

Determination of Motivational Factors Influencing Involvement of Market Mavens

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Abstract

Market mavens who shares their comprehensive market knowledge with other consumers are a special consumer group. Market mavens as a rarely studied area in national literature, are examined in respect of motivational factors in this study. In this context, determining which motivational factors are effective on market mavens' involvement in mobile phones and clothes categories is aimed. The effects of brand engagement in self-concept, status concept and consumerism on market mavens' involvement in these two product categories are tested with the structural equation modelling. According to the results, status consumption and brand engagement in self-concept which are positive motivational factors affecting the market mavens are determined. However, consumerism which is an uneffective dimension to produce an effect on motivational factors directly or indirectly is revealed.

Keywords: Market maven, brand engagement in self-concept, status consumption, consumerism.

Introduction

Both direct and indirect communications have impact on the interaction between products, brands and consumers. Accordingly, businesses build a relationship in the market with consumer groups of special quality and try to benefit from word of mouth marketing. Market mavens, special consumer group defined by Feick and Price in 1987, have extensive knowledge about several products and brands as well as a wide range of markets. Market mavens are separated from other consumers because they convey their knowledge to other consumers.

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Theoreticians and pragmatists primarily focus on this field because market mavens' mastery in knowledge and their desire to disseminate that knowledge is intriguing in terms of word of mouth marketing.

This study has two main parts designed for determining motivational factors influencing involvement of market mavens. The first part is on literature review and starts with studies on market mavens. Brand engagement in self-concept, status consumption and consumerism literatures are reviewed as motivational factors. The second part of the study focuses on the research. This part explains purpose, model, variables, and hypothesis of the research, sampling, data collection method and tools as well as product groups selected. Besides, research finds are given on this section. The study ends with review of findings, conclusion and suggestions about future studies.

2. Literature Review

2.1. Market Mavens

The market maven concept was initially argued and defined by Feick and Price in 1987. Accordingly, market mavens are "individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to requests from consumers for market information" (Feick and Price, 1987, p. 85). Different traits of market mavens are defined in different manners on a wide range of studies based on this definition. For example "market mavens are the consumer groups that need to do smart shopping more than other consumers" (or that expect to gain more as a smart shopper) (Price, Feick and Guskey, 1988, p. 358). Slama and Williams (1990, p. 48) define the difference between market mavens and other consumer group as follows: "what makes market mavens particularly interesting to marketers is their impact on other consumers through innovation and interpersonal communication. In this respect market mavens are similar both early purchasers of products and opinion leaders, however, their influence is more general." The effort to determine characteristics of market mavens, who have more and comprehensive knowledge about the market and products in comparison to other groups that influence consumers, is another field in the market maven literature. In this sense, demographic factors of market mavens are one of the primary concerns.

The pioneering studies of Feick and Price concluded that there is no significant difference between market mavens and other consumer groups in terms of socio-economic and demographic factors (Feick and Price, 1987, p. 93). However, if we review the studies on the literature, we can say that there is no consensus about the definition of demographic traits of market mavens. For example, Slama and Williams (1990) argued that gender of market mavens is a determinant but Chelminski and Coulter (2002) argued that gender is not a determinant. Another approach in the literature argues that demographic factors are not sufficient and / or efficient in defining market mavens (Baines and Pressey, 2012; Clark, Zjoba and Goldsmith, 2008; Goldsmith, Flynn and Goldsmith, 2003; Goldsmith, Flynn and Clark, 2006). On the other hand, the literature has studies based on different aspects for the purpose of discovering characteristics of market mavens.

Schneider and Rodgers (1993) argued that market mavens tend to disseminate negative market information as well as positive information whereas Elliot and Warfield (1993) concluded that market mavens have higher brand-oriented market information on different product categories. Another study focusing on assessment criteria of purchasing decision argued that the perceived importance, attached generally by market mavens to purchasing assessment criteria regarding products, stores and brands, has different structure (Williams and Slama, 1995, p. 15). The studies, mentioned herein and done until the 2000s, started with using demographic characteristics to determine basic traits of market mavens and then evolved to determine diverse characteristics. Walsh, Gwinner and Swanson (2004, p. 112) summarized traits of market mavens mentioned on the literature as follows based on these studies: "market mavens: communicate retailer-related information more frequently than other consumers, consider product-related information more important than store-related information, have a higher media consumption, have a positive attitude toward direct-mail advertising and are more price-value conscious than non-mavens" Since analysis of market maven traits require more than studying demographic variables, studies incorporating psychological and behavioral characteristics gradually increased during the 2000s.

In a study analyzing behavioral motivations of market mavens, Walsh et al. (2004) determined that market mavens have obligation, pleasure and helping others as motivations.

Geissler and Edison (2005) studies both technological tendencies and personal traits of market mavens and determined that inner optimism, need for knowledge and self-sufficiency are associated with mavenism and interest in technology, as evidenced replacing durable or non-durable product categories with state of the art technology products. Another study designed to test the concept of market mavens concluded that male and female market mavens have different personal traits but there are no significant motivational differences between market mavens and consumers who are not market mavens (Goodey and East, 2008).

Sauer and Hoyer (2009) compared opinion leaders who make suggestions to consumers and consumers' tendency to become market mavens and concluded that opinion leaders have higher levels of product involvement whereas the need of variety is the main determinant of tendency to become a market maven. Analyzing market knowledge gain of market mavens revealed that maximization (such as finding the best option) guides the processes but social norms (such as social consumption motivation) are not influential. In other words, the main motivational factor is not status for market mavens (Fitzmaurice, 2011, p. 79).

Another study focusing on analyzing market mavens in the field of health behavior, a special form of consumer behavior, based on creditability, expertise and engagement concluded that "health mavens are very well informed regarding health topics broadly speaking, are considered health experts by their friends, and are sought after for advice on health issues" (Boster, Kotowski, Andrews and Serota, 2011, p. 192). Currently, there are studies on online market mavens. Belch, Krentler and Willis-Flurry (2005) concluded that young internet mavens influence the decision making process of their families whereas Laughlin and MacDonald (2010) suggested that online behaviors of market mavens should be a primary field of study. Also Barnes and Pressey (2012, p. 177) argued that behaviors of market mavens are not limited to only product categories and market knowledge but also associated with marketing channel and confirmed that behaviors of market mavens might be different based on marketing channel. Yang (2013) discussed social media aspect of market maven theory and concluded that young Chinese consumers who tend to be market mavens are motivated by perceived pleasure and objective norm of viral marketing.

The number of studies focusing specifically on market mavens is very limited in our country when compared with the international literature.

Avcılar (2005) analyzed market mavens on a conceptual level whereas Yener studied demographic structure of market mavens in 2012 and roles in minimizing the perceived risk in 2013. In 2014, Ünal and Deveci examined the difference between market mavens and consumers who are not market mavens in terms of personality traits. These studies suggest that the information available in our country about market mavens is limited. However, one might argue that analyzing motivational factors that influence involvement of market mavens makes this study a pioneering one for the national literature.

2.2. Brand Engagement (BE)

Engagement concept is initially used in psychology, sociology, organizational behavior and educational psychology (Hollebeek, 2011). For example Achterberg, Pot, Kerkstra, Ooms, Muller and Ribbe (2003, p. 213) discussed engagement concept in psychology and based it on "social engagement" as follows: "...a high sense of initiative and involvement and can respond adequately to social stimuli in the social environment-participate in social activities interact with other residents and staff" Jennings and Zeitner (2003, p.16), doing studies in sociology, discussed the matter focusing on "citizen engagement" and used the following definition; "...behaviors and attitudes with respect to political and quasi-political processes and institutions". Schaufeli, Martinez, Pinto, Salanova and Bakker (2002, p. 465) defined this concept as follows on their studies focusing on "employee engagement" in the field of organizational behavior: "...a positive, fulfilling, and work-related state of mind that is characterized by vigor, dedication, and absorption". Although the engagement concept is associated with different fields of study, this concept is new to the marketing literature (Brodie, Hollebeek, Juric and Ilic, 2011; Gambetti and Graffigna, 2010).

The engagement concept, also discussed as "Customer engagement" or "consumer engagement", is a very recent field of study in marketing literature (Brodie et al., 2011). Generally, customer engagement behaviors (CEB) "... go beyond transactions, and may be specifically defined as a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers" (Doorn et al., 2010). According to Vivek, consumer engagement can be defined as "...the intensity of consumer's participation and connection with the organization's offerings, and/ or organized activities".

However, this study approaches the subject in terms of brand engagement. Hence, Hollebeek's (2011, p. 655) "customer brand engagement" (CBE) is used; "CBE the level of a customer's cognitive, emotional and behavioral investment in specific brand interactions". CBE is fairly new field of study, and more and more marketing theoreticians have been studying in this field.

This study argues that brand engagement is an antecedent variable of a "market maven" just as argued by Goldsmith, Flynn, Leisa and Clark (2012). However, this study uses brand engagement in self-concept (BESC) rather than CBE. "BESC, describes the general tendency of consumers to use brands to shape their identities and express them to others". (Goldsmith, Flynn, Leisa and Clark, 2011, p. 279) BESC promotes approaches regarding the relationship between brands and self-concept. Accordingly, two main phenomena might be argued here: "First, BESC is a generalized tendency to include brands as a part of the self-concept, whereas previous research has assessed connection with a specific brand. Second, attachment to possessions into the extent to which a specific past, present, or future possession contributes to maintaining consumer self-concept" (Sprott, Czellar and Spangenberg, 2009, p. 93).

BESC is a useful structure for understanding consumers. According to Goldsmith et al. (2012, p. 392); "...consumers high in BESC remember more brand names and pay more attention to brand stimuli than consumers with low scores on the BESC scale. Persons high in BESC feel rewarded by their association with branded products. Market mavens feel rewarded by knowledge of the marketplace." This study discusses BESC as a motivational factor for market mavens. Hence, it is argued that BESC will be an element that has positive influence on market mavens.

2.3. Status Consumption

"...status consumption is the process of gaining status or social prestige from the acquisition and consumption of goods that the individual and significant others perceive to be high in status" (O'Cass and Forst, 2002, p. 68). Hence, one can argue that status consumption should have minimum two prerequisites. Firstly, individuals should have similar assessment about relative desirability (status) of related products and brands. Secondly, consumption of products should be clearly seen on their social circles or by everyone (Chao and Schor, 1998, p. 111).

The main characteristic of this type of consumption is that symbolic meaning of the brand is more important than the product itself (O’Cass and Siahtiri, 2013, p. 506). According to Clark et al. (2007); consumers seeking status are inclined to comply with social group norms, have continuous need for uniqueness and tendency to be opinion leaders. Fitzmaurice and Comegys (2006, p. 290) argued that the main benefit sought by the consumers in this context is expressing prosperity and privileges to the social environment through the product purchases. According to Ranjbarian, Barari and Salehnia (2011, p. 10311), status consumption behaviors of consumers guide consumers towards gathering information about prestigious product and brands.

The literature on status consumption has been gradually improving. However, there are few numbers of studies that address both status consumption and market maven concepts. In one of the pioneering studies in this field, Goldsmith et al. (2006, p. 417) argued that uniqueness and status are factors that encourage some consumers to become market mavens. Goldsmith et al. (2012) concluded that there is an indirect, not a direct, relationship between status consumption and market mavens. However, this study argues that this interaction is a direct element of motivation.

2.4. Consumerism

Consumerism, discussed in many different ways in the literature, can be defined as “an organized movement of consumers whose aim is to improve the rights and powers of buyers in relation to sellers” (Quoted by Quazi from Kotler et al., 2002, p. 36). On the other hand, “consumerism concept might be discussed with two approaches. First approach would be protecting consumer and environment, promoting consumer rights and the second approach would be guiding towards overconsumption... Accordingly, consumption based consumerism approach mainly focuses “psychological consumption” of consumers rather than protecting consumer rights and consumers”. (Quoted from Küçük, 2002 by Yolaç, 2011, p. 160) Furthermore empirical, intercultural or international comparisons dominate the consumerism studies in the literature (Orel and Zeren, 2011, p. 100) whereas it is also argued that consumerism comparisons based on development levels of countries is also used on a different classification (Işın, 2011, p. 5365).

As explained above, consumerism can be discussed with a wide range of approaches but this study focuses on psychological consumption aspect of consumerism. One of the studies underlying research model is by O’Cass and Siathiri (2013) which analyzed the connection between consumers inclined to status consumption and consumerism. Accordingly, “...the purchase of specific goods is given priority in societies that have higher levels of consumerism, and in this sense consumerism is a key driver of status consciousness” (O’Cass and Siathiri, 2013, p. 506). In other words, this study argues that status consumption is a structure under the influence of consumerism.

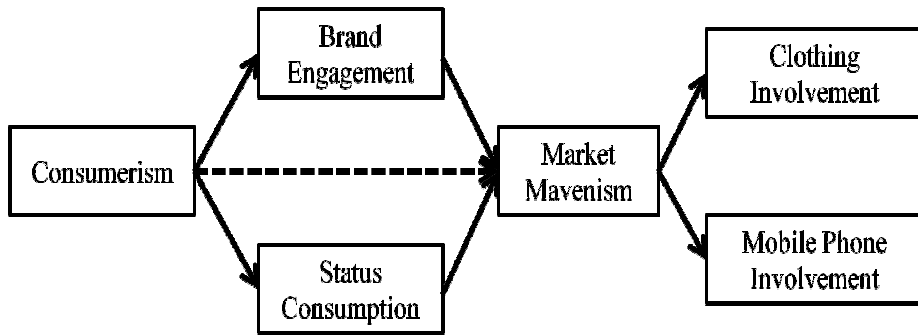
3. Research Methodology

3.1. Purpose of Research

The aim of this research is to determine motivational factors that affect involvement of market mavens. In parallel to this main objective, the sub-goal is to determine whether or not motivational factors of market mavens and influences of these factors vary in terms of involvement in mobile phones and clothing.

3.2. Research Model, Variables and Hypothesis

In accordance with the purpose of this study, the research tried to determine motivational variables that influence market mavens’ involvement with clothing and mobile phones. Accordingly, the literature review confirmed that there are studies suggesting that brand engagement and status consumption are motivations that play a role in purchasing decisions of market mavens (Goldsmith et al., 2012; O’Cass and Siathiri, 2013). However, although consumerism is associated with status consumption in terms of structure, its qualities as a motivator for market mavens were not measured previously. Hence, consumerism is included in the research model as a motivational factor of market mavens with brand engagement and status consumption.

Figure 1: Research Model

H₁ : Consumerism has positive influence on status consumption.

H₂ : Consumerism has positive influence on brand engagement.

H₃ : Brand engagement has positive influence on market mavenism.

H₄ : Status consumption has positive influence on market mavenism.

H₅ : Market mavenism has positive influence on clothing involvement.

H₆ : Market mavenism has positive influence on mobile phone involvement.

Consumerism strikes us as a multidimensional structure in this research model but all other structures are discussed as one-dimensional structures. The dimensions used on the research and variable numbers making up these dimensions are as follows:

Table 1: Dimensions Used to Build the Research Model

Dimension	Number of Variables	References
Consumerism	37	Barksdale ve Darden (1972)
Brand Engagement	8	Goldsmith vd.(2012)
Status Consumption	5	O'Cass ve Siathiri (2013), Goldsmith etc. (2012)
Market Mavenism	11	Feick ve Price(1987)
Involvement	12	Goldsmith etc. (2012)

3.3. Sampling Method of Research

Face-to-face questionnaire step of the research was completed in Istanbul in November 2014.

Consumers older than 18 years old participated to the research and convenience sampling method was used to reach out to sample units. Convenience sampling, which is a form of non-random sampling, focuses on individuals who would provide information and data throughout the sampling process in the most convenient way (Kurtuluş, 2010, p. 63). The results cannot be possibly generalized using this non-random technique but it is expected that the findings might be more coherent since individuals voluntarily participate to the research.

The prerequisites of statistical analysis to be used on the research are taken as basis for determining the size of sampling. In other words, the suggestion of keeping sampling size between 200 and 300, but minimum 100, for researches using structural equation modeling is taken into consideration (Hair, Anderson, Tatham and Black, 1998, p. 605; Klein, 2011, p. 201; Schumacker and Lomax, 2004, p. 49-50). 400 questionnaire forms were prepared for the research. However, 322 questionnaires were used for this research since some questionnaires had incomplete or inaccurate replies. 322, which is accepted as the size of sampling, complies with prerequisites of analysis to be used.

3.4. Data Collection Method

Face-to-face questionnaire method was used for collecting data for the research. First of all, findings from literature review were taken into consideration while creating the questionnaire forms. All scales (as seen on Table 3) were translated from English to Turkish by an English linguist and two marketing academicians. The "Consumer Attitudes toward Marketing and Consumerism" scale developed by Barksdale and Darden (1972) was reduced down to 37 from 40 due to possible cultural differences. On the other hand, the market mavenism scale which was developed in 1987 by Fieck and Price has originally 6 variables but the number of variables is increased up to 11 in order to clarify the statements. Both consumerism and market maven scales were previously used for similar researches in Turkey and it is agreed that the scale including necessary deletions and additions can be used as is (see Yolaç (2012) and/or Yolaç and Akyüz (2014)). Involvement, status consumption and brand engagement scales are included in the questionnaire form with a number of variables as same as their resources. Questionnaire forms prepared after translation were pretested on 30 people as a pilot study; the goal was to determine whether or not there are any unclear or inaccurate questions. After this preliminary study, the questionnaire forms were ready to be used following final touches.

The variables used on the questionnaire are listed on Annex 1. All aspects of the research model were measured with interval scale (1= Strongly disagree and 5 = Strongly agree) whereas demographic details such as gender, marital status, educational background and profession were collected with nominal closed ended questions; closed ended questions with interval scale was used for income ranges and age data was collected using an open ended question.

3.5. Product Categories Selected for Research

Clothing and mobile phone product categories are preferred for this study which will determine the factors that influence involvement of market mavens. Although there are different product categories in the literature, this study is based on a study by Goldsmith et al. (2012) which preferred these two product categories since they provide social and prestigious benefits. Also, these two product categories are used for studies on status consumption (O’Cass and Siathiri, 2013; Stokburger-Sauer and Hoyer, 2009; Wiedmann, Walsh and Mitchell, 2001)

3.6. Research Findings

Research findings initially clarify sampling of research. Then, findings achieved as a result of analyzing research data are discussed. The demographic characteristics of the research sample are as illustrated on Table 2.

Table 2. Demographic Characteristics of Sample

Income	Frequencies	Percentage (%)	Occupation	Frequencies	Percentage (%)
Less than 500 TL	56	17,5	Worker	16	5,0
501-1000 TL	55	17,2	Tradesman	15	4,7
1001-1500 TL	51	15,9	Retired	6	1,9
1501-2000 TL	55	17,2	House wife	12	3,8
2001-2500 TL	65	20,3	Student	81	25,3
Above than 2501 TL	38	11,9	Jobless	9	2,8
Total	320	100,0	Worker in Public sector	65	20,3
Age	Frequencies	Percentage (%)	Worker in Private sector	87	27,2
18-24	118	36,9	Others	29	9,1
25-31	78	24,4	Total	320	100,0
32-38	36	11,3	Sex	Frequencies	Percentage (%)
39 +	88	27,5	Female	183	57,2
Total	320	100,0	Male	137	42,8
Marital Status	Frequencies	Percentage(%)	Total	320	100,0
Single	184	57,5	Education	Frequencies	Percentage (%)
Married	136	42,5	Less than high school	139	43,4
Total	320	100,0	High school and university	181	56,6
			Total	320	100,0

It is confirmed that majority of research sample, namely 57.2 %, is women and 57.5 % is single in terms of marital status. The sample has a very balanced distribution in terms of monthly income; 11.9 % has monthly, personal income of 2501 Turkish Liras and more. Approximately 72 % of the sample group is at and below the age of 39 and 56.6 % of these individuals, who are considered as young people, have high school and higher degrees.

As for the distribution of professional career; private sector employees, students and public sector employees are the top three categories.

3.7. Analysis of Research Data

Confirmatory factor analysis (CFA) was initially used to analyze research data and validity of scales used. Then, reliability analysis was used to examine stability of scales and the variables remaining after the two analyses were used to analyze motivational factors in market maven involvement through structural equation modeling.

3.8. Validity and Reliability Analyses

The number of total observed variables on this research is 73. CFA was used to examine validity of the variables observed. Standardized regression weights (SRW), standard error and t values were examined on CFA. Accordingly, the coefficients mentioned herein should be significant and SRW values should be over .50 (Klein, 2011, p. 231). Total 23 variables were cancelled based on such criteria and as a result of DFA. The variables deleted as given on Table 3.

Table 3. Number of Variables Deleted after CFA

Dimension	Number of Variables	Number of Deleted Variables
Consumerism	37	20
Brand Engagement	8	0
Status Consumption	5	0
Market Mavenism	11	1
Involvement	12	2

As a result CFA redone with 50 observed variables, the adaptive values achieved with the research model are at acceptable level, as seen on Table 4.

Table 4. Measurement Model and Goodness of Fit Criterias

Adaptive Values	Best Fit	Acceptable Fit	Current Finding
RMSEA	0.00<RMSEA<0.50	0.50<RMSEA<0.80	0.44
GFI	0.95<GFI<1.00	0.90<GFI<0.95	0.875
AGFI	0.90<AGFI<1.00	0.85<AGFI<0.90	0.843
CFI	0.95<CFI<1.00	0.90<CFI<0.95	0.938
TLI	0.95<TLI<1.00	0.90<CFI<0.95	0.932
x²/df	0<x ² /df<3	3<x ² /df<5	1,626
Hoelter05	----	----	211

Reliability analysis was used to test reliability of scales right after obtaining CFA findings and the Cronbach coefficients achieved before and after deleting variables with CFA are given on Table 5.

Table 5. Findings of Reliability Analysis

Dimension	Number of Variables before DFA	Cronbach's Alpha	Number of Variables after DFA	Cronbach's Alpha
Consumerism	37	0,791	17	0,817
Brand Engagement	8	0,958	8	0,958
Status Consumption	5	0,883	5	0,883
Market Mavenism	11	0,931	10	0,944
Involvement (Clothing)	6	0,470	5	0,746
Involvement (Mobile Phenes)	6	0,451	5	0,724

According to the data given on Table 5, scales prepared after deleting variables following CFA are valid and more reliable, compared to the scales before deletion.

3.9. Findings of Structural Equation Modeling

First of all, goodness of fit indices was taken into consideration while structurally testing the research model.

Then, statistical significance of each one-sided arrow on the structural mode was examined using non-standardized regression coefficients and the ones not statistically significant were deleted from the model. This deletion process is known as “model trimming” (Klein, 2011, p. 214), trimming the direction (arrow) is suggested each time (Ayyıldız and Cengiz, 2006, p. 82). In other words, it is possible to achieve models fit for the theory as well as having high goodness of fit values as a result of models revised with these two steps of structural testing process. This study adopted the model mentioned herein and finally concluded as illustrated on Figure 2 and Table 6.

Figure 2. Structural Model

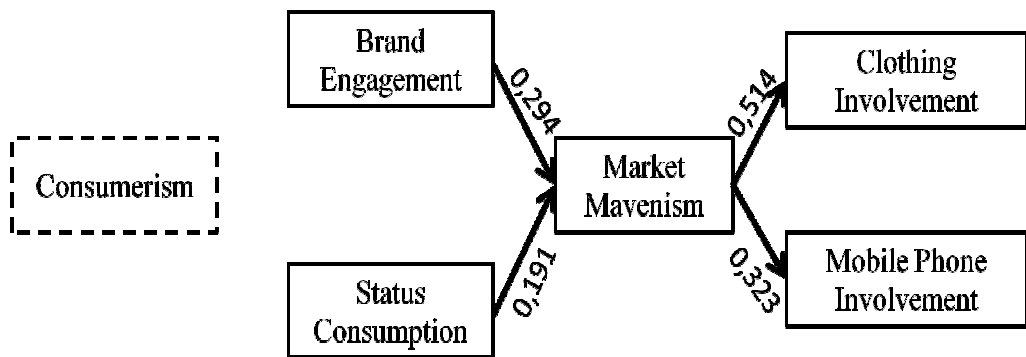


Table 6. Model Fit of Structural Model

Adaptation Measures	Best Fit	Acceptable Fit	Current Finding
RMSEA	0.00 < RMSEA < 0.50	0.50 < RMSEA < 0.80	0.57
GFI	0.95 < GFI < 1.00	0.90 < GFI < 0.95	0.849
AGFI	0.90 < AGFI < 1.00	0.85 < AGFI < 0.90	0.818
CFI	0.95 < CFI < 1.00	0.90 < CFI < 0.95	0.948
NFI	0.95 < NFI < 1.00	0.90 < NFI < 0.95	0.904
TLI	0.95 < TLI < 1.00	0.90 < CFI < 0.95	0.941
χ^2/df	0 < χ^2/df < 3	3 < χ^2/df < 5	2,026
Hoelter05	----	----	175

According to the statistically significant, non-standardized coefficients of the research model, H_3 , H_4 , H_5 and H_6 are accepted but consumerism hypothesizes H_1 and H_2 are rejected.

Table 7. Non-standardized regression coefficients of research model

			Estimated	Standard Error	t Value	Significance Level	Hypothesis
Maven	<---	Status	,160	,049	3,286	,001	H4 Accepted
Maven	<---	Brand Engagement	,297	,058	5,084	***	H3 Accepted
Clothing	<---	Maven	,433	,054	8,071	***	H5 Accepted
Mobile Phone	<---	Maven	,397	,071	5,583	***	H6 Accepted

According to the findings of structural model, brand engagement in self-concept with a coefficient of 0.294 has stronger influence on market mavens, in comparison to status consumption with a coefficient of 0.191. Besides, if one bears in mind the coefficients, it can be seen that market mavens participated to the research have higher level of involvement in clothing, in comparison to mobile phones.

4. Conclusion

According to the findings of this study, brand engagement and status consumption are motivational factors in both mobile phone and clothing involvements of market mavens. This finding supports the findings of Goldsmith et al. (2012) which argued that brand engagement have positive influence on market mavens. On the other hand, the same study did not argue that status consumption is a motivational resource of market mavens but this study's findings are different since it argues that status consumption is a positive motivational element.

O'Cass and Siahtiri (2013) argued that consumerism is an antecedent of status consumption but the current findings does not support this claim. Also, it is determined that consumerism is not a prerequisite for brand engagement in self-concept. According to another hypothesis tested on the research model, consumerism is not a particular that has direct influence on market mavenism. In other words, consumerism which is addressed as a psychological aspect of consumption seems to be a structure that neither directly nor indirectly explains market mavenism, despite the theoretical expectations.

In the light of all findings listed above, brand engagement in self-concept as well as status consumption has indirect and positive influence on market mavens' involvement in two different product categories. However, consumerism is an aspect that does not have influence on this entire structure. One can argue that marketing executives might guide market mavens towards their products and brands by making use of status consumption and brand engagement in self-concept. Nevertheless, brand engagement in self-concept having a coefficient of 0.294 seems to be a more powerful motivational element, in comparison to status consumption with a coefficient of 0.191. In other words, one can argue that explaining the brand's role in self-expression through marketing communication with market mavens might be more useful.

The market mavens of the research are more involved in clothing than mobile phones and this might be due to the female dominance in sample group. However, the study still argues that market mavens have knowledge oriented motivation as well as having shopping instincts seeking self-expression and status. Briefly, market mavens have other psychological motivational factors such as brand engagement in self-concept and status consumption as well as satisfaction driven from domination on knowledge and distribution. Marketing managements should do research on demographic and behavioral aspects of market mavens as well as psychological motivations. Especially, there should be further studies on determining whether or not market mavens in our country have different motivational factors based on cultural structure. This will allow reaching out to this specific consumer group in our country and establishing a word of mouth marketing channel which is efficient for a business.

4.1. Suggestions on further studies

This study is subject to a number of restrictions because of its scope, product categories and sampling method preferred and hence its goal is not to give generalizable conclusions. However, if we bear in mind that the number of related studies in our country is limited, one can argue that it enables analyzing market mavens at different levels. It is possible to improve that study both in terms of scope and sampling method in the future studies.

Further studies come up with generalizable conclusions by using a random sampling method or sample group might be arranged based on level of market mavenism.

This will allow analyzing degrees of impact inflicted by different motivational resources on levels of market mavenism. The majority of sample group used in this study is women and thus the involvement in clothing might be higher than involvement in mobile phones; studies might use sample groups of equal men-women in the future.

Besides brand engagement in self-concept and status consumption, other psychological aspects that might influence the market mavens can be included in the research. Consumerism aspect, which has neither indirect nor direct influence according to this research, can be readdressed with other possible aspects. Also, product categories other than the ones analyzed herein, namely mobile phone and clothing categories, might be studied. Motivational factors of opinion leaders and innovators, which are special consumer groups like market mavens, might be determined or the current aspects of motivation might be compared in these three special groups in terms of influence.

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