval for 5000 resampling) was used to test whether the indirect effects in the model are statistically significant or not, which has been suggested as an alternative to the Sobel test in recent years because it does not always meet the assumption of normal distribution (Preacher & Hayes, 2008).

Mediator model path analysis with calculated variables Prestige Sensitivity (PS), Self Actualization (SA) and Prestige Sensitivity (PS) variables on the Purchase Intention (PI) variable with the mediator effect, and the Prestige Sensitivity (PS) variable on the Purchase Intention (PI) variable with the Diderot Effect The mediator role of the variable (DE) is examined. With the calculated variables, 5 mediator effects and 6 direct effects are tested in the path analysis model in Figure 2.

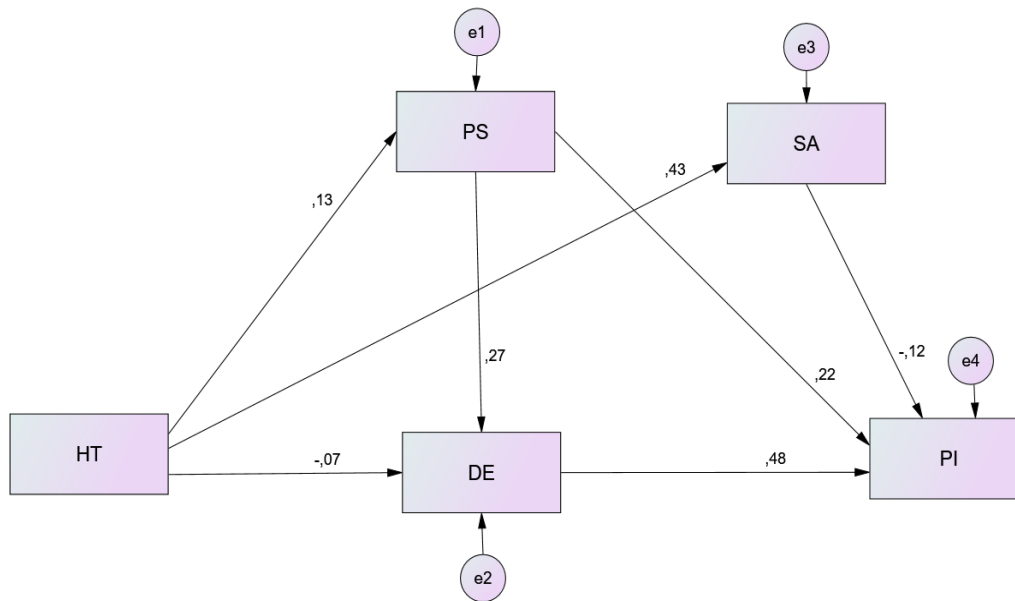


Figure 2. Path Analysis

Mediator model path analysis with calculated variables Prestige Sensitivity (PS), Self Actualization (SA), and Prestige Sensitivity (PS) variables on the Purchase Intention (PI) variable with the mediator effect, and the Prestige Sensitivity (PS) variable on the Purchase Intention (PI) variable with the Diderot Effect The mediator role of the variable (DE) is examined.

The model is considered significant because the model test values ($p > 0.05$), including χ^2 (3.591) and χ^2/df (1.197), were discovered in the path analysis model with the calculated variables. Since the model's fit index values are within the good fit limits of GFI (.997), CFI (.998), SRMR (.0267), and RMSEA (.0221), it is assumed that the model is valid. Table 3 shows the detailed values for the mediation hypotheses as well as the regression parameters for the model.

Table 3. Testing the direct effects in the model

Exogenous variables		Endogenous variables	Estimate	Standard estimate	Z	P	Results
HT	→	PS	,135	,133	2,760	P<0,01	Accepted
PS	→	DE	,340	,271	5,759	P<0,001	Accepted
HT	→	DE	-,094	-,073	-1,554	$P \geq 0,05$	Rejected
HT	→	SA	,289	,431	9,844	P<0,001	Accepted
SA	→	PI	-,195	-,118	-3,004	P<0,001	Accepted
DE	→	PI	,417	,480	11,832	P<0,001	Accepted
PS	→	PI	,242	,222	5,466	P<0,001	Accepted

HT: Holistic Thinking DE: Diderot Effect PS: Prestige Sensitivity SA: Self Actualization PI: Purchase Intention

When the direct effects are examined in the model, as seen in Table 4, the effect of Holistic Thinking (HT) on Prestige Sensitivity (PS) is positive and significant ($\beta = .133; p < 0.05$), the effect of Prestige Sensitivity (PS) on the Diderot Effect (DE) ($\beta = .271; p < 0.05$) is positive and significant, the effect of Holistic Thinking (HT) on Self Actualization (SA) ($\beta = .431; p < 0.05$) is positive and significant, Self Actualization (SA) has Purchase Intention (PI) variable ($\beta = -.118; p < 0.05$) negative and significant effect, Diderot Effect (DE) variable's effect on Purchase Intention (PI) ($\beta = .417; p < 0.05$) positive and significant, the effect of Prestige Sensitivity (PS) on Purchase Intention (PI) ($\beta = .222; p < 0.05$) was found positive and significant. In addition, the effect of Holistic Thinking (HT) on the Diderot Effect (DE) variable ($\beta = -.073; p > 0.05$) was not found significant.

Table 4. Testing the mediator hypotheses in the model with the bootstrap method

Hypothesis	Estimate	Lower	Upper	P	Results
HT→PS→DE	,046	,018	,084	P<0,01	Accepted
HT→SA→PI	-,056	-,107	-,016	P<0,05	Accepted
PS →DE→PI	,142	,099	,192	P<0,001	Accepted
HT→DE→PI	-,039	-,084	,002	$P \geq 0,05$	Rejected
HT→PS→PI	,033	,012	,060	P<0,01	Accepted

HT: Holistic Thinking DE: Diderot Effect PS: Prestige Sensitivity SA: Self Actualization PI: Purchase Intention

- The indirect effect ($\beta = .046; p < 0.05$) on the Prestige Sensitivity (PS) variable in the effect of the Holistic

Thinking (HT) variable on the Diderot Effect (DE) variable is positive and significant. Accordingly, Prestige Sensitivity (PS) variable has a full mediator role in the effect of the Holistic Thinking (HT) variable on the Diderot Effect (DE) variable.

- The indirect effect ($\beta = -.056$; $p < 0.05$) on the Self Actualization (SA) variable in the effect of the Holistic Thinking (HT) variable on the Purchase Intention (PI) variable is negative and significant. Accordingly, there is a full mediator role in the effect of the Self Actualization (SA) variable and the Holistic Thinking (HT) variable on the Purchase Intention (PI) variable.
- The Prestige Sensitivity (PS) variable has a positive and significant indirect effect on the Purchase Intention (PI) variable over the Diderot Effect (DE) variable ($\beta = .142$; $p < 0.05$). As a result, the Diderot Effect (DE) variable plays a partial mediator role in the effect of Prestige Sensitivity (PS) on Purchase Intention (PI).
- The indirect effect of the Holistic Thinking (HT) variable on the Purchase Intention (PI) variable over the Prestige Sensitivity (PS) variable ($\beta = .033$; $p < 0.05$) is positive and significant. Accordingly, Prestige Sensitivity (PS) variable has a full mediator role in the effect of the Holistic Thinking (HT) variable on the Purchase Intention (PI) variable.
- The indirect effect of the Diderot Effect (DE) variable on the effect of the Holistic Thinking (HT) variable on the Purchase Intention (PI) variable is insignificant ($\beta = -.039$; $p > 0.05$). As a result, it is assumed that there is no mediator role in the effect of the Diderot Effect (DE) and Holistic Thinking (HT) variables on Purchase Intention (PI).

4. Conclusion and Recommendations

In this study, the interplay between holistic thinking, the Diderot Effect, prestige sensitivity, and self-actualization has shown significant implications for purchase intention. By examining the relationship between these concepts, we can gain valuable insights into the factors that influence individuals' decision-making processes when it comes to consumption.

Hypothesis analysis has shown that except for H1 and H10, all hypotheses are accepted. Holistic thinking does not have a significant effect on Diderot Effect and the Diderot effect does not act as a mediator between holistic thinking and purchase intention. Holistic thinking, characterized by its emphasis on interconnectedness and long-term consequences, has been shown to have a positive influence on mitigating the Diderot Effect (Belk 2014). Therefore this result is consistent with the studies in the literature. It can be said that individuals who adopt a holistic mindset are more likely to resist the urge to engage in excessive consumption triggered by the acquisition of new possessions. Through mindfulness and self-awareness, holistic thinkers consciously consider the broader implications of their actions, leading to more balanced and sustainable purchase intentions (Ruedy & Schweitzer 2010).

Prestige sensitivity, the tendency to be influenced by the symbolic and status-related aspects of products (Afsahhosseini & Kamali 2014), also plays a role in purchase intention. A statistically significant correlation was found in the correlation analysis between Prestige Sensitivity, Holistic Thinking, and the Diderot Effect ($\beta = .046$; $p < 0.05$). Accordingly, the Prestige Sensitivity (PS) variable has a full mediator role in the effect of Holistic Thinking (HT) variable on Diderot Effect (DE). The most important reason for this is that consumers feel the Diderot Effect both in society and in their inner world, and the purchases made with the effect of Diderot are mostly based on the motive of gaining prestige in society. Individuals who are highly prestige-sensitive may be more susceptible to the Diderot Effect, as they seek to maintain a perceived image of prestige by acquiring additional possessions that align with their desired social status.

Additionally, self-actualization, the pursuit of personal fulfillment and growth, influences purchase intention. Individuals driven by self-actualization prioritize purchases that align with their authentic selves and contribute to their personal development. The indirect effect ($\beta = -.056$; $p < 0.05$) on the Self Actualization (SA) variable in the effect of the Holistic Thinking (HT) variable on the Purchase Intention (PI) variable is negative and significant. Accordingly, there is a full mediator role in the effect of the Self Actualization (SA) variable and the Holistic Thinking (HT) variable on the Purchase Intention (PI) variable. Today, consumers make even the necessary consumptions according to their values in the eyes of other consumers in society. For this reason, each consumer takes a place in society by consuming, not by producing, and moreover, by consuming, he realizes himself by exhibiting a consumption behavior of his own. Therefore, one of the concepts examined in terms of consumption behavior in this study is the need for "self-actualization", which is at the top of Maslow's Hierarchy of Needs. Maslow, by placing this need at the top of the hierarchy, argues that it is not possible for every person to reach it, and very few people can fulfill their need for self-actualization. According to Maslow, the need for self-actualization requires freedom from external influences, completely independent of everything else (Kaufman 2018). The types of needs, which are considered as the social needs of today, are called the need for appreciation and respect, which are at a lower level of this step, emphasizing that the consumer can take many actions, including consumption, for prestige and status. At this stage, the consumer obtains the prestige and status he wants to achieve

by acting according to the values of the society he is in. For this reason, it has to act in line with the values accepted by society. These social values include material or moral behavior (Ruedy & Schweitzer 2010).

In conclusion, adopting a holistic thinking approach can help individuals resist the Diderot Effect and maintain balanced purchase intentions. Self-actualization can increase the influence of prestige sensitivity, allowing individuals to make more conscious and authentic purchasing decisions aligned with their self-actualization goals.

When the Diderot Effect is considered, the first word of the article is "Why?" at the very beginning of his article, the famous philosopher laments the futility of his purchases and gets angry at the consumptions he has made "Why would I change my old dressing gown..." The famous philosopher wrote in this article, regrets, warnings to consumers and the theories he put forward began to be examined by psychologists, sociologists, and sales and marketing experts about two hundred and fifty years later. The Diderot Effect is basically a two-way relationship. On one side is the dressing gown, which is a "new product". On the other side is Diderot, the "consumer who buys it". Diderot himself blames the dressing gown, which he bought as his first product, for his consumption as a consumer. According to him, the thing that damaged Diderot and made him unhappy was the "first product he bought". Later, in all academic studies examining the Diderot Effect, the event was only looked at by Diderot. It has been ignored that there are two sides to the effect of Diderot. Therefore, in future academic research, Diderot should be examined "as a consumer", not "the first purchased luxury dressing gown". The price and quality of a product produced are almost the same in every period and in every region. However, it is the "inner world", "unseen" and "weaknesses in the face of money and goods" of the purchaser that attributes meanings to the product other than the market price. Maybe if a wealthy person had bought that expensive dressing gown in the first place, who always bought expensive dressing gowns and considered it "usual", at that point the same dressing gown wouldn't have done as much damage to that person as Diderot did. For this reason, examining the Diderot Effect only on the basis of "consumption" and "commercial product" may be an incomplete analysis. To properly understand this effect, intensity, and influence of the effect, both sides need to be examined. As a result, the Diderot Effect may not be fully understood without examining the structure of the "consumer" and even "society" who buys the product.

A wide variety of goods and services, especially those that started in the Industrial Revolution and increased until today, are mass-produced and offered to the market, causing people's consumption styles to change. In the face of goods and services produced and supplied to them without demand, people gradually move away from rational consumption behavior. The expectations and needs of people who change their consumption behavior from shopping also change. So, are the reasons why consumers really make unplanned or unnecessary purchases only because of external effects from the society they live in, or can consumers make unplanned and unnecessary shopping to meet some psychological needs that exist in their inner world? In this study, "The Diderot Effect on Consumption" was examined and analyzed in relation to holistic thinking, and prestige sensitivity on purchase intention. In addition, in the macroeconomic situation, consumption and production conditions should be evaluated simultaneously. For this reason, it is recommended to examine the "Diderot Effect in Production" in future studies. In all scientific research carried out so far, the demand-side Diderot effect has been examined by considering the consumer. In future studies, the supply-side Diderot effect should also be examined, taking into account the producer size. In this way, the contribution of the Diderot effect to the science of economics will be more efficient and beneficial. Because there is continuity in production today. And also the products of goods and services trigger each other. A product produced by a sector or industry contributes to the production of another product. For this reason, the "Diderot Effect in Consumption" as well as the "Diderot Effect in Production" should be analyzed and examined. In fact, when each production industry and sector are examined individually as "goods" and "services", a tremendous "production data" will emerge.

The analysis results and evaluations obtained in the field of prestige sensitivity with the Diderot effect and integrity effect were evaluated in terms of sales increase efforts, new sales policy development, and promotion efforts in the macroeconomic field, especially in the sectors that contracted during the pandemic process, and the idea was reached to use them for the development of policies that revitalize the shrinking economy. In order to increase the production amount and diversity of the sectors, the Diderot effect should be used consciously and in a measured way in production. The Diderot effect is used in popular culture movies as the most obvious example. When a popular movie is released and is highly appreciated by the audience, books, clothes, items, toys, and even food items belonging to that movie and the characters in the movie are released as soon as possible. On the other hand, consumers willingly buy all kinds of products belonging to their favorite movie or movie character. This production chain is literally the use of the Diderot effect in production.

The limitation is that there is no scale in the literature to measure the Diderot Effect, so first a focus group study was conducted and no conclusion was reached. In this case, the scenario study created with the opinion of the experts was used in the research. In future studies, a scale can be created with focus group studies with very large participation.

Cross-cultural studies should continue to be conducted in future research to examine how cultural factors

affect the relationships between the variables. To identify differences in holistic thinking, the Diderot Effect, prestige sensitivity, self-actualization, purchase intention, consumer behaviors, and decision-making processes in various cultural contexts can be compared.

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