

The Effect of Voluntary Simplicity Perception on Consumer Decision Styles in X And Y Generations

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Extensive Summary

Introduction

The practices of simple life have been a condition that consumers have been forced to implement because of trying to restrict consumption mostly due to resource shortage throughout history. People have adopted an approach that reflects their wealth to their consumption habits and to view it as a sign of luxury consumption and waste status. Today, this approach continues its existence together with the consumer society. Businesses also see that they can sustain their assets in a competitive environment where they cannot sell more, and they are always leading consumers to consume more.

In addition to its necessity, the voluntary tendency to make it a part of the life of the river can be in demand in some parts of the society. Among the various reasons on which it is based, the desire to have something new constantly emerges unhappy over human beings.

Research Methodology and Findings

In this study, the effect of the dimensions of voluntary simplicity perception on consumer decision making styles was investigated whether there was a difference between X and Y generations. In this context, two dimensions of voluntary simplicity perception were determined by using factor analysis, and eight dimensions of consumer decision styles were verified. Then, the relationship between dimensions of voluntary simplicity perception and consumer decision styles was examined through regression analysis. Finally, MANOVA analysis revealed whether there is a difference between generations.

Survey method was used as a method in this research. The questionnaires developed in order to apply the method consist of three parts and the "Volunteer Simplicity Perception Scale" developed by Iwata (1997) with the help of the scales used

by Elgin & Mitchell (1977), Leonard-Barton (1981) and "Consumer Decision Making Scale" developed by Kendall and Sproles (1990). The question of the year of birth asked within the demographic questionnaire has been prepared to include the generations of response options in terms of determining the identity of the participants.

A face-to-face interview method was chosen for the collection of data. Research generations X and Y belonging to the universe of all people living in Turkey, that among all those born in 1966-2000 years and still live. According to the 2011 population and housing research, the research universe consists of 16,791,000 people. As a sampling method, "Convenience Sampling" method is preferred for non-random sampling methods to facilitate the selection of participants from both groups. In the selection of sample size, confidence interval method was applied, and it was determined as 385 at 95% confidence level. A survey was conducted with 504 people determined within the scope of the survey.

For the voluntary simplicity scale, the Cronbach Alpha score was found to be 0.792 and for the customer preference scale it was found to be 0.785.

Leonard-Barton (1981) and Shama and Wisenblit (1984) developed two different volunteer simplicity perception scales as a result of volunteer simplicity research. The scale developed by Leonard-Barton, such as the recycling of scale products and the buying behavior of used goods, and the scale developed by Shama and Wisenblit, examine the tendencies of individuals as individual productions within the scope of voluntary simplicity, simple product, local vendor, individual assembly. Iwata developed a new scale using these two scales and presented three dimensions such as voluntary simple behavior, voluntary simple shopping tendency and voluntary simple behavior tendency.

With the tendency of conscious consumption as a result of the hypothesis tests applied; When there is a meaningful relationship between brand awareness, fashion consciousness, hedonism, price awareness and impulsivity, there is no link between perfectionism, complexity of choice, and conscious consumption between habit. This situation was interpreted as a departure from the precaution of excellence, the dangers of the option complexity, and the departure from the consciousness of consumers who are always on the same type of product on habit.

With the sustainable consumption tendency, there is a link between perfectionism, fashion consciousness, price awareness and impulsivity; there is no link between hedonism, option complexity and habit and sustainable consumption tendency. This is a result that is judged to be in accordance with the structure that thinks of junk consumption today.

The study also examined the difference between the X and Y generations. The relationship between the conscious consumption tendency and the X quarter is paralleled by the fact that the age of the individuals belonging to the X chain is in the more mature periods. The same is not the case with regard to the sustainable consumption trend.

Results and Conclusion

Individuals who make up the consumer society are misled to see consumption as a means of existence as their means of existence. This has led to the control and restriction of the products obtained independently of the place and purpose of use, away

from the task of facilitating human life. This has driven consumption away from being a satisfying and happening phenomenon, pushing people toward a constant sense of deprivation.

The sense of voluntary simplicity is a concept that symbolizes the conscious consumption of individuals and their fulfillment on their own to transform consumption into a tool. The results of the research also supported this tendency, indicating a tendency to consume more consciously as voluntary sewerage sizes and a tendency to consume more sustainably.

While conscious consumption does not buy more than it needs to sustain an individual's life, sustainable consumption is treated in harmony with production and in a way that will take into account the potential needs of future generations.

Consumers decide to buy after different processes in different styles. In this respect, there are dozens of models and studies in the literature. Inventory of Consumer Decision-Making Styles is also revealed in this context. The results of this study are based on the eight dimensions of consumer decision-style inventory (perfectionist-consumer with high quality consciousness, brand consciousness-price equal quality conscious consumer, consumer with innovation-fashion consciousness, impulsive consumer, impulsive consumer, consumer with over-choice, consumer who is habit-loyal to the brand). This situation is in accordance with the previously determined dimensions in the literature.