



# Determining the influence of fanatical tendencies on consumption styles based on lifestyles

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## ABSTRACT

### Keywords:

*Lifestyle, Fanatical  
Tendency, Consumption  
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While the term fanaticism forces one to create exclusive associations with sports events, it is nevertheless a very broad concept where an individual owes loyalty to a particular area they are interested in to the point of being a fanatic. This study has addressed the areas to which individuals feel loyalty at a fanatical level and attempt to identify which of those areas are more dominant in terms of sampling. Fanatic individuals demonstrate similar characteristics and behaviours in line with the area of their choice. Lifestyle is an important factor that determines the ways in which consumers spend their time and money. Due to the importance of the lifestyle factor, we have wished to study its influence on the fanatical tendencies of individuals. The aim of this study is to make suggestions regarding the lifestyles of this particular consumer group for the benefit of the businesses. Lastly, the influence of fanatical tendencies on individuals' consumption styles are addressed. In this respect, hedonic and symbolic consumption styles - which are believed to be the results of fanatical tendencies- and impulsive buying behaviour are studied. The study is conducted with the consumers living in the city centre of Erzurum that were interested in any specific area of consumption through the use of questionnaires. The data analysis indicated that the lifestyles led by the consumers influence their fanatical tendencies which in turn influence their consumption styles.

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## Introduction

Fanaticism is defined as the state of extreme attachment to an area or a sports branch in such a way that the social norms are totally ignored under obsessed passion and uncontrollable excitement. Though the word fanaticism brings to mind sports activities and particularly football at first place, fanaticism can appear widely in all areas today and it has influence on

consumer decisions and expectations. Every individual has the potential to be a fanatic. This comes from the fact that, the tendency for fanaticism is a result of the modern marketing approach and consumption styles. Today's postmodernism consumer is willing to live the moment; so "fun" is a key word as they seek for the stimulation of senses, delight, and pleasure. They also care for belonging and they give importance to sharing things with the ones they have common interest(s) with. As fanaticism tendency has gained significance, fanatics have come to an important position in the market and are defined as the dream consumer group for companies and the commercial value given to this group has increased; it was intended to study the fanaticism tendency based on the individuals' interest area(s).

Individuals who tend for fanaticism get into communication, perform common activities, possess common values and purposes, and particularly they need to be supported by their social classes (Mackeller, 2008; Seregina, 2011; Ventura, 2012), which bring the concept of lifestyle into minds. Within the scope of the research, the influence of lifestyles on fanaticism tendency was studied and the influence of fanaticism tendency on consumption styles was focused on. There are several consumption styles that serve for personal and social objectives (Ünal, 2014). On the other hand, symbolic consumption, hedonic consumption, and impulse buying were dealt with within the scope of the research.

Following these, the variables of lifestyles, fanaticism tendency, and consumption styles were studied to determine the influence of fanaticism tendency on consumption styles based on lifestyles.

### **The Literature Review**

Lifestyle, which is studied under the title of psychographic variables, is one of the significant variables included in researches on consumer behaviour (Herrero, Perez, & Del Bosque, 2014). Lifestyle appears when consumers with common values and interests show a similar consumption model. In general, it is the answer to the following question: "How does one live?" It helps to tell what people do, why they do that, and what this behaviour means for themselves and the others (Erciş, Ünal, & Polat, 2007). The term "lifestyle" was introduced by Lazer (1963) who intended to reveal the consumer segments that vary depending on ideas, interests, and activities. He defined lifestyle as a structure that is based on system and he stated that it changed and improved depending on the social dynamics (Grunet, 2006; Plummer, 1974). According to Grunet (2006), lifestyle means being between the values and the environment. Lifestyle is shaped depending on our behavioural structure. Our environment and life also change depending on our point of focus. In addition, our lifestyle changes in dealing with these and this change depends on the changes of the environment and values.

In marketing field, many researches were conducted and scales were developed related to lifestyles. It was observed that individuals adopted certain behaviours in dealing with their lifestyles and as a result, they bought certain products and services (Gonzalez & Bello, 2002). Researchers who investigated lifestyles stated that there might be different types of behaviours during buying and lifestyle was one of the factors influencing the structure of these behaviours. Likewise, product and service choices, the products purchase, free time activities, the use of social media, tourism marketing, and social events were revealed out to be related with lifestyle (Herrero et al., 2014).

On the other hand, several scales were developed as a result of the academic researches made on values and lifestyles. VALS2 scale was used within the scope of this research. To this end, it was developed mostly with the intention to find out the interests of consumers. VALS2 scale focuses on the psychological characteristics of consumers (Kesic & Piri Rajh, 2003) and it aims to reveal out the relation between attitudes and buying behaviour. This is why it is the method that best estimates the consumer's buying behaviour (Erciş et al., 2007; Piirto, 1991).

Attachment of individuals to certain areas may be the result of the physical properties of those areas. The physical properties in question are the memories, lifestyles, and fanaticism tendency's reflection of the real personality of the individual. The lifestyle and sensual attachment level of the individual may influence the direction of the fanaticism tendency. This is because the interest areas form a significant part of the values and lifestyles of individuals (Seregina, 2011). Besides, individuals seek for others who have the same interests to communicate with them regarding those interests and to share things with them (Thorne & Bruner, 2006).

### **Fanaticism Tendency**

Many consumers develop attachment to sports activities/teams, brands, free time activities, and to the other types of consumption which fulfil their various personal needs. Although such attachment has several levels, it is called as fanaticism in general. Fanaticism can be towards a brand, a product, a service, an actor/actress, a player, towards consumption, and experiences (Redden & Steiner, 2000; Steiner, 2004). Fanaticism is a subjective term (Mackellar, 2008) and is the admiration developed for certain objectives (Mackellar, 2006).

Fanaticism can be explained as the communication or as the relation consumers develop with their interest areas or as a continuous ritual or custom (Ortiz, Reynolds, & Franke, 2013). Fanaticism is relevant for a situation or an event and fanaticism tendency changes from one person to another and from one situation to another. This is because evaluations and judgements change from one situation to another (Redden & Steiner, 2000).

Thorne and Bruner (2006) described fanaticism as a daily routine. They explained fanaticism as the development of extreme opinions and feelings towards something and they stated that it also had the risk of harming other people. According to Scammon (1987), fanaticism is deep loyalty and it can appear in many areas.

In terms of consumer behaviours, Holbrook (1987) defined fanaticism as experiencing consumption activities more – stronger- than the other consumers. Development of fanaticism depends on social opportunities, social classes, and supporting the opinions and beliefs. Many fanatics feel the need to be supported by their social classes. Individuals who are supported by social class continue and develop their fanatic behaviours (MacKeller, 2008; Seregina, 2011). Psychology field defined fanatic individuals as people who have intense beliefs, feelings, and behaviours towards their interest area(s) (Ortiz et al., 2013). Fanatic consumers have two significant characteristics, namely intensity and intolerance. Following this, fanatic intensity shows passion and target-based behaviour. The level of this intensity is related to the individual and it is measured through that individual's energy for life, feelings, opinions, business, and situations he/she faces in general (Holbrook, 1987; MacKeller, 2008). Fanatic

intolerance refers to the intolerance developed by fanatic individuals towards other people and their aims and opinions (Redden & Steiner, 2000; Steiner, 2004).

Thorne (2011) made a research where he clarified fanaticism and other terms relevant to it. These terms include fan, fandom, fanaticism, dilettante, dedicated, devoted, and dysfunctional. To this end, fan refers to an individual that focuses on an area and develops interest towards that area. Instead of joining activities directly, individuals observe such activities and join in time in varying degrees. Fandom is a subculture where attachment is deep and there is a common jargon in fandom. Individuals feel close to each other and share the same interest area. Fanaticism is a term developed for an area to show a much higher level of interest for that area compared to being a fan. Fanaticism is indiscrete and continuous interest. Following this, dilettante is the fan's behaviour restricted with time and social acceleration. The individual is keen on an area depending on time and whether that area is accepted socially or not. Whereas dilettantes are interested in certain areas, they have no motivation to increase the level of such interest. Dedicated is a deeper level of fanaticism. Individuals organize their activities according to these activities, collect objects related to such areas, communicate with the others who have the same interest and they attend meetings and forums. They always gather information and watch programs regarding their interest areas. In addition, devoted is at the deepest level of fanaticism. This group can also be called as the special fan group as there is a powerful desire to show fan behaviour. At this level, fans organize their plans, programs, and lifestyles depending on their interest areas to keep close track of such areas. Dysfunctional comes after the dilettante, dedicated, and devoted in terms of intensity; but in addition to these, it includes ignoring social norms and acting accordingly (Moutinh, Dionisio, & Leal, 2007; Thorne & Bruner, 2006; Thorne, 2011).

Behaviours of fanatic individuals have gained importance in the modern world. The group has gained commercial significance and has become the nature of consumers. All these contribute to the significance of fanaticism. The ever expanding group which consists of fanatic individuals is important for the creation of a culture that covers these individuals and it is of importance for sustainability of that culture. This is why the target Market consisting of fanatic consumers appeals the enterprises (Smith, Fisher, & Cole, 2007).

Marketing literature study reveals out close relations between fanaticism and brand loyalty, buying loyalty, and desire for a product/products group. On the other hand, emotional branding, viral marketing, and fan-based marketing have also gained significance due to the ever-increasing influence of fanatic consumer groups (Hickman & Ward, 2013; Smith et al. 2007). In today's markets, enterprises seek to form more enthusiastic, creative, and loyal consumers. This can be achieved by understanding the consumers better and guiding their experiences. Experiences of fans will be perceived better than enterprises that will be able to develop strategies within the framework of fanatics (Moutinho et al., 2007; Smith et al., 2007; Dionísio, Leal, & Moutinho, 2008).

Fanatic consumers ask for equipment intended for their interest areas. They buy such innovative equipment and they do not like renting or borrowing these from others. Several researches made on fanaticism also revealed out that collecting certain object was also related with fanatic behaviours and consumption. Consequently, fanaticism of an individual opens the way for becoming a consumer of another individual/enterprise. Enterprises seek to keep

fanatic individuals in hand through loyalty programs and relational marketing attempts (MacKeller, 2006).

According to Redden and Steiner (2000), fanatic individuals are the dream customer group for enterprises; this is because fanatic individuals are target-based. In other words, they think and act based on their targets. This characteristic differentiates them from other consumer groups.

### **Consumption Styles**

Within the scope of research, it was aimed to determine the influence of fanaticism tendency on consumption styles in accordance with the lifestyles. Consumption styles serve for personal and social objectives (Ünal, 2014). With regards to the characteristics of the fanatic consumer group, symbolic consumption, hedonic consumption, and impulse buying were focused on. Detailed information on these titles is given below.

### **Symbolic Consumption**

Symbolic consumption means that consumers consume products for their symbolic meanings instead of their rational benefits. In other words, it is the behaviour of obtaining, using, and disposing of products with the intention of showing the people around who we are (Ünal, 2014).

Symbolic consumptions are made to form and approve one's identity and to communicate with that identity within the framework of choosing, buying, and using a product. Thus, it has psychological and social significance. Symbolic consumption has significant influence on the formation of an individual's personality, communication of his/her personal background, achievements, interpersonal relations, cultural values, and social status. Particularly, personality forms through symbolic consumptions (Ekinci, Sirakaya-Turk, & Preciado, 2013).

Symbolic consumption refers to the use of products and individual's effort for forming his/her personality, sustaining and communicating such personality, and finding a status in society (Larsen, Lawson, & Trodd, 2010).

Symbolic consumptions are also significant in ensuring sustainability of the new roles and identities (Schouten, 1991). This is because symbolic consumptions provide prestige and status for their consumers. Consumers use these symbols to communicate with others. Thus, they both communicate their personalities and reveal out their differences from the others (Hammerl, Dorner, Foscht, & Brandstätter, 2016).

Individuals with tendency for fanaticism make symbolic consumptions to continue and empower their relation with their interest areas. Furthermore, they think themselves as a part and supportive of this structure. Besides, symbolic values of all these purchases are more significant than their functional values (Kwak & Kang, 2009). The reason for the inclusion of symbolic consumptions within the scope of this research is the assumption that individuals with fanaticism tendency may tend towards symbolic consumptions to communicate their personality and fanatic identity to other people.

### **Hedonic Consumption**

Hedonic consumption includes feelings, appealing experiences, emotional pleasure, fantasy and joy and it is made in positive mood (Kemp & Kopp, 2011; Kronrod, Grinstein, &

Wathieu, 2012). Basic elements of the hedonic consumption term defined by Hirschman and Holbrook (1982) are the features related to tastes, sounds, scents, views, and touches which an individual take advantage of it for describing himself/herself and for individual-based choices (Alba & Williams, 2013; Ünal, 2014; Wu & Holsapple, 2014).

In hedonic consumption, products are defined as subjective symbols instead of objective beings. Hence, hedonic consumptions are deemed to possess a subjective characteristic (Babin, Darden, & Griffin, 1994). What the product symbolizes, i.e. the image of the product is more important than what the product is (Ünal, 2014).

Okada (2005) stated that hedonic consumptions help people to have different and enjoyable experiences. To this end, hedonic consumption includes self-awarding motivation by nature. As feelings are powerful, consumers are more enthusiastic and willing in decision making processes (Kim & Kim, 2014).

Babin, Darden, & Griffin (1994) stated that hedonic consumptions excited, entertained, and appealed to individuals more and it made them feel like escaping the realities. Emotions are the basic variables that guide the buying behaviour and that reveal out the attitude and buying intention. In other words, hedonic consumption is the buying behaviour that is based on emotions and that is more pleasure-oriented (Barbopoulos & Johansson, 2016; Roy & Ng, 2012). Hence, as the experiential pleasure and entertainment have significant value, consumer take emotion-based buying decisions.

In dealing with the information presented for hedonic consumption, it was considered that individuals with fanaticism tendency tend for pleasure-based, i.e. hedonic consumption for their interests.

### **Impulse Buying**

In the most general terms, impulse buying is the state which comes into being when the consumer spontaneously decides to buy and buys something without any prior planning. Here, the consumer has a spontaneous and intense feeling to buy something and buys things with this uncontrollable feeling (Ünal, 2008; 2014).

Impulse buying can refer to a person buying a product/service/brand spontaneously without giving it much thought. It occurs when an individual buys something for his/her pleasure only (Vohs & Faber, 2007). According to the research of Sharma, Sivakumaran, & Marshal (2014), impulse buying is a more consistent characteristic of a consumer compared to other consumption styles and it occurs frequently (Chang, Yan, & Eckman, 2014); following this, it is the result of the individual's lacking of self-control. Sharma, Sivakumaran, & Marshal (2010) further stated that impulse buying could be summarized in acting without thinking, optimal impulsiveness, and self-monitoring. In their research, Vohs and Faber (2007) described impulse buying with the words pleasure, ignorance, and excitement. Furthermore, they stated that impulse buying mostly occurred when the individuals were in negative mood and claimed that consumers tended to reward themselves to recover from that mood. According to Verplanken Herabadi, Perry, & Silvera (2005), individuals tend for impulse buying as a defence mechanism to minimize negative feelings and to improve the standards and self-esteem.

On the other hand, individuals tend for impulse buying also continue their positive mood (Ozer & Gultekin, 2015). Individuals who mostly act according to their impulses are under

the influence of the external stimuli and their internal feelings and impulses prompt them to buying behaviour (Chen & Wang, 2016).

Impulse buying may vary depending on the economic condition, individual, time, place, and even culture. Thus, factors that lead to impulse buying are divided into three groups as the environmental factors (i.e. store atmosphere), personal factors (i.e. shopping for entertainment), and circumstantial factors (i.e. time) (Chang et al, 2014; Mathai & Shanthaamani, 2016). According to Shen and Khalifa (2012), impulse buying is a complex and entertainment-based concept that causes emotional conflicts.

### The Study

Figure 1 shows the research model of the study.

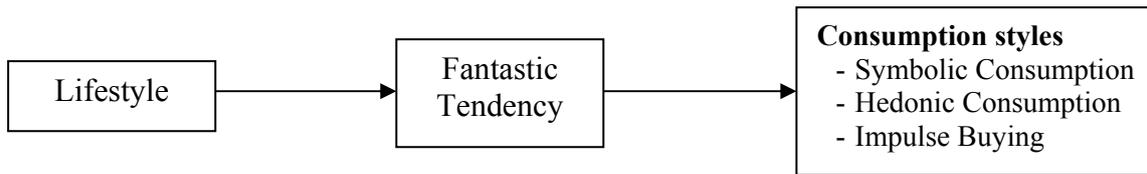


Figure 1. Research model

### Research Hypotheses

The following research hypotheses guided the study:

**H<sub>1</sub>:** Lifestyle influences fanaticism tendency.

**H<sub>2</sub>:** Fanaticism tendency influences the consumption styles of consumers.

**H<sub>2a</sub>:** Fanaticism tendency influences symbolic consumptions of consumers.

**H<sub>2b</sub>:** Fanaticism tendency influences hedonic consumptions of consumers.

**H<sub>2c</sub>:** Fanaticism tendency influences impulse buying of consumers.

### Method

The research mainly included consumers at the age of 18 or above living in Erzurum. Determining the main group which represented the individuals with fanaticism tendency, the snowball sampling method was preferred. Through snowball sampling, repliers known to have fanaticism tendency were questioned first and their guidance was sought to reach at other repliers with fanaticism tendency. Following this, 300 individuals were surveyed. Survey forms with missing information or those that were filled with inaccurate information were eliminated and 286 survey forms were evaluated in the end.

Questions included in the survey form consisted of five different groups. The first group consisted of questions intended for the determination of the interests of the repliers and the level of such interests and to find out how they were keeping track of this/these areas. The questions included in the second group were intended to determine the lifestyles of the repliers. VALS 2 (Martinez, 2006) scale was used to find out the lifestyles of the repliers. Moreover, the questions in the third group aimed to determine the fanaticism tendency of the individuals regarding their interests. Consumer Devotion Scale developed by Ortiz et al. (2013) was used for this purpose. In addition, the questions in the fourth group were used to study the symbolic consumptions, hedonic consumptions, and impulse buying behaviours of the repliers. Hedonic Consumption Scale developed by Babin et al. (1994), and Arnold and

Reynolds (2003) were used to measure hedonic consumption of the consumers; Symbolic Consumption Scale taken from the research conducted by Campbell (2002) and Uygun and Akin (2012) were used to measure their symbolic consumptions and finally, the Impulse Buying Aspect of the scale developed by Sproles and Kendall (1986) was used to determine the impulse buying behaviour. The repliers were subjected to demographical-based questions in the last part of the survey.

Linguists were consulted when translating the scales to eliminate any mistakes that could appear in the translation of the survey questions. Once the translations of the scales were complete, a draft study was performed on a sample group of 20 individuals and the survey was given its final form. The variables used to determine the repliers' lifestyles, fanaticism tendency, and consumption styles were measured through 5 point Likert scale (1=Strongly disagree, 5= Strongly agree). Data was analysed through SPSS 20.0 Lisrel 8.51 statistics program. Descriptive Statistics, Factor Analysis, Confirmatory Factor Analysis, and Structural Equation Modelling were used in data analysis.

## Results

### Demographic Features

It was established that the majority of the respondents were single (%50.3) and they were aged between twenty-six and thirty-two (%40.9); they possessed bachelor's degree (%33.2); they earned a monthly salary of four thousand to five thousand Turkish Liras (%27.3); and they were civil servants (%44.1). The proportion of males and females was equal.

### Determination of the Interest Areas of the Repliers

The repliers were asked which interest area(s) they had. The distribution of the frequency achieved through the results is presented in Table 1.

Table 1  
*Interest Areas of the Repliers*

Interests	Frequency (f)	Percentage (%)
Sports Branches	118	41.3
Swimming/Diving	56	19.6
Journey	167	58.4
Gourmet	37	12.9
Photography	62	21.7
Nature sports	66	23.1
Shopping	109	38.1
Collecting	31	10.8
Social Media Follower	95	33.2
Love of Nature and Animals	80	28.0
Other	24	8.4

As shown in Table 1, repliers were mainly interested in journey (58.4%), sports branches, (41.3%), shopping (38.1%), and they were social media follower (33.2%).

### Determination of the Repliers Use to Follow Their Interest Areas

The repliers were questioned about the ways they used to follow their interest areas. The distribution of the frequency achieved through the results is represented in Table 2.

Table 2  
*The Ways the Repliers Use to Follow Their Interest Areas*

Following of Interest Areas	Frequency (f)	Percentage (%)
Place of Interest Area (Stadium etc.)	96	33.6
Broadcast Live on the TV/Radio/Internet	232	81.1
Printed Publications (Newspaper, Journal etc.)	79	27.6
Other	30	10.5

According to Table 2, the repliers used TV/Radio/Internet to follow their interest areas (81.1%).

### Determination of the Repliers' Level of Interest

The repliers were questioned to find out their level of interest. The distribution of the frequency achieved through the results is displayed in Table 3.

Table 3  
*Repliers' Level of Interest*

Level of Interest	Frequency (f)	Percentage (%)	Level of Interest	Frequency (f)	Percentage (%)
Fan	22	7.7	Dilettante	106	37.1
Fandom	18	6.3	Dedicated	61	21.3
Fanatic	28	9.8	Devoted	51	17.8
<b>Total</b>	<b>286</b>	<b>100</b>			

Regarding Table 3, repliers mostly described themselves as 'Dilettante' about their interest areas (37.1%).

### Factor Analysis Application for the Consumption Styles Variables

Table 4 exhibits the results of factor analysis for the consumption styles variables.

Table 4  
*The Results of Factor Analysis for the Consumption Styles Variables*

Variables	Factor Loading	% of Variance	Eigen values	Cronbach Alpha
<b>First Factor: Symbolic Consumption</b>				
CS1: My interest-based products provide the opportunity of express myself or my identity.	0.766			
CS6: My interest-based products represent a connection between me and my family lifestyles from the past.	0.732			
CS4: Using the interest-based products creates a connection to group of friends	0.721			
CS9: My interest-based products send a message about those who use it.	0.721			
CS5: My interest-based products provide the opportunity of connection to my beliefs and ideologies.	0.707			
CS8: My interest-based products are concerned with what other people think about them.	0.687			
CS11: My interest-based products add variety to one's life.	0.676			
CS10: Buying my interest-based products would make a customer feel special.	0.615			
CS2: My interest-based products have social prestige value; those give users social status.	0.587			
CS12: Using the interest-based products were truly a joy for me.	0.571			
CS7: My interest-based products remind me; my purpose, abilities and achievements.	0.556			
<b>Second Factor: Hedonic Consumption</b>		15.942	3.667	0.81
CS17: While shopping my interest-based products, I was able to forget my problems.	0.748			
CS16: I had a good time bought my interest-based products because I was able to act on the "spur of the moment.	0.669			
CS22: I am impulsive when purchasing my interest-based products.	0.654			
CS21: Often I make careless purchases of my interest-based products I later wish I had not.	0.632			
CS18: I go shopping with my friends or family to socialize	0.597			

CS19: I go shopping to keep up with the my interest-based product trends	0.592			
CS13: During the interest-based product trip, I felt the excitement of the hunt.	0.525			
Third Factor: Impulse Buying		12.010	2.762	0.71
CS23: I take the time to shop carefully for best buys.	0.701			
CS14: I enjoyed being immersed in exciting new my interest-based products.	0.687			
CS24: I carefully watch how much I spend.	0.612			
CS20: I should plan my interest-based shopping more carefully than I do.	0.589			
CS15: I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	0.549			

According to factor analysis results, the variables were gathered under 3 factors, namely symbolic consumption, hedonic consumption, and impulse buying. Following this, 0.40 and higher factor loads were taken into consideration in the factor analysis and 1 variable was eliminated. The three factors achieved described 50.8% of the total variance. (KMO sampling capacity scale: 84%, Barlett Sphericity Test: 3024.196447145, and Degree of Freedom: 253).

### Testing of the Scales Used in the Study

A confirmatory factor analysis was used for testing whether the lifestyles, fanaticism tendency, and consumption style scales used in the study were consistent with the study sample. The Chi-square and fit index values for the scales obtained as a result of the analysis are presented in Table 5.

Table 5  
*Chi-Square and Fit Index Values of the Scales*

	X <sup>2</sup> /df	RMSEA	RMSR	AGFI	GFI	NFI	NNFI	CFI
Lifestyles Scale	2.73	0.07	0.08	0.08	0.90	0.86	0.88	0.91
Fanaticism Tendency Scale	2.89	0.08	0.04	0.04	0.93	0.96	0.95	0.97
Consumption Style Scale	2.58	0.07	0.06	0.06	0.90	0.87	0.89	0.92

According to the results of the confirmatory factor analysis, the conformation values belonging to the lifestyle scale consisting of 24 variables were not at acceptable level in terms of model conformation. Variables that showed negative variance and whose standard coefficient was close to 1.0 were controlled and nonconforming variables were eliminated (Hair, Rolph, Ronald, & William, 1998). Fourteen variables were excluded from the analysis within the framework of the suggested modifications and the model became acceptable in terms of conformation. Table 6 shows the lifestyle scale (VALS2) variables.

Table 6  
*Lifestyle Scale (VALS2) Variables*

Variables	Std. $\beta$	Std. E	t	R <sup>2</sup>	$\alpha$
I am often interested in theories.	0.38	0.86	6.16	0.14	
I like outrageous people and things.	0.67	0.56	11.80	0.44	
I like a lot of variety in my life.	0.73	0.47	13.37	0.53	
I follow the latest trends and fashions.	0.17	0.97	2.75	0.03	
I like being in charge of a group.	0.37	0.86	5.98	0.14	
I am very interested in how mechanical things, such as engines, work.	0.48	0.77	8.02	0.23	0.78
I would like to spend a year or more in a foreign country.	0.31	0.91	4.90	0.09	
I want to be considered fashionable.	0.50	0.75	8.41	0.25	
I like the challenge of doing something I have never done before.	0.81	0.34	15.42	0.66	
I would like to understand more about how the universe works.	0.65	0.58	11.40	0.42	

According to the results of the confirmatory factor analysis, the conformation values belonging to the consumer devotedness scale consisting of 15 variables were not at acceptable level in terms of model conformation. Variables that showed negative variance and whose standard coefficient was close to 1.0 were controlled and nonconforming variables were eliminated (Hair et al., 1998). Nine variables were excluded from the analysis within the framework of the suggested modifications and the model became acceptable in terms of conformation. Table 7 displays the fanaticism tendency (consumer devotion) scale variables.

Table 7  
*Fanaticism Tendency (Consumer Devotion) Scale Variables*

Variables	Std. $\beta$	Std. E	t	$R^2$	$\alpha$
I am a very devoted to my interest-based product.	0.70	0.51	12.69	0.49	
I am extremely dedicated to my interest-based product.	0.83	0.30	16.22	0.70	
Other people think of me as a big fan.	0.68	0.53	12.32	0.47	
Being part interest-based products makes me feel good about my life.	0.70	0.51	12.66	0.49	0.84
I spend all my free time for interest-based product.	0.65	0.57	11.63	0.43	
I don't know anyone more loyal than I am.	0.60	0.64	10.52	0.36	

The variables of consumption styles were gathered under 3 factors in dealing with the factor analysis and these factors were named as symbolic consumption, hedonic consumption, and impulse buying. The results of the confirmatory factor analysis conducted within the framework of these factors are presented in Table 8.

Table 8  
*Consumption Style Scale Variables*

Variables	Std. $\beta$	Std. E	t	$R^2$	$\alpha$ (For Each Dimension)	$\alpha$ (For Scales)
<b>Symbolic Consumption</b>						
My interest-based products have social prestige value; those give users	0.68	0.54	11.82	0.46		
Using the interest-based products creates a connection to group of friends	0.65	0.57	11.29	0.43		
My interest-based products send a message about those who use it.	0.71	0.49	12.60	0.51	0.81	
Buying my interest-based products would make a customer feel special.	0.67	0.55	11.72	0.45		
My interest-based products add variety to one's life.	0.68	0.53	11.95	0.47		
<b>Hedonic Consumption</b>						
I had a good time bought my interest-based products because I was able to act on the "spur of the moment.	0.54	0.71	8.44	0.29		
I go shopping with my friends or family to socialize	0.66	0.57	10.56	0.43	0.67	
I go shopping to keep up with the my interest-based product trends	0.74	0.45	11.99	0.55		0.81
<b>Impulse Buying</b>						
I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	0.66	0.66	8.40	0.34		
I should plan my interest-based shopping more carefully than I do.	0.68	0.68	8.20	0.32	0.61	
I take the time to shop carefully for best buys.	0.59	0.59	9.15	0.41		

According to the results of the confirmatory factor analysis, the conformation values belonging to the consumer consumption styles scale consisting of 23 variables were not at acceptable level in terms of model conformation. Variables that showed negative variance and whose standard coefficient was close to 1.0 were controlled and nonconforming variables were eliminated (Hair et al., 1998). Twelve variables (6 from symbolic consumption, 4 from

hedonic consumption, and 2 from Impulse buying) were excluded from the analysis within the framework of the suggested modifications and the model became acceptable in terms of conformation.

**Testing the Research Model**

Structural Equation Modelling was used in testing the Research Model. It was intended to study the influence of lifestyles on fanaticism tendency and the influence of fanaticism tendency on consumption styles. The results are presented in Figure 2 and Figure 3.

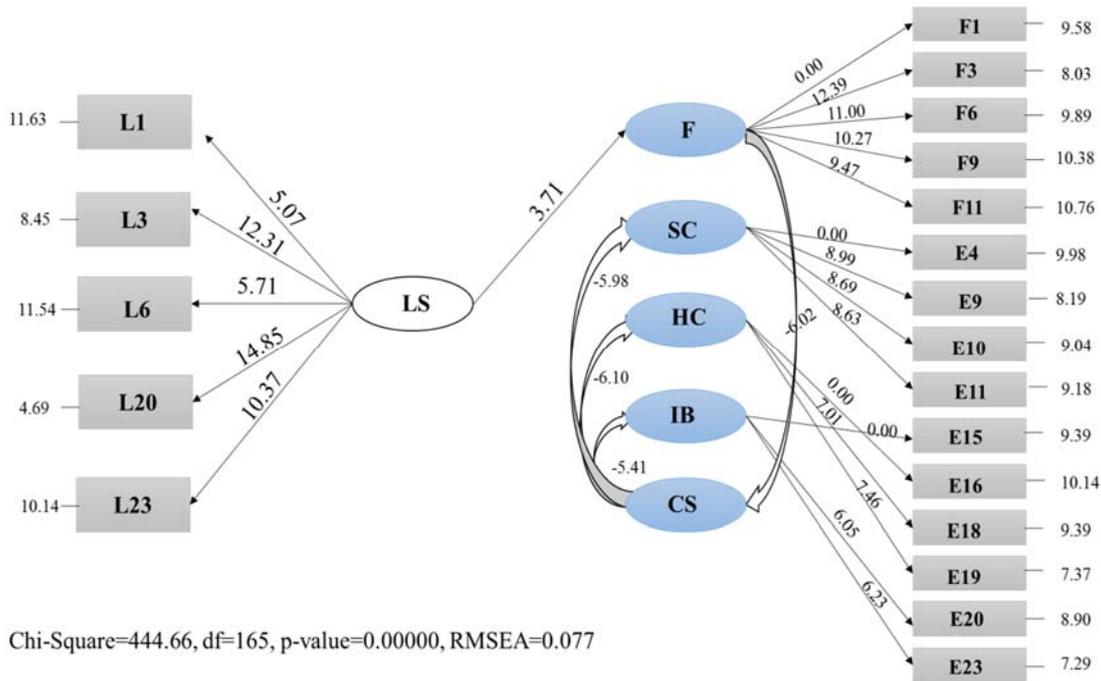


Figure 2. Model 1

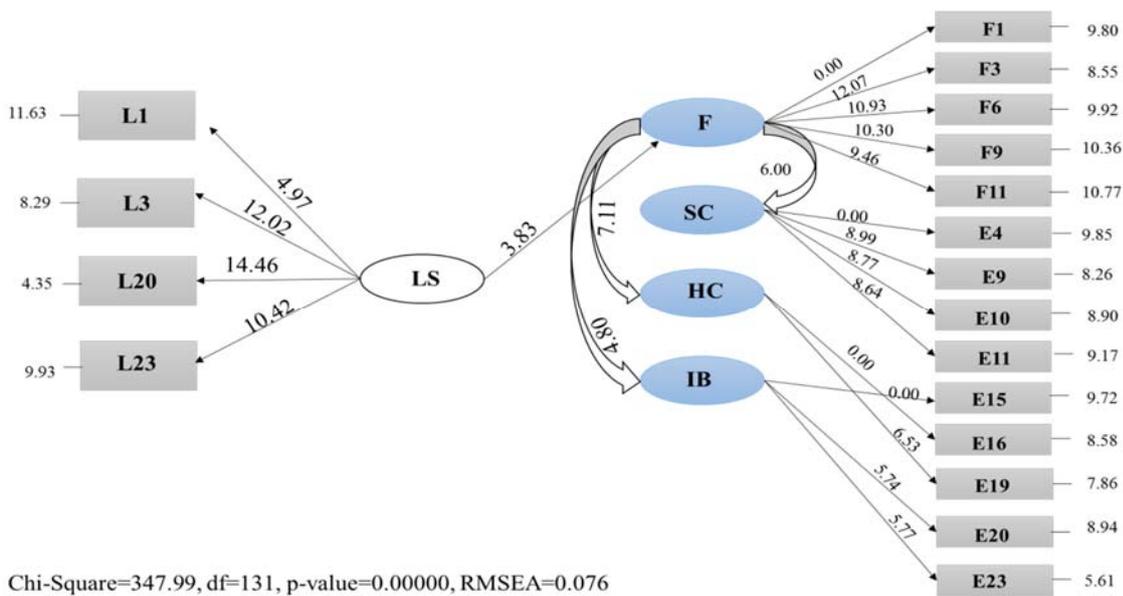


Figure 3. Model 2

Table 9 shows the fit index value related to research models.

Table 9  
*Fit Index Value Related to Research Models*

	X <sup>2</sup> /sd	RMSEA	RMSR	AGFI	GFI	NFI	NNFI	CFI
Model 1	2.7	0.077	0.08	0.83	0.87	0.76	0.80	0.83
Model 2	2.6	0.076	0.08	0.84	0.88	0.78	0.82	0.85

The path analysis results obtained with respect to the study models are presented in Table 10 and Table 11.

Table 10  
*Model 1 Path Analysis Results*

		Std. $\beta$ (Std. E)	t	R <sup>2</sup>	
H1	Lifestyle influences fanaticism tendency.	0.26 (0.93)	3.71	0.07	Accepted
H2	Fanaticism tendency influences the consumption styles of consumers.	-0.73 (0.47)	-6.02	0.53	Accepted
H2a	Fanaticism tendency influences symbolic consumptions of consumers.	-0.60 (0.64)	-5.98	0.36	Accepted
H2b	Fanaticism tendency influences hedonic consumptions of consumers.	-0.88 (0.23)	-6.10	0.77	Accepted
H2c	Fanaticism tendency influences impulse buying of consumers.	-0.64 (0.59)	-5.41	0.41	Accepted

Table 11  
*Model 2 Path Analysis Results*

		Std. $\beta$ (Std. E)	t	R <sup>2</sup>	
H1	Lifestyle influences fanaticism tendency.	0.27 (0.93)	3.83	0.07	Accepted
H2a	Fanaticism tendency influences the consumption styles of consumers.	0.49 (0.76)	6.00	0.24	Accepted
H2b	Fanaticism tendency influences hedonic consumptions of consumers.	0.77 (0.41)	7.11	0.59	Accepted
H2c	Fanaticism tendency influences impulse buying of consumers.	0.48 (0.77)	4.80	0.23	Accepted

As can be seen from Table 9, Table 10, and Table 11, lifestyle influences fanaticism tendency and fanaticism tendency influence consumption styles. Symbolic consumption, hedonic consumption, and impulse buying concepts are gathered under Model 1 and are presented under title of Consumption Styles. Direct influence of fanaticism tendency on these three concepts is given in Model 2. In both models, lifestyle is observed to be influential on fanaticism tendency and fanaticism tendency are observed to be influential on consumption styles and namely on symbolic consumptions, hedonic consumptions and impulse buying. The research model was deemed to be significant under the light of the results obtained and the hypotheses developed in dealing with the objectives of the research were accepted.

## Discussion and Conclusion

The study aims to determine the influence of fanaticism tendency on the consumption styles. In addition, the lifestyle variable was included in the research regarding the assumption that “Individuals consume as they live.” to find out whether the individual’s lifestyle had any influence on his/her fanaticism tendency. Lifestyle, fanaticism tendency, and consumption styles (symbolic consumption, hedonic consumption, and impulse buying) were included considering the purpose of the research. Consumers at the age of 18 or above living in Erzurum were included in the research. No specific area was focused on in research. Thus, the results cannot be generalized for a single area or country-wide.

In accordance with research results, the research model was found to be meaningful. According to the results, lifestyle influences fanaticism tendency and fanaticism tendency influence consumption styles. A further study was conducted and it was found out that fanaticism tendency influenced symbolic consumptions, hedonic consumptions, and impulse buying.

Fanaticism is observed in several areas today and consumers with fanaticism tendency have become an ever-expanding target market with high financial returns. This is why their significance has increased for enterprises. As they tend for niche markets in highly competitive markets and they have unsatisfied needs and demands, individuals with fanaticism tendency have become even more significant for enterprises. Members of this consumer group share a common subject in dealing with their interests and they have a common language that can only be understood by the ones who share the same interest and they perform similar buying behaviours. Thus, a new market has emerged for enterprises.

As they identify themselves with the products/services related to their interests and they feel highly devoted to such interests, enterprises must differentiate this market group from other market groups at first place and then, they must give messages and make campaigns that will attract them. Their unsatisfied needs and demands particularly lead consumer groups with fanaticism tendency to irrational, unplanned, and impulse-based buying behaviours. Therefore, innovative products that will appeal to them and make them think that they were developed with the same enthusiasm can be marketed to these groups. When they buy and try these innovative products, it opens the way for the acceptance of the product by this consumer group. At this point, enterprises can remain in continuous relationship with fanatic consumers through the CRM practices and relational marketing attempts, they can closely follow their changing needs and demands, and offer their products before their competitors and other enterprises.

Individuals with fanaticism tendency act in a target oriented way and they are highly emotional. So, it is important to understand this consumer group well and particularly to manage their experiences properly. Experience-based marketing approach must particularly be used for this consumer group. They must communicate with everywhere and sponsorship activities must be organized related to their interests or the activities they indulge in.

Fanatics do not like renting or borrowing the things necessary for their interest areas. They are not much interested in products that they already possess or that do not provide any additional feature as they are in continuous search for new data regarding their interests. So, enterprises must aim to offer innovative and valuable products/services as a first step. Brand,

product, and service devotedness can be created in this way and as the consumers will have non-segmented brand devotedness, they will not leave those enterprises as long as they are not offered better options. At this point, it is important to develop strategies to serve the feelings, to create the sense of devotedness, and to show that these consumers are identified with the products/services they offer.

Individuals with fanaticism tendency are open to communicate with other consumers and share knowledge with them. Enabling communication among these consumers and establishing social media accounts or forums are significant for keeping close track of their expectations and needs and also for viral marketing attempts. Finally, creating opinion leaders among the consumers with fanaticism tendency could also help enterprises to attract consumers following these leaders to the enterprise.

As fanaticism cannot be restricted to sports activities and it emerges as a common concept that can appear in any area and that influences the decisions and expectations of consumers, this research was not restricted to a single area and the individuals were asked to evaluate the statements based on their interest areas. In future researches, a different area where fanaticism is obvious can be focused on to study the fanaticism tendency of the members of this area. Furthermore, fanatic individuals can be studied in terms of the sense of self, their social class, and their attitudes towards social classes. This is because, as seen in literature, fanatic individuals prioritize being supported by their social class. Attitudes of fanatic individuals regarding self-expression, social relations, and devotedness issues are also important. Besides, different levels of fanaticism such as fan, fanatic, and fandom were mentioned in the research. Future studies might exclusively focus on this differentiation. Psychological, psycho-graphic, and socio-cultural characteristics of individuals at different levels of fanaticism can be studied.

In future studies, fanaticism tendency can be focused on in terms of service marketing as individuals with fanaticism tendency follow their interest areas and try to reach them. Online shopping behaviours of these individuals can also be studied. In addition, online purchases of fanatic individuals can be compared with their other normal purchases. Another comparative study can be conducted in terms of different cultures. Fanaticism has become a culture that gains more value day by day. Similarity of the behaviours of individuals from different cultures who have the same interest areas can be studied in global terms. The areas subject to fanaticism in different cultures and the behaviours exhibited can be studied. Individuals with fanaticism tendency highly identify themselves with their interest areas. Areas can be compared to find out in which areas identification is prevalent. Moreover, qualitative researches can be made to reveal out whether the level of fanaticism is influenced by factors such as time and circumstances.

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