

THE ROLE OF ENVY IN CUSTOMER PURCHASING CHOICE

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Customers are being more affected by others' ownership in line with the developments in the global customer culture and the feeling of envy is effective on customer behavior as a driving force. The feeling of envy may more easily provoke tangible ownership than intangible ownership like social status, happiness, freedom, reputation and relationships. Today a social status is likely to gain visibility in the representation of tangible ownership. Therefore, the feeling of envy has become important in determining the marketing strategies of firms and in explaining customer purchasing behavior.

This study is made to determine the role of envy on customer purchasing choice generally and specially in the fashion industry. There are many factors that affect customers' purchasing behavior. Customers' purchasing behavior is affected by purpose of use as well as emotions. Envy, as a type of feeling, is experienced by almost everyone. This study tries to reveal how envy affects customer buying behavior and whether it is a remarkable key guiding factor in customer purchasing choice. The aim of this study is to help to understand how envy affects customer purchasing choice and thus recommend the use of envy as a marketing strategy in the fashion industry. In this context, 320 questionnaire were done for quantitative research. The results of the empirical study showed that envy has an important role in customer purchasing choice. In addition, it was noted that the feeling of envy in the customers' purchasing decision process leads to price premium, impulsive buying and conspicuous consumption.

Keywords: Envy, Customer Purchasing Behavior, Customer Decision Making Process, Fashion Industry, Conspicuous Consumption.

Introduction and Objectives

This study deals with the role of the feeling of envy in customer purchasing choice and aims to find out how envy affects customer buying behavior and whether it is a remarkable factor in customer purchasing choice. Although envy is defined as a negative feeling, it is a key factor to buy things owned by others, but not by us. Moreover, with the opportunities of technology, customers can easily compare their own and others' possessions. Social networks, such as facebook and instegram, gives concurrent and detailed information about others' havings. The situation of lacking superior fortunes that other people possess creates the feeling of envy and we buy things to overcome this. As an emotion experienced by everybody, marketers use the feeling of envy to create desire and shape customer purchasing behavior. Thus, understanding the influence of envy in customer purchasing decisions will help to provide effective marketing strategies for companies or organizations.

In this context, theoretically explaining and understanding the feeling of envy and revealing differences with other confused concepts of emotion, representing different forms of envy and analysing the effects of envy in customer behaviours are the objectives of the research.

Research Question

The research question of this study is to better understand the role of the feeling of envy in customer purchasing choice. This research seeks to extend the understanding the influence of the feeling of envy in customer purchasing behaviour.

Literature Review

There are various factors which have impact on customer buying behavior such as culture, demographic characteristic, psychology, social class and so on. Emotion is considered as a part of physhological factor that influences the main part of the decision-making process and affects the final outcome (Schiffman and Wisenblit 2015; Hoyer and MacInnis 2001). Furthermore, there are many authors giving more attention to emotion in this process. For example, Howell (2013) argues that customers makes decision relying on their emotions rather than on cognitive evaluation. Lee and Yi (2008) points out that arousal is the only significant determining factor of impulsive buying. Huyen Trang Le (2015) focused on impact of emotion on decision making. In this context, envy as a type of emotion has been one of the research areas in customer buying behavior.

Belk (2008) determined the feeling of envy as a painful feeling which appears when people covet superior possessions of others or aware of their good fortunes. This definiton was accepted by Crusius and Mussweiler (2012) and Van de Ven, Zeelenberg and Piesters (2009) and Folkes (2011). But, in order to distinguish envy from other negative emotions such as jealousy, covetousness, longing and resentment, some distinctions between them must be explained.

Jealousy is about our possessions while envy is about another's possession. One can feel envy about something he/she doesn't have but want, but he/she feels jealousy over something he/she already has but is afraid of losing. In other words, jealousy occurs when something we already possess (usually a special relationship) is threatened by a third person (Smith,2008; Parrott, W.G., and Smith, R.H. 1993; Parrott, 1991). Covetousness is about an object or a thing, while envy is about the ownership of it. As Belk states "one envies another who has something he covets" (Belk 2008). A longing is a feeling of need or desire for someone or something. Smith and Kim (2007) suggested that, envy usually comes with a longing as a trigger of envy, but they cannot be considered equivalent. If one thinks that another one does not deserve what he has,the feeling is termed as resentment. Resentment is about social justice while envy is more about competing for social status (Belk 2008, Smith and Kim 2007).

Early researches about envy highlights its hostile, malicious nature, but an increasing amount of research suggests a non-hostile, benign form of envy. Additionally, Belk (2011) points out that there should be a combination stage where benign envy and malicious envy are parts of a continuum, called mixed envy. Malicious envy refers to the the envious person with the tendency to harm the envied one, as illustrated in Cinderella story. The envious wants the envied other to lose the position envied. But benign envy, also called “proper envy” or “nonmalicious envy” and being introduced by several studies in terms of its importance in customer behaviour, produces motivation. This type of envy is without hostile unlike its malicious counterpart (Smith and Kim, 2007). There are two ways of having the same position with the envied person, to pull his/her position downward or improve ours. Benign envy motivates one to improve himself/herself while malicious envious one tries to pull the envied person downward to his/her position. (Vande Ven et al 2009; Smith and Kim 2007; Belk 2011, Chan and Yim, 2013). Person with a mixed envy may show the both attitudes as it is the combination of the two other types of envy.

Table 1 shows different characteristics of malicious and benign envy from the envious person’s perspective and underlines this study’s choice of focusing on the benign envy, not the malicious envy. In the same study, Belk (2011) also examines the three types of envy under the title of “consumer envy”. In this context, relation to coveted good for benign, mixed and malicious envy is as follows: actionable, partly actionable, impotent.

Tabel 1. Envy – Benign and Malicious (Belk 2011)

Type	Characteristics	Envying
Benign	Deservingness	Close to what I deserve
	Motivation	Striving
	Behavior	Desire/buy
	Related Emotions	Admiration
	Desired Effect	Be loved, respected
Malicious	Deservingness	Less than I deserve
	Motivation	Harm envied other
	Behavior	Destroy other's possession, one-upmanship, ignore
	Related Emotions	Halted
	Desired Effect	Make other feel wors

Envy consumption is formed by the willingness to purchase the envied object in order to release the feeling of envy (Milovic 2014) but it is important to understand what type of envy it is as it affects the performance of envy in buying behaviour of customers. As supporting the willingness to pay to get the enviable good is one of the typical effects of envy in customer behavior, studies have been made in order to understand the difference between benign and malicious envy in this context. The scenario about iPhone and Blackberry in the study of Van de Ven et al (2010) showed that the feeling of envy encouraged the purchasing decisions by decreasing the risk evaluation. The woman who was hesitating to buy iPhone as it was expensive, decided to purchase it when she saw her friend bought one. But given a chance to have an alternative (purchasing a Blackberry) changed the woman’s decision in favour of Blackberry. Benign envy encourages the envious one to buy the desired product, but the one with malicious envy spends more for different product from the envied one’s product to be distinguished from him/her (Van de Ven et al. 2009, 2010; Belk, 2011). In other words, while malicious envy, with its harmful side, seeks for other brands (Van de Ven et al 2009), benign

envy motivates the will to purchase the same brand. Benign envy is more important for a company than malicious envy because it supports brand building.

Another effect of the feeling of envy is impulsive buying. When unplanned product is purchased, it is called impulsive buying and the rapidity of the decision process prevents consideration of alternative information and choices (Bayley and Nancarrow, 1998). Usually positive emotions are involved in impulse buying (Park, Kim and Forney, 2006), but benign envy as a negative emotion may also be regarded a cause of impulsive buying because it satisfies the envious person (Zizzo, 2003). Also, Crusius and Mussweiler (2012) argue that envy has an impulsive side which may lead to impulsive purchase. Furthermore, Park et al. (2006) argue that impulsive buying behaviour is common in fashion industry that there is a type of impulse buying called fashion-oriented impulse buying (Han, Morgan, Kotsiopoulos and Kang-Park 1991, Szczepaniak 2015).

Conspicuous consumption is another buying behavior affected by the feeling of envy. Conspicuous, simply luxurious, consumption is described as one's purchases of products for the purpose of displaying her/his wealth and social status (Weatherford, 2013). Conspicuous consumers are said to be sensitive to brands and luxurious products and purchase is used to communicate wealth with his/her peers (Weatherford, 2013 and White, 2015). Thereby, competition in consumption provokes the feeling of envy among members in a group of people, providing all are at a relative level. Additionally, many researches showed that "winning against others" raises the willingness to spend more resources.

Being envied is another motivation behind the conspicuous consumption. Berger (1972) and Leibenstein (1950) studied the relation between the feeling of envy and conspicuous consumption in terms of "being envied". According to Berger (1972), wanting to be the envied one leads to buy the object that can make him/her become the target of the other's envy and to display the object to others in order to gain the glamour of being envied. Leibenstein (1950) has distinguished conspicuous consumption into three types based on the consumer's motivation and strategies: Veblens, Snob and Bandwagon effects. As it is seen in Table 2, although their purpose are different from each other, all of them motivate luxurious consumption.

Table 2. Veblens, Snob and Bandwagon effects

	VEBLEN	SNOB	BANDWAGON
Definition	buying luxurious items to show status symbols	the rarity of high quality purchases	being identified with a particular social group
Purpose	social status	distinction	similarities
Characteristic	social status	most individuating	most conformist
Forms of envy	envious or being envied (glamorous)	being envied (glamorous)	being envied (avoid)
Examples	competition in luxurious possession	unique products	to fit in a group

As envy motivates luxurious consumption, Belk (2008) suggests four different strategies to utilize this feeling in luxury industry: luxury products, populuxe products, opuluxe products, counterfeit products. When a luxurious product is unaffordable, other alternatives come out. Populuxe products are faux luxury goods. They are made of cheaper materials but have a luxurious appearance (Twichell, 2013, Belk, 2008). And they are different from counterfeit as they have their own brand name. Counterfeit products are imitations which can not be distinguished from the original products (Chadha and Husband, 2006). More affordable products under luxurious brands are named opuluxe products (Twitchel, 2013).

As a sum, two forms of envy effects customer buying behavior. Envious feeling motivates willingness to pay more to obtain the product and impulsive buying. Being envied feeling motivates luxurious consumption.

Method

320 questionnaire were done for quantitative research. Survey form and questions are adapted from the work of Huyen Trang Le (2015). The questionnaire consists of 3 parts: First part consists demographic questions, second part questions are about a given scenario and third part questions are related to fashion industry.

The survey is designed to understand how the feeling of envy affects customer behavior in general and in fashion industry in particular. Data is analysed in terms of the willingness to buy the desired product, the purchase purposes and factor that provokes the feeling of envy. It is also aimed to find out the differences between benign envy and controlled buying consumers. In second section, all participants have an interest in the desired product which is ensured by the question "product ABC which relate to your both interest". Conversely, not all the participants are interested in the product in the third part of the survey. In this way, differences among benign envy buying behavior, controlled buying behavior with and without interest in the desired product are analyzed.

Findings

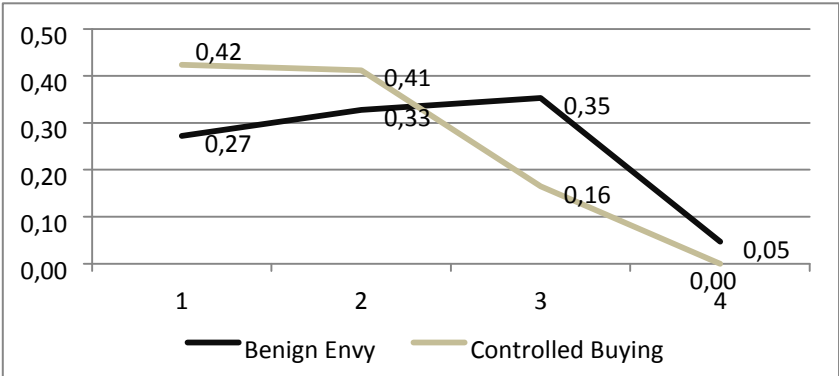
The survey results present the collected data from customers living in Turkey. Among 320 participants, the youngest group of participants ranging in age from 18-24 represented 50% of the sample, while 33% of the sample was the age group of 25-34 and the oldest category, 35 and older contributed 17%. 230 of the participants are woman and 90 is man. 119 of the participants have 350-500 TL monthly income because most of the 18-24 age group participants are high school or university students. 104 of the participants have a monthly income higher than 2001 TL. Related to the participants educational level, 256 participants are university degree and 46 are graduate or doctoral student. 225 of them reside in cities while 95 reside in villages and towns.

In the second section, a scenario about a product "ABC" related to both interest of the participant and his/her friend "A" is given and participants are asked: "Would you like ask "A" further questions about the desired product and how to acquire it?" The question is to determine whether there is a rise of benign envy. With two choices of "yes" and "no" participants are divided into two category: benign envy and controlled buying. Then participants are asked questions to understand their buying intention towards the product. Answers are put into the degree of agreement with 5 scale-from totally disagree (1) to totally agree (5). In order to compare the benign envious and controlled buying person's buying behaviors an independent-samples t-test is conducted. As this was done on each question, not by combining questions variables the significance of the results should be carefully interpreted. The result of t-test showed that there are significant differences in the scores for benign envy and controlled buying conditions in terms of nearly all categories stated in questions 6 and 8. Benignly envious person has a stronger will to obtain the object than controlled buying (testing "do you want to have this product?"; $M=3.24$, $SD=1.27$ in benign envy; versus $M=2.76$, $SD=1.04$ in controlled buying); *envious one* wants to put more effort onto obtaining the product (testing "how much effort that you be willing to spend to acquire this product?"; $M=3.25$, $SD=1.31$ in benign envy; versus $M=3.00$, $SD=1.09$ in controlled buying); thinks that others are also willing to put efforts to get the desired product (testing "how much effort that you think others be willing to spend to acquire this product?"; $M=3.32$, $SD=1.03$ in benign envy; versus $M=3.06$, $SD=1.07$) and also have a tendency to buy the

product although he/she has a similar or old version of it than the controlled one. (testing “if you have a similar product or old version of this product, would you be willing to buy this product?”; M=3.53, SD=0.85 in benign envy, versus M=2.56, SD=1.04 in controlled buying). Different from others controlled buying one thinks that the object is also desirable to other people (testing “do you think others want to have this product?”; M=3.13, SD=1.19 in benign envy; versus M=3.17, SD=0.68 in controlled buying) more than envious one. It has to be underlined that the biggest difference is in the questions testing the motivation to buy the product. Results show that the feeling of envy motivates purchasing the product, in other words it prompts impulsive buying.

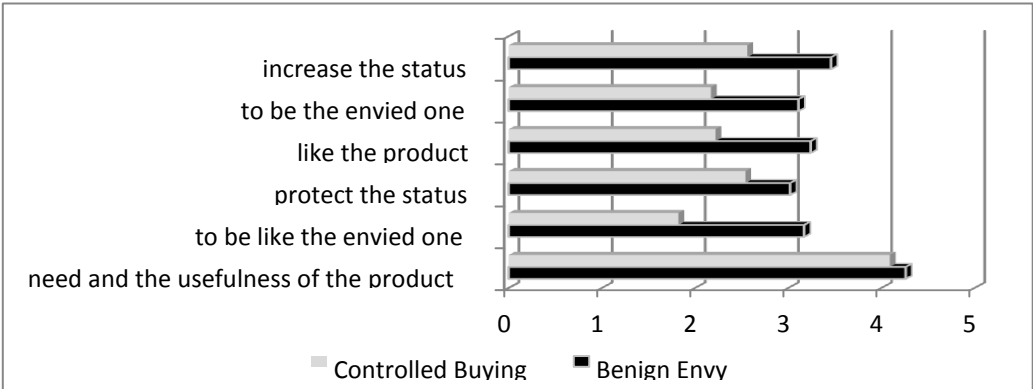
In order to examine the willingness to buy the desired product, participants are asked how much they are willing to pay for the desired product given four levels of payment: “paying for affordable products” and “use savings to pay for the product” to “asking money from others to buy the product” and “pay at any costs”. Results are shown in Figure 1.

Figure 1. Willingness to pay for the product



As seen in Figure 1. willingness to pay changes as the cost increases. In the first and second levels benignly envious participants have lower willingness than controlled buying participants while in the third and fourth levels they have higher willingness than controlled buying ones. As expected, controlled buying participants’ willingness decreases as the the cost increases. 83% of them pay for affordable products or may only use savings but will not borrow to buy the product. And it needs to be underlined that 35% of the benign envy participants may prefer to borrow money to pay for the product.

Figure 2. The Purchase Purposes (mean calculation)



Participants were examined for the purposes of purchase. As it can be seen from Figure 2., there is no purpose other than “need and usefulness of the product” for controlled buying person. This purpose is also the most important one for benignly envious ones, but he/she values “increase the status”, too. The most significant difference is under the purpose “to be like the envied one”. When this is interpreted with the high share of “increase the status”, we may talk about the veblen effect which leads to conspicuous consumption.

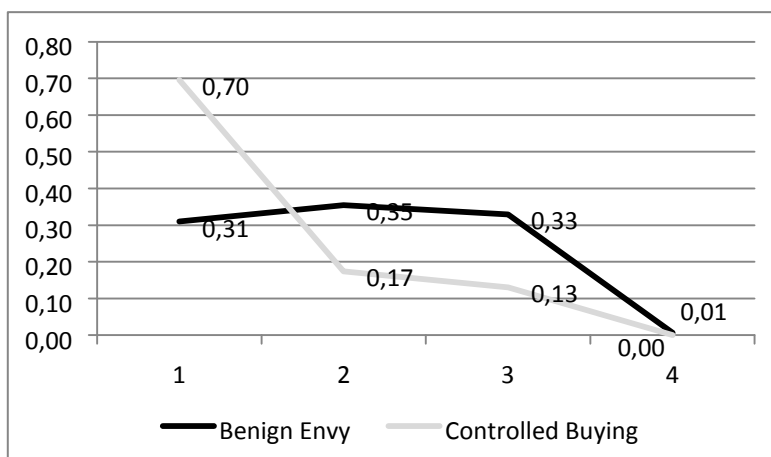
In order to examine who influences consumers’ purchases, participants are asked “who do you most care about their possessions?”. According to results 139 of 320 (43%) participants have chosen friends/colleagues probably because young people generates 50% of the participants. Family members and advertisements come the next with 73 and 49 participants. Friends, colleagues and family members are those who have close relationship with us while window displays may motivate anonymity and impulsive buying.

The last question in the second section is “Would you like to pay more for a product that you assume it is better than the desired product?”. 62% of benign envied participants answered “yes”, while 79% of the controlled buying participants answered “no”. This result can be interpreted as the snob effect caused by the “being envied feeling”. Participants under the feeling of envy wants to create distinction from the one that owns the desired product

In the third section, the participants are asked “do you like fashion?” in order to group them. The participants who answer “yes” to the question are considered to be more likely to behave benign envy in their buying behaviour; whereas, the participants who answer “no” are considered to be more likely to behave as controlled buying customers. 78% of the participants are said to be envied person with 251 “yes” answer and 22% are controlled buying with 69 “no” answers. Participants in terms of their fashion purchase frequency. As for the ones interested in fashion, 25% of them buys weekly and 44% of them buys monthly, which accounts 69% of all. %37 of the ones that are not interested in fashion buys monthly and %45 of them buys yearly. Namely, interest in fashion increases their buying frequency.

In order to examine the willingness to spend for the desired product, participants are asked “how much do you pay for fashion?” given four different shares of income: “5-10% of income”, “50% income”, “nearly 100% income”, “higher than income”. The results are shown in Figure 3.

Figure 3. Willingness to spend for the product



While 70% of the controlled buying participants prefers to spend only 5-10% of their income, 68% of the benign envied participant may spend half and most of their income. This is

parallell with the findings shown in Figure 1. as 70% of the benignly envious participants prefer to use their savings and/or borrow money to purchase the desired product. Benignly envious person have higher willingness to spend for the desired product than the controlled buying person.

In order to study the difference in purchasing behavior of benignly envious and controlled buying person, participants are asked 15 questions with a 5-level scale. The first five questions (16.1-16.5) in this part of survey are about the role of fashion trend in customer buying decision, the sensitiveness toward a fashion brand and the degree of the willingness to spend for a desired fashion item. According to results, a benignly *envied person* is more likely to buy trendy products (testing score “buy trendy clothes”; M=3.48, SD=0.90 in benign envy; versus M=1.95, SD=0.70), to pay more to obtain a fashion product (testing score “I am willing to pay more for a trendy clothes”; M=3.41, SD=1.24 in benign envy; versus M=1.60, SD=0.99 in controlled buying), more sensitive to brand (testing score “brand is very important”; M=2.95, SD=1.36 in benign envy; versus M=1.92, SD=0.84 in controlled buying), and are willing to pay more for a luxury fashion brand (testing score “I am willing to pay more for luxury brands”; M=3.56, SD=1.22 in benign envy; versus M=1.60, SD=0.92 in controlled buying) than a controlled buying person. The highest score for benignly envied participants in this part comes from the motivation of purchasing (testing score “imagine how good I look and buy”; M=3.85, SD=0.98 in benign envy; versus M=2.31, SD=1.4 in controlled buying).

Questions from 16.6 to 16.9, are about how people evaluate the role of appearances through fashion. And findings show that a benignly envious person values the role of his/her appearance higher than a controlled buying person. A benignly envious person tends to use fashion to have good impression on others (testing score “I like clothes which can make good impression to others”; M=3.89, SD=1.31 in benign envy; versus M=2.84, SD=1.23 in controlled buying). A benignly envious person thinks that the appearance can show his/her social status (testing score “appearance can show my social status”; M=4.23, SD=1.02 in benign envy; versus M=2.66, SD=1.06 in controlled buying) as well as his/her characteristic (testing scores “appearance can show my characteristics”; M=4.31, SD=0.91 in benign envy; versus M=2.82, SD=1.21 in controlled buying) and also affects others’ opinion (testing score “appearance can affect how others treat me”; M=4.31, SD=1.00 in benign envy; versus M=2.96, SD=1.17 in controlled buying) A controlled buying person’s value is not that much high as seen in the scores.

The scores of the questions 16.10 “If I want to be like someone, I buy similar thing like theirs” (M=3.38, SD=1.63 in benign envy; versus M=2.00, SD=1.13 in controlled buying), 16.11 “If my friends have my desired product, I would the product as well” (M=3.38, SD=1.35 in benign envy; versus M=2.16, SD=1.06 in controlled buying) shows that the feeling of benign envy towards the envied one or the desired product motivates purchase. This may be interpreted as the impulsive side of envy.

Questions 16.12 to 16.15 are asked in order to examine the reference group of participants. The results show that a benignly envious person is more likely to buy via internet (M=3.55, SD=1.47 in benign envy; versus M=1.96, SD=0.89 in controlled buying), is more influenced by his/her favourite celebrity’s style (M=3.42, SD=1.27 in benign envy; versus M=1.92, SD=0.93 in controlled buying), is more influenced by those who are similar (M=3.52, SD=1.24 in benign envy; versus M=2.61, SD=1.26 in controlled buying) and who have a relationship with him/her (M=3.68, SD=1.14 in benign envy; versus M=2.92, SD=1.24 in controlled buying) is more influenced by those who have a relationship with him/her (M=3.68, SD=1.14 in benign envy versus M=2.92, Sd=1.25 in controlled buying).

The given scenario about Nike shoes with a price of 200 TL makes the participants know exactly whether they want it or not. As the price is high, participants had to consider risks before buying decisions and some will not have an interest in the product. Under this scenario participants are asked “If the desired product is beyond your affordability, what would you do?” to understand their buying behaviour in luxurious consumption with a four solutions representing opuluxe, alternatives from other brand, counterfeits or trying to obtain the desired product. An independent-samples t-test is conducted to compare the solution for luxury product in benign envy and controlled buying conditions.

Table 3. Buying behaviour in luxurious consumption

Do you like fashion?		N	Mean	Std. Deviation	Std. Error Mean
opuluxe	bening envy	257	3,5564	1,25846	,07850
	controlled buying	63	3,5397	1,11912	,14100
Alternative from another brand	bening envy	257	3,0934	1,36611	,08522
	controlled buying	63	3,7619	,85599	,10784
couterfeits	bening envy	257	2,4280	1,71040	,10669
	controlled buying	63	2,9206	1,29890	,16365
Try to obtain the desired product	bening envy	257	4,1401	,97017	,06052
	controlled buying	63	3,1746	1,02453	,12908

As it can be seen in Table3, the significant difference is in the score of “try to obtain the desired product”. This is paralell with the result of the higher degree of willingness to buy the desired product of benignly envious person. The highest score for controlled buying person is “alternative from another brand”. Netiher benignly envious person nor controlled buying person prefers couterfeits and there is not a significant difference in “opuluxe” preference.

Discussion

The results of the survey supports the theoretical studies that the feeling of envy plays a key role in customer buying decision (Howell 2013; Lee and Yi 2008; Belk 2011; Huyen Trang Le 2015). The feeling of envy in the customer purchasing decision process leads to price premium, impulsive buying and conspicuous consumption (Berger 1972; Ven et al 2010; Crusius and Mussweiler 2012; Szczepaniak 2015; Weatherford, 2013; White, 2015; Twitchel, 2013).

If the demographic characteristics of the participants are examined in detail, it is seen that the degree of the feeling of envy increases with the age and a high rate of the woman participants shows benignly envious attitude. Neither educational background nor the income and residing are decisive criteria in this context.

According to results of the survey; the degree in the willingness to buy the desired product and also to pay more for it, is the highest in beign envy, followed by controlled buying with an interest in the product and controlled buying without interest. Because of the neglection of the risks and cognition in the necessity of the product caused by the feeling of envy, benignly envious person experiences a higher degree of impulsive buying intention, and willingness to pay more creates price premium for the desired object. The part of the survey that intends to determine the degree of the willingness reveals a result which indicates consumer borrowing:

spend nearly all of the income, use the savings, borrow money for the desired product or for the fashion. This determined trend of consumption is an agreed economic problem in Turkey. Individual loans and credit cards marketed aggressively by banks over the past decade has affected the consumer spendings. Their use as a means of financing is widespread. According to the data of Central Bank of Turkey, 58% of the financial liabilities of households consists of individual loans and credit cards while mortgage loans presents 35% as of March 2015 (Financial Stability Report, 2015). In other words, consumers resident in Turkey have a high tendency of consumer borrowing which is also determined in this survey.

Additionally, benignly envious person also tries to increase his/her status and to be like the envied one via purchasing. When this is interpreted with benignly envious person's intention to create distinction from the one that owns the desired product, we may talk about Veblen and snob effects that causes conspicuous consumption. Two forms of envy, "envious feeling" and "being envied feeling" effecting customer buying behavior can be seen in the results of survey.

In fashion industry, benignly envious person's interest in trendy, fashion and luxury products and sensitiveness to brand is dramatically higher than the controlled buying person. The results of using fashion to have good impression on others and high value given to the appearance by benignly envious person is related with the culture and the values that built the identity; and emphasizes the originality of the study.

"Trying to obtain the desired product" preference of benignly envious person also gives us evidence for its characteristic of brand loyalty and shows us why the feeling of envy is important for the companies. The analysis of both envy in general and in fashion industry shows the influence of friends, family, celebrities and advertisements on consumer's purchase decision. They are the triggers creating the feeling of envy.

Conclusion

In conclusion, the feeling of envy affects customer purchasing choice. As the feeling of envy is a painful feeling which appears when people covet superior possessions, envy consumption is formed by the willingness to purchase the envied object in order to release the feeling of envy. Customers neglect risks and cognition in the evaluation stage of decision making process with the feeling of envy which motivates impulsive buying and wants to spend more for the desired product. Competing with the envied one, social status and willingness to be the envied one are the purposes of envious purchase.

Limitations

This study is limited by one country's culture as it is made in Turkey and there is a concentration in the applicants' age and income.

Further Research

In order to eliminate culture effect, envy may be tested in different cultures and the scope of the survey may be extended to evaluate the different age and income groups. It may be also meaningful to examine the relationship of envy and social media in the purchasing behavior of consumers. In order to understand the company's approach to the feeling of envy, a study may be done in this context.

Managerial Implications

As the feeling of envy plays an important role in customer behavior, firms may develop strategies by considering this effect in their marketing efforts.

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Appendixes

Survey about customer behaviour and envy

A/ GENERAL INFORMATION

1. **How old are you?** 18-24 25-34 35-44 45-54 55-60 >61years

2. **Gender** Male Female

3. **Monthly income** Less than 350 TL per month From 350 to 500 TL From 501 to 750 TL From 751 to 1000TL per month From 1001 to 1500 TL From 1501 to 2000 TL More than 2001 TL per month

4. **Educational Background** Primary High school Two-year degree University graduate or doctoral student

5. **Where are you living?** City Village Town

B/ SCENARIO QUESTION

Imagine that you are meeting a friend or you have a colleague, who is called by a nickname "A", that has at least one similar interest with you (e.g. fashion, music, sport, car, etc.). You and "A" start to discuss about an event, that is planned to introduce a new product which is given a nickname "ABC", and relate to your both interests. "A" shows you that he/she has just purchased that new product "ABC" (e.g. new Nike shoes, Chanel bags, new released album, new car, etc.). "A" shares you how beautiful and wonderful the product is and how it makes her/him happy. Moreover, "A" tells you that s/he has spent efforts, time, or hard working to earn money, or just spend lots of money to purchase that new product. S/he is satisfied with the decision of purchasing. Would you like ask "A" further questions about the products and how to acquire it? Yes No

6. **Please answer questions based on your level of agree** (1=Totally disagree 2=Disagree 3=Neutral 4=Agree 5=Totally agree)

6.1. Do you want to own the product "ABC"?

6.2. Do you think other people also like the new product "ABC"?

6.3. Would you like to put effort, time and money to acquire the product "ABC"?

6.4. Do you think other people will spend effort, time and money to acquire the same product like you?

7. Do you still pay out if the price of the product "ABC" is higher than your estimation?

7.1. I only buy things within my affordability

7.2. I can use my saving to purchase if the price is not too expensive, and I do not like borrow money from friends or banks

7.3. I will borrow money to purchase the product and the loan has to be within my future affordability

7.4. I do not care about the price and I will do everything to acquire the product

8. **If you had a similar product or an previous version of the product**

"ABC",I still acquire the product "ABC"....(1=Totally disagree 2=Disagree

3=Neutral 4=Agree 5=Totally agree)

9. **Would you like to pay more for a product that you assume it is better than the product "ABC"**

Yes No

10. **Please choose the importance of each purchasing reason,** (1=Absolutely un-important 2 =Un-important 3=Neutral 4=Quite important 5=Absolutely important)

10.1. Because of the need and the usefulness of the "ABC"

10.2. I would like to be like my friend

10.3. I do not want to lose my status

10.4. Simply, I just like the "ABC"

10.5. Others might like my new possession and envy me

10.6. The "ABC" will improve my social status

11. **Who you most care about their possession?**

a. Friends/colleagues b. Family members c. Celebrities / idols / heroes/ politicians

d. A stranger that you meet on the Street e. The display of the "ABC" in shops or the "ABC" on advertisement

C/ FASHION BUYING

12. **Do you like fashion?** Yes No

13. How often do you buy new clothes?

- Daily Weekly Monthly Yearly Rarely to buy new clothes

14. How much do you pay for fashion?

- a. Pay a small part of income, 5% - 10% of total, for fashion
 b. Pay a half of your income for fashion
 c. Pay most of income for fashion
 d. Pay more than I earn

Scenario question2: Imagine that you like a pair of Nike shoes, which is cost 200TL

1=Totally disagree 2=Disagree 3=Neutral 4=Agree 5=Totally agree

15. What will you do if you cannot afford the pair of Nike shoes?

- 15.1. I will buy another Nike product with a cheaper price
 15.2. I will buy a similar product in different brand name
 15.3. I can buy a fake product
 15.4. I will save money for purchasing that pair of Nike shoes

16. Please answer these below questions based on your agreement

- 16.1. I often buy things which are on trend or the latest fashion style
 16.2. In my opinion, brand is the most important
 16.3. I usually imagine how good I look on the clothes and buy them
 16.4. I am willing to pay more for hot stuffs
 16.5. I am willing to pay more for premium brands
 16.6. I like to buy thing which make good impress to others
 16.7. Appearance is important because it shows my social status
 16.8. Appearance is important because it shows my identity
 16.9. The good outlook will affect to other opinion
 16.10 If I want to be like someone, I will buy things similar them
 16.11. If I know someone have the thing that I am interested, I will buy the same thing
 16.12. I usually buy clothes on online stores
 16.13. I usually watch the style of celebrities and buy things similar them
 16.14. I feel more influenced by those who are similar to me
 16.15. I feel more influenced by those who have a relationship with me

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Do you want to own the product "ABC"?	benign envy	228	3,2456	1,27020	,08412
	controlled	90	2,7667	1,04988	,11067
Do you think other people also like the new product "ABC"?	buying	228	3,1316	1,19111	,07888
	benign envy	90	3,1778	,68002	,07168
Would you like to put effort, time and money to acquire the product "ABC"?	controlled	228	3,2588	1,31030	,08678
	buying	90	3,0000	1,09133	,11504
Do you think other people will spend effort, time and money to acquire the same product like you?	benign envy	228	3,3202	1,03598	,06861
	controlled	90	3,0667	1,07891	,11373

If you had a similar product or an previous version of the product	benign envy controlled	228	3,5395	,85165	,05640
	buying	90	2,5667	1,04988	,11067

		N	Mean	Std. Deviation	Std. Error Mean
I often buy things which are on trend or the latest fashion style	benign envy controlled	251	3,4821	,90038	,05683
	buying benign envy controlled	63	1,9524	,70548	,08888
In my opinion, brand is the most important	benign envy controlled	251	2,9562	1,36311	,08604
	buying benign envy controlled	63	1,9206	,84818	,10686
I usually imagine how good I look on the clothes and buy them	benign envy controlled	251	3,8566	,97742	,06169
	buying benign envy controlled	63	2,3175	1,40075	,17648
I am willing to pay more for hot stuffs	buying benign envy controlled	251	3,4183	1,24752	,07874
	benign envy controlled	63	1,6032	,99255	,12505
	buying	251	3,5657	1,22256	,07717
I am willing to pay more for premium brands	benign envy controlled	63	1,6032	,92527	,11657
	buying benign envy controlled	251	3,8924	1,31772	,08317
I like to buy thing which make good impress to others	benign envy controlled	63	2,8413	1,23401	,15547
	buying benign envy controlled	251	4,2311	1,02098	,06444
Appearance is important because it shows my social status	buying benign envy controlled	63	2,6667	1,06256	,13387
	benign envy controlled	251	4,3187	,91324	,05764
Appearance is important because it shows my identity	buying benign envy controlled	63	2,8254	1,21203	,15270
	benign envy controlled	251	4,3187	1,00896	,06369
The good outlook will affect to other opinion	buying benign envy controlled	63	2,9683	1,17732	,14833
	benign envy controlled	251	3,3865	1,62667	,10267
If I want to be like someone, I will buy things similar them	buying benign envy controlled	63	2,0000	1,13592	,14311
	benign envy controlled	251	3,3825	1,34653	,08499
	buying benign envy controlled	63	2,1587	1,06569	,13426
If I know someone have the thing that I am interested, I will buy the same thing	benign envy controlled	251	3,5538	1,47245	,09294
	buying benign envy controlled	63	1,9683	,89746	,11307
	benign envy controlled	251	3,4263	1,27340	,08038
I usually buy clothes on online stores	buying benign envy controlled	63	1,9206	,93845	,11823
	benign envy controlled	251	3,5219	1,24359	,07849
I usually watch the style of celebrities and buy things similar them	buying benign envy controlled	251	3,5219	1,24359	,07849
	benign envy controlled	251	3,5219	1,24359	,07849
I feel more influenced by those who are similar to me	buying benign envy controlled	251	3,5219	1,24359	,07849
	benign envy controlled	251	3,5219	1,24359	,07849
I feel more influenced by those who have a relationship	buying benign envy controlled	251	3,5219	1,24359	,07849
	benign envy controlled	251	3,5219	1,24359	,07849

with me	buying benign	63	2,6190	1,26272	,15909
	envy controlled	251	3,6853	1,14566	,07231
	buying	63	2,9206	1,24825	,15726