

# THE EFFECT OF NEW CULTURES' DIMENSIONS ON CONSUMER'S DECISION MAKING FOR LUXURY PRODUCTS

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**Abstract:** The acquisition of luxury products is a global phenomenon as these products are in themselves considered world famous because they belong to the names and trademarks are rich in definition. To answer this question, the researcher chose Hofstede's theory of social patterns in order to distinguish between societies and cultures, using the two modern types (long-term orientation & indulgence). The four previous patterns of this theory were ((1. Power Distance Index (PDI)2. Individualism versus Collectivism(INV)3. Uncertainty Avoidance(UVI) 4. Masculinity versus Femininity (MAS). The study carried out a study comparing two cultures and two different countries, Saudi Arabia and the Republic of Turkey. Where the researcher distributed a research questionnaire in both countries to measure the extent of consumer motivation (quality seeking and hedonism) to purchase luxury products in each culture, relying on the assessment of the sociologist Hofstede for both cultures. This study was carried out between 2018-2019 and its results found that local culture has a disproportionate impact on the motives for the consumption of luxury products as follow: The effect of long-term orientation on quality is stronger than its effect on hedonic motivation in both countries. This effect is more obvious in KSA than Turkey, so Saudi people consume luxuries for the seeking of quality more than Turkish people with taken in account the effect of being more likely short-term oriented culture, whereas Turkish are more long- term oriented people. Whereas the effect of indulgence on hedonic motivation is stronger than its effect on quality in both countries. With taken in to account that both countries are almost similar in the value of indulgence as cultural dimension. At the same time Turkish people are less interested in quality than Saudi people. Turkish people as an indulgent culture consume luxuries for the seeking of hedonism more than of quality seeking, whereas Saudi people consume luxuries for both hedonic and quality.

**Keywords:** National Cultural Dimension, Hedonism, Hofstede, Indulgence, Long-term, Quality.

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## I. INTRODUCTION

The relationship between marketing and culture is well recognized in field of business(Soares, et al , 2007) observing the extent to which international companies such as Coca-Cola mimic the cultural background of the country that is targeted, whether by advertising such as the use of famous personalities from the same country and on the product level, such as naming names that mimic the names of the community in which the product is promoted. This is the condition for international cheap product, how will be the situation if taking in consideration international luxury brands, do there an effect of culture or no will be the focus of this study. The purpose of this research is to find out whether there is a relationship between the national culture of the country and the demand for luxury products, which are known as products of a global and known nature, in terms of influencing the motives or incentives that lead to the purchase of the product,

although the high price of the product, meanwhile similar products have the same function and cheaper (Beck *et al.*, 2018). Here the drivers and motivations that lead to the purchase vary for these products can be the fundamental push. From this point of view, the researcher relied on the local cultural patterns of Hofstede's theory, which was widely used in marketing for reasons that will be later discredited. The focus was on two types, the latest among the six types of theory. In terms of motivation to purchase, the study carried out in Saudi Arabia and Turkey.

### 1.1 Culture Concept ,Definition, and History

To define culture is a complex duty as it is complicated in nature as human beings, every researcher has a way to define it, in the following table different definitions .

Scholar	Year	Definition
<b>Tylor</b>	1871	"Culture is that complex whole which includes knowledge, belief, art, morals, custom and any other capabilities and habits acquired by man as a member of society" (in McCort and Malhotra, 1993)
<b>Linton</b>	1936	"the total social heredity of mankind" (in Berry et al, 1992)
<b>Herskovits</b>	1948	"Culture is the man-made part of the environment" (in McCort and Malhotra, 1993)
<b>Parsons and Shils</b>	1951	"On a cultural level we view the organized set of rules or standards as such, abstracted so to speak, from the actor who is committed to them by his own value-orientations and in whom they exist as need-dispositions to observe these rules. Thus, a culture includes a set of standards. An individual's value-orientation is his commitment to these standards." (in Erez and Earley, 1993)
<b>Kroeber &amp; Kluckhohn</b>	1951	"Culture consists of "whatever it is one has to know or believe in order to operate in a manner acceptable to its members. It is the form of things that people have in their mind, their models of perceiving, relating, and otherwise interpreting (material phenomenon)." (in Hofstede, 1984)
<b>Kluckhohn</b>	1954	"Culture consists in patterned ways of thinking, feeling and reacting, acquired and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i. e. historically derived and selected) ideas and especially their attached values." (in Erez and Earley, 1993)
<b>Triandis,</b>	1972	culture is "a subjective perception of the human-made part of the environment. The subjective aspects of culture include the categories of social stimuli, associations, beliefs, attitudes, norms and values, and roles that individuals share." (in Erez and Earley, 1993)
<b>Hofstede,</b>	1984	The collective programming of the mind which distinguishes the members of one human group from another (Hofstede 1984)
<b>Sojka and Tansuhaj,</b>	1995	dynamic set of socially acquired behavior patterns and meanings common to then members of a society or human group, including the key elements of language, beliefs and values (Sojka and Tansuhaj, 1995)
<b>Hofstede</b>	2001	"Culture is the collective programming of the mind that distinguishes the members of one group or category of people from others"(Hofstede 2001:5)

## CULTURE AND HOFSTEDE

This field attracts many scholars to analysis and understand this term in order to understand human's behavior. Many tried to conceptualized culture through dimension i.e. (Bond, 1987; Clark, 1990; Dorfman and Howell, 1988; Hofstede, 1984, 1991; Inkeles and Levinson, 1969; Keillor and Hult, 1999; Schwartz, 1994; Smith et al., 1996; Steenkamp, 2001) cited from (Soares, Farhangmehr & Shoham 2007). However, the most widely researcher and most widely used research and study of the world is Hofstede's theory, which has been studied many countries to comes up with dimensions that reflect the differences among human cultures. According to Bond (2002,) "Hofstede has become one of the most widely cited social scientists of our time."

### Hofstede cultural dimensions:

**Table 2.3: Summary of Hofstede Culture Dimension**

Dimension	What it reflects
1. <i>Power Distance Index</i> (PDI)	this dimension is related to the idea of inequality in societies and how do people accept it
2. <i>Individualism versus Collectivism</i> (INV)	this dimension express to how extend the people are influencing and care about each other in the same society.
3. <i>Uncertainty Avoidance</i> (UVI)	Measures the ability of acceptance of unknown future
4. <i>Masculinity versus Femininity</i> (MAS)	Express the division of emotional roles between women and men.
5. <i>Long Term versus Short Term Orientation</i> (LTO)	Measures the focus of people's efforts preferences: the future or the present and past.
6. <i>Indulgence versus Restraint</i> (IVR )	It concerns the principle of the desires to enjoy life, over the control of human desires and the basic needs of life.

### Reasons for using Hofstede theory of cultural dimensions:

There are other theories that study national cultures and many scholars. But, among of them, the researcher in this study uses Geert Hofstede model of national cultural dimensions, for it shows more strength points, that encourage the researcher to use it. These points will be clarified here. The first and most crucial point that influence the researcher to depend on Hofstede cultural dimensions is the frequently using of this model as (Kirkman, Lowe & Gibson 2006) clarified in their extensive research as they said

"Since Geert Hofstede's *Culture's Consequences: International Differences in Work Related Values* (Sage, 1980) was published, researchers have utilized Hofstede's cultural values framework in a wide variety of empirical studies. We review 180, table 2.2. studies published in 40 business and psychology journals and two international annual volumes between 1980 and June 2002 to consolidate what is empirically verifiable about Hofstede's cultural values framework. We discuss limitations in the Hofstede-inspired research and make recommendations for researchers who use Hofstede's framework in the future" (Kirkman, Lowe & Gibson 2006, p. 285). Journals searched, with corresponding number of articles found (Kirkman, Lowe & Gibson 2006).

Hofstede work "*cultural consequences 1980*" became a solid theoretical base for many cultural studies in general and cultural studies that are correlated with business as Peterson (2003) mentioned "*Culture's Consequences*' did not create the field of comparative cross-cultural studies, but it certainly shaped the field's basic themes, structure, and controversies for over 20 years." Peterson (2003)

As Hofstede has collected his data from almost 160000 questionnaires in IBM company that existed in 72 countries, this huge sample gives his work a priority to be

"extensive work" (Johnson *et al.*, 2005), so it reliable and trusted in terms of cross culture studied. As it is known that I B M has many branches all over the world in these branches there are many workers that are from different culture background. this what make it more useful and more reliable.

Hofstede *Culture's Consequences* (2001), the second edition, explains his data analysis, collection and validation by devoting a separate chapter in this edition. (Socha .2012)." Hofstede's cultural dimension theory deserves merit for pioneering the construction of a cultural framework, on which future researchers are able to utilize and build their work ". (Soha ,2012).

(Soares, Farhangmehr & Shoham 2007) have justified the use of Hofstede theory over other as it is more comprehensive than others work. This will be shown through the following table 2.3. Even it is old study but it proved that till that time the most dominated model is Hofstede national culture.

### Culture Dimensions In Turkey And Saudi Arabia

After having a general idea about each cultural dimension. It will be easy now to apply them on the society targeted in this study. In this study the researcher is going to apply the previous cultural dimensions on two countries, Turkey and KSA.

The geographical limitation for this study will be Turkey as Western country and KSA that is a pure Arabic country. Those two countries are almost different in all aspects of life politically, socially, economically and geographically. There is one point that can be considered somehow similar that is Islamic religion only.

Turkey has come over a great economical and industrial development, and people have great motivation to possess luxury products. Saudi Arabia also is a rich country because of oil and people have great ability to consume luxury products. Both countries will be useful for this study. To know about their consumption behavior for luxury, a clear detail about those two countries will be introduced by applying Hofstede cultural dimension characteristics and use the scale to get precise information about those countries. The scale which will be used is Hofstede scale that is used for most of the world through the online website. Figure 2.8 shows how the score of both countries in the six national cultural dimensions .(PDI, IND , MUS, UAI ,LT O ,IVR )

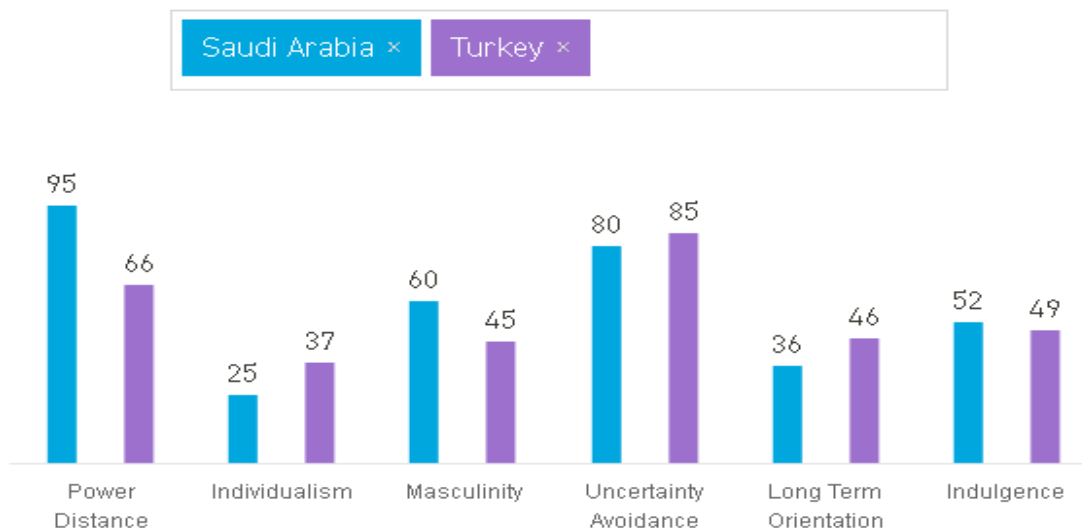


Figure : Turkey Vs. KSA cultural dimensions' scores

#### Power Distance:

According to (Hofstede insight) Turkey scores 66 in this dimension it means a high power distance society . This mark of Turkey in the Hofstede scale shows that Turkey has many qualities that represent this dimension. According to Yaşar( 2014) This score explained that the hierarchy, and dependency, the difficulty of connecting to the Supreme Leader is one of the advantages of the Turkish business community. Power is centralized and relies on hierarchy and hegemony for those who are larger in office to assign tasks to less. The flow of information is usually selective and indirect. KSA scored high in this dimension (95).

Turkey	KSA
<ul style="list-style-type: none"> <li>• Dependent, subordinate, hierarchical work place</li> <li>• Relaying on Boss is dominant.</li> <li>• Power is the manager.</li> <li>• Employee are expected to be told what to do.</li> <li>• Communication is indirect and formal.</li> <li>• The following of data is selective and through hierarchy.</li> </ul>	<ul style="list-style-type: none"> <li>• People accepted the hierarchical order.</li> <li>• Everybody has a place that is not allowed to access the other with no need for any explanation.</li> <li>• Subordinate are supposed to be told what to do.</li> </ul>

### Individualism:

Turkey has achieved a rate 37 it is considered a collective society. Belonging to this country is important as the term "we" individuals take care of some people for loyalty(. Yaşar 2014). KSA scored low rank in this dimension (25) so it is a collectivist society

Turkey	KSA
<ul style="list-style-type: none"> <li>• "We" concept is very important.</li> <li>• Relations have moral base.</li> <li>• Relations have priority over fulfillment of tasks.</li> <li>• Open conflict is avoided.</li> <li>• Time is seized to get trust relationship.</li> <li>• Nepotism can be found</li> <li>• Indirect feedback is commonly used.</li> </ul>	<ul style="list-style-type: none"> <li>• loyalty is important along with other community's rules.</li> <li>• Everyone is responsible for others in society.</li> <li>• Relationships in organization is like a family.</li> </ul>

### Masculinity

A high (masculine) degree indicates that society is driven by achievement and competition.(G Hofstede, 2011).Whereas a low score means that this society believe in sharing roles . This community is one where quality of life is a sign of success. The most important values in society are caring for others and quality of life. Saudi Arabia scores a Masculine society as it scored 60 in this dimension In case of Turkey it is a feminine society, as Turkey has scored 45 in this dimension .(Hofstede insight) summarized them as the table :

Turkey	KSA
<ul style="list-style-type: none"> <li>• Light aspects of is encouraged in culture (consensus on opinion, empathy for the weak.</li> <li>• The importance of consensus</li> <li>• Avoid conflict in life in private life or in work life.</li> <li>• Leisure and vacations are very important in the life of the Turkish people is to gather family and friends and enjoy life.</li> </ul>	<ul style="list-style-type: none"> <li>• "live in order to work",</li> <li>• Managers are expected to be decisive and assertive,</li> <li>• The emphasis is on equity, competition and performance</li> <li>• Conflicts are resolved by fighting them out.</li> </ul>

### Uncertainty avoidance

Avoidance of uncertainty dimension is that one which is dealing with the future, where the future is unknown, there is anxiety in the community and community members are trying to develop policies to deal with this threaten and reduce the danger of the unknown danger. The extent of the members feeling of danger and ways to face it, create the score of this dimension.Turkey has scored 85 it is a high score, it means that this country has huge tension and policies to face it. KSA scored high in this dimension (80) so it is a society of great avoidance for uncertainty Hofstede mentioned some qualities appear in Turkey and KSA (Hofstede insight ) mention them.

Turkey	KSA
<ul style="list-style-type: none"> <li>• A tremendous need for laws and rules.</li> <li>• People use rituals to minimize anxiety. Which shows to strangers that they are very religious. The use of many references to "Allah", but often they are just traditional social patterns, used in specific situations to relieve tension</li> </ul>	<ul style="list-style-type: none"> <li>• a great need for rule.</li> <li>• people have an inner urge to be busy.</li> <li>• innovation may be resisted,</li> <li>• security is an important element in motivation</li> </ul>

### Long term orientation

This dimension refers to how some communities maintain their ties to the past while at the same time meeting the present and facing the difficulties and challenges related to the future. (. Yaşar 2014).Based on these two principles, the community is measured by long term orientation or short term orientation. societies react differently towards those principles, e.g. Normative societies whose degree is deficient in this dimension tend to maintain tradition and tradition, but realistic societies encourage saving and change. (Hofstede insight). Long term "Stands to promote. virtues directed at future rewards, especially perseverance and saving"( Farhangmehr and Shoham, 2004) . This dimension illustrates the difference in cultures through future planning and conservation. For example, in long-term cultures, austerity, perseverance and thrift are very important. Current needs for future goals are deferred. The opposite in short-term cultures believed in the current stability, enjoy the present. The past, its heritage and its customs are very important( Farhangmehr and Shoham, 2004). According to Hofstede (2010) the new scale of the country was established according to WSV (world survey of value ) and both of the countries that are studies in this research were given different values, Sudia Arabia under the Muslims countries scored (36 ) Turkey under the European countries got(46)(Hofstede, Hofstede and Minkov, 2010). Turkey according to (Hofstede insight ,2019) scores 46 this rank is at middle so it is difficult to find specific qualities so the case for KSA a scored 36 in this dimension . some qualities are summarised here for KSA:

- a strong interest in establishing absolute truth.
- They are the standard in their thinking.
- Show great respect for tradition,
- A relatively small tendency to save for the future,
- focus on achieving rapid results.

### Indulgence Vs Restraint (IVR):

Indulgence that means to how much being happy and satisfied in life. This was the last dimension in Hofstede's frame. Indulgence in culture can be described as " The free satisfaction of the basic and natural human desires that relate to the enjoyment of life, contrary to the belief in the suppression of this saturation and the need for restraint by society" (Selim, 2014). According to Hofstede (2010) this dimension focuses on the main three concepts (happiness, life control and importance of leisure), in WSV many countries(index2) were involved. The countries of this study also were measured ,Turkey scored (49) Sudia Arabia scored (52)(Hofstede, Hofstede and Minkov, 2010)

### 1.2 Concept of Luxury :

Luxury is a word of great difficulty to be defined precisely as described by Cornell "Luxury is particularly slippery to define," Cornell (2002,)cited in (Wiedmann, Hennigs and Siebels, 2009). So it has not specific definition as it depends on individual perception . Luxury products are seen as an exclusive and expensive items and their use is simple and limited to a particular category and is characterized by belonging to a specific and famous brand. The luxury products are unnecessary products which do not have an urgent need in life but their possession adds happiness and an inner feeling of pleasure in the individual . Its connection to the psychological side and its impact on the surroundings is what gives these products this status. As we compare them with the other goods ,that may be more important, they are of highest prices that may not be suitable to the quality, but certainly belong to a special brand.



### Characteristics of luxury

- Excellent quality.
- Very high price.
- Scarcity and uniqueness.
- Aesthetics and polysensuality.
- Ancestral heritage and personal history.
- Superfluosity

Luxury products became a purpose for many and essential for others. The aim of this study is to see how does this purchasing behavior is affected by the national culture from the appoint of view of long-term orientation and indulgence. To assess this purchasing behavior, the researcher choose two main motivations (hedonic motivation and quality seeking motivation ). As mentioned in the previous chapter that the reasons after consumption of luxury vary from one another according to the value of the consumer. Ho Jung *et al.*, (2014) classified four main values each value contains some motivations ; Utilitarian value (includes excellence and functional values), hedonic value (aesthetic, pleasure and experiential values), Symbolic value ( self-expressive and social values) whereas quality is gathered in symbolic, economic and functional values . Moya (2012) mentioned that the characteristics that luxury products are the subjective assessment of the consumer value.

### Hedonic value:

Hedonic consuming acquired primarily from pleasure motivates that resulted in pleasure and attempts to justify consumption by its owner or user. By contrast, another luxury item or even purchased from the utilitarian motive gives functional benefits to its user by fulfilling the necessary tasks. These benefits are objectively measurable whereas hedonic benefits are of subjective mood (‘Moya 2012 ).

### Quality:

Many previous studies have concluded that one of the most important reasons for the consumption of luxury materials that motivate the consumer to purchase is the high quality of the brand name. Especially if this is a handmade (e.g., Dubois and Laurent 1994, 1996; Garfein 1989; Roux 1995; Quelch 1987; Garfein 1989; Nia and Zaichkowsky 2000; O’Cass and Frost 2002; Vigneron and Johnson 2004)cited in (Wiedmann, Hennigs and Siebels, 2007)

### Model

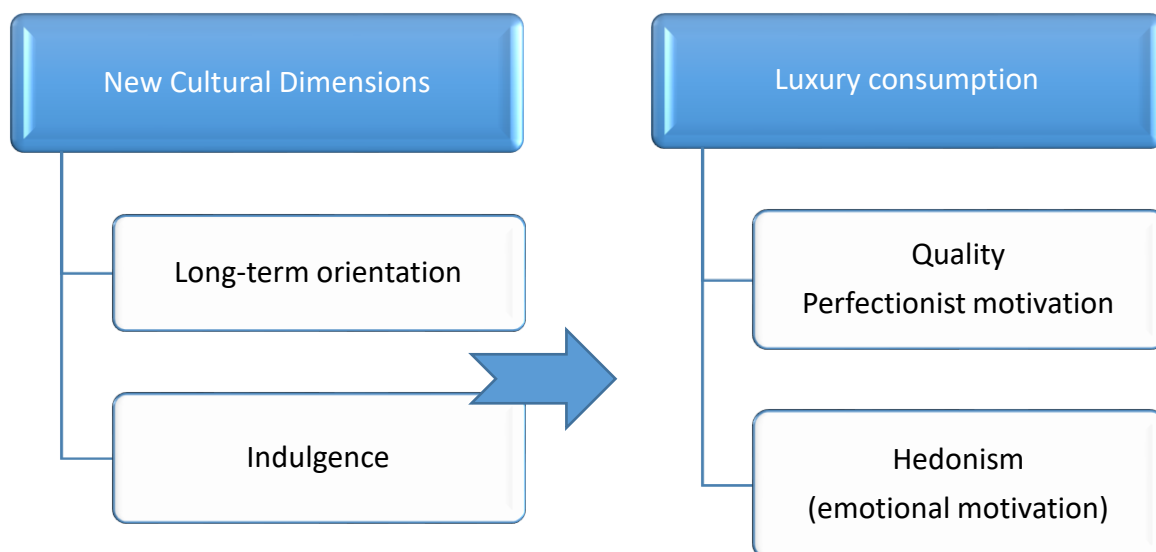


Figure: Research model

## II. RESEARCH METHODOLOGY AND FINDINGS

This research as an expletory comparative one the most suitable sampling method is the Nonprobability sampling (non-random) presents a group of alternative techniques of sampling based on the personal judgment (Saunders, et al , 2009). As Saunders et al. (2009) mentioned that Convenience technique is of a very low cost and very little variation in the population at the same time the control over the sample content as well. A Questionnaire of 22 questions with likert scale was made in both languages (English & Turkish) and distributed online in both countries. With a total of 509 participants were gathered in the period between 2<sup>nd</sup> of February to the 3<sup>rd</sup> of March 2019 in both countries at the same time. Long term orientation questions are used from (Bearden et al .2006). indulgence questions were gathered from (YAŞAR.2014) and Ken D. Medd (2010). Quality questions are taken from Tsai (2002) scale, hedonic scale is taken (Allison, 2008) and (Farah and Fawaz, 2016).

### Reliability and Validity Analysis

To be sure of the questionnaire the researcher conducted reliability test (Cronbach's coefficient alpha) which is important to be sure of the survey validity. The standard value for this test must be above 0.7 ( Pallant, 2007), here in the results for the reliability test in the following:

Variable	Number of questions	Cronbach's alpha
Hedonism	6	0.843
Quality	5	0.786
Long-term orientation	6	0.763
Indulgence	5	0.71

### Data Analysis & Statistical Techniques

Data analysis is an important and crucial part of this thesis. For the analysis the researcher uses Statistical Package for the Social Science (SPSS IBM STATICS 23). Then correlation (Pearson Correlation coefficient) is used to show the relation between variables as the data is quantitative and numerical this test is good as Correlation is "the extent to which two variables are related to each other" (Saunders, et al , 2009). The value of r (correlation coefficient Number) is "between -1 and +1 representing the strength of the relationship between two ranked or numerical variables" (Saunders, et al 2009) the following rang will make it more precisely.

$r = 0.10$  to  $0.29$  or  $r = -0.10$  to  $-0.29$  is weak

$r = 0.30$  to  $0.49$  or  $r = -0.30$  to  $-0.49$  is medium

$r = 0.50$  to  $1.0$  or  $r = -0.50$  to  $-1.0$  is Strong

### Pearson Correlation Coefficient results

#### Correlation results in Turkey

	Hedonism	Quality
Indulgence correlation	.441	.211
Seg.	.000	.001
Long-term correlation	.252	.392
Seg .	.000	.000

#### Correlation results in KSA

	Hedonism	Quality
Indulgence correlation	.470	.373
Seg.	.000	.000
Long-term correlation	.232	.454
Seg.	.000	.000



### Hypotheses' test

This study has a main hypothesis and one aim is to explore how new national cultural dimension (long-term orientation & indulgence) affect the consumption of luxury using two main motivation (hedonism & quality seeking). This aim is formed in the main hypothesis and then sub hypotheses were formed to achieve the main one. As there are two dimensions for culture and two motivations for consumption, the sum of hypotheses as follow:

#### H1: New cultural dimensions have an effect on luxury consumption.

To test this hypothesis other hypotheses were formed and tested as follow :

H 1.1: Indulgence has positive effect on luxury consumption.

This hypothesis is tested through these sub-hypotheses and it is accepted as both of sub-hypotheses are accepted and the findings shows that there is a positive correlation between the variables and the significant or p value also less than .01 in both conditions.

H 1.1.1: Indulgence has a positive effect on consumer's hedonic motivation for luxury consumption.

This one is accepted as the outcome value of the r or the person correlation coefficient between indulgence and hedonic is positive and of large value in both countries  $r = .441$  in Turkey and  $r = .470$  in KSA. Where the significant is also less than .01 in both countries is significant or p value is .000.

H 1.1.2: Indulgence has a positive effect on consumer's (quality seeking) motivation for luxury consumption.

This hypothesis is also accepted even if the results is not strong as the previous on. The  $r = .211$  in Turkey which means there is a correlation but it is medium or weak but the correlation is there and p value or the significant is .001 which is accepted and significant as it is less than .000 Table4.63. In KSA the results are stronger as the r value = .373 which means the there is a positive correlation for p vale is significant and it is .000 which is less than .01 Table4.64. To sum up there is a positive relation between national cultural dimension (indulgence) and motivations for consuming luxuries (hedonism motivation and quality) but this relation is stronger between indulgence and hedonism than indulgence and quality.

H 2.1 : long term orientation has a positive effect on luxury consumption .

To test this hypothesis other hypotheses were formed and tested as follow :

H 2.1.1 : long term-orientation has appositive effect on consumer's hedonic motivation for luxury consumption .

This hypothesis is accepted as the result of person correlation coefficient is positive between the national cultural dimension ( long-term orientation ) and the hedonism motivation for consumption of luxury as shown above. The r value in Turkey between long- term and hedonism as 0.252 , which indicate a positive correlation, and p vale = .000 that is significant Table4.57 In case of KSA it is also similar, the  $r = .232$  so there is a positive correlation between long term dimension and the consumption of luxury for hedonic value. At the same time the p value is also significant and it is also .000 so this hypothesis is accepted in both countries.

H 2.1.2: long-term orientation has a positive effect on consumer's (quality seeking) motivation for luxury consumption.

This hypothesis is accepted according to SPSS analysis for correlation. The results show that there is a positive and strong correlation between long term and quality as  $r = .392$  in Turkey at the same time the p value is .000 which is also significant in Turkey table 4.59. In case of KSA it is also similar, the  $r = .454$  so there is a positive and strong correlation between long term dimension and the consumption of luxury for hedonic value. At the same time the p value is also significant and it is also .000 so this hypothesis is accepted in both countries.

### III. CONCLUSION AND FINDINGS

The findings of the survey analysis show that Hofstede new cultural dimensions affects positively the consumption of luxury products in both countries (Turkey &KSA) as the following variables tested:

- Long-term orientation has a positive effect on quality seeking motivation for luxury consumption in Turkey with correlation value (.392) and significant .000.

- Long-term orientation has a positive effect on quality seeking motivation for luxury consumption in KSA with correlation value (.454) and significant .000
- Long-term orientation has a positive effect on hedonic motivation for luxury consumption in Turkey with correlation value (.252) and significant .000
- Long-term orientation has a positive effect on hedonic motivation for luxury consumption in KSA with correlation value (.232) and significant .000

The effect of long-term orientation on quality is stronger than its effect on hedonic motivation in both countries. This effect is more obvious in KSA than Turkey, so Saudi people consume luxuries for the seek of quality more than Turkish people with taken in account the effect of being more likely short-term oriented culture, whereas Turkish are more long- term oriented people.

- Indulgence has a positive on quality seeking motivation for luxury consumption in Turkey with correlation value (.211) and significant .001
- Indulgence has a positive on quality seeking motivation for luxury consumption in KSA with correlation value (.373) and significant .000
- Indulgence has a positive on hedonic motivation for luxury consumption in Turkey with correlation value (.441) and significant .000
- Indulgence has a positive on hedonic motivation for luxury consumption in KSA with correlation value (.470) and significant .000.

The effect of indulgence on hedonic motivation is stronger than its effect on quality in both countries. With taken in to account that both countries are almost similar in the value of indulgence as cultural dimension. At the same time Turkish people are less interested in quality than Saudi people. Turkish people as an indulgent culture consume luxuries for the seeking of hedonism more than of quality seeking, whereas Saudi people consume luxuries for both hedonic and quality.

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