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ABSTRACT

Consumers' purchasing decisions are influenced by multiple factors, individual and personal characteristics, training and education, social or environmental conditions and also situational. The pressure exerted by many multinationals in the unbridled quest for winning market share and the increase in size may significantly alter behaviors and habits in different consumers. The opening of the economies of Eastern Europe to other countries dominated by economical liberalism can significantly alter the behavior and values? The segment of young adults is what becomes most relevant in the market. Eventually, either by their size, both for its strength and ability to impose trends, it is the location most suitable for the affirmation of a company or brand. In this work we try to analyze some trends of the young Lithuanians. The cultural differences don't allow us reach the similar Materialism model of Richin and Dawson (1992). However using the same scale we can by the same index compare and try to understand the differences.

KEYWORDS: Materialism, Lithuania, other cultures

RESUMO

As decisões dos consumidores são influenciadas por múltiplos factores, individuais e características pessoais, formação e educação, condições ambientais ou sociais e ainda situacionais. A pressão exercida por muitas multinacionais na busca desenfreada pela conquista de quota de mercado e consequente crescimento em dimensão poderão alterar de forma significativa comportamentos e hábitos nos diferentes consumidores. A abertura de algumas economias do Leste Europeu aos restantes países onde impera o Liberalismo económico pode alterar de forma significativa o comportamento e os valores? O segmento dos jovens adultos é o que assume maior relevância no mercado. A prazo, quer pela sua dimensão, quer pela sua força e capacidade de impor tendências, revela-se o segmento mais adequado para a afirmação de uma empresa ou marca. Neste trabalho tentaremos analisar algumas tendências demonstradas pelos jovens Lituanos relativamente ao Materialismo. As diferenças culturais não permitem encontrar um modelo similar ao apresentado por Richins and Dawson, (1992). Contudo, através da mesma escala de medida podemos encontrar índices que nos permitem conhecer e interpretar as diferenças de entendimentos

PALAVRAS-CHAVE: Materialismo, Lituânia, outras culturas

1. Introduction

To Hofstede (1997) people's procedures and attitudes are a result of principles and values taught by different socialization groups in their environment. Values play an important role in the lives of individuals, because orientates or guide their actions, attitudes, judgments (Hofstede, 1997) influencing and shape their consumption behavior (Roberts, 1998).

The result of the involvement of individuals in society is reflected in restrictions or sanctions that will help build and shaping the principles which underpin all future behavior and attitudes. "They are thus reliable determinants of attitudes and behaviour and hence provide more stable and inner oriented understanding of consumers. (...) Values are more closely related to behaviour than are personality traits and those values are less numerous, more central, and more immediately related to motivation than are attitudes" (Dioiko, 1996, p.8). The values are crucial to understand both attitudes and help establish patterns of behavior.

The growing process of globalization of trade, industry, global mobility and information draw near populations making to acquainted the particularities and way of living in all the countries. Despite the negative connotations to the world concurrency we can state that this is driving the science and conscientiousness of people to another world view. However, the development followed by Western societies, clearly is pushes people into a growing consumption.

Indeed since the few decades that many studies in sociology and analysis of consumer behavior indicate that the social change that is occurring determines changes in the concerns of societies (Giddens, 1998). Western societies cultivate the concept of youth: the loss of importance by the older, no longer desired and as such there is a growing need for nursing homes, the child is the center of the family grow and as such offers products with advertising messages directed to this segment and offers endless fun and entertainment products, which can be achieved by improving living conditions in the short term. (Watson, 2000, Br e, 1993 With awareness of new values about work, forgetting previous ideas of sacrifice to obtain "what they want", and nurturing the desire to work less, spend and enjoy themselves more. Even the concern and knowledge about environment protection and the greater tolerance and liberation to the difference all individuals in all societies are get closer to the same purposes and objectives to consume more and more in life (Andrews, Lysonski e Durvasula, 1991; Durvasula et al., 1993).

The high consumerism characterizing some Western countries with their good economic conditions is associated to greater and better development are influencing behavior and expectations in the other countries.

The proliferation of media, advertising growth and dissemination, "...news and events from the other side of the world reach almost real time" (Rajji, 1998, pp. 275-276), is changing significantly some behaviors' (O'Guinn, Faber e Rice, 1985; O'Guinn e Shrum, 1997; Sirgy et al., 1998; Walker, 1996). Also the influence of media figures (Belk, 1996), tourism and the returning of emigrants (Ger e Belk, 1996), contribute to stylizing the cultural differences, not annulling but transforming the world into a paradise of consumption illusions.

Every society expresses its cultural differences in many different ways, resulting sometimes in expressions or different language to the same meanings and different interpretations of the same events or for assigning different meanings to something similar (Hofstede, 1997, Zhang and Gelb, 1996; Rose, 1999).

The globalization process is changing the way of life of individuals, groups, societies although the result can't be seen in all characteristic in equal form or intensity. The economical and social progresses settle on different visions of words, images, products and behaviors.

The globalization process is bringing changes in the experience of individuals, groups and societies, although its effects are felt not at all the features of a culture, both in form and intensity. The economic and social progress determines different visions of the same words, images, products and behaviors.

2. Materialism

The economies development pushes to consumerism. Occidental societies emphasize financial success of individuals conducting their will to possess more material goods, transforming the shopping in a looking pleasure moment (Ger e Belk, 1996). To Richins, Dawson, (1992) the young people focus in obtaining goods that provide them the success and happiness sensation.

Materialism represents the orientation of an individual for recovery of possession of objects (Chang and Arkin, 2002). The values of Western societies passed on to younger generations through communication, education and training or through actual social interaction, individuals transform into someone more materialistic (Zhang and Gelb, 1996; Rose, 1999), for whom the meaning of life is to be in possession and acquisition of objects (Richins, 1994) or give them social recognition (Christopher et al., 2005).

Research on materialism suggests that people who emphasize the acquisition and possession of material goods are considered materialists, while those who do not feel this need to have and acquire more and more are considered non-materialistic (Belk, 1985; Richins, Dawson, 1992; Richins, 1994). These feelings are materialistic present in all cultures, but differences between what they aspire to and value differs between cultures or because understanding what each culture considers important are different and even more clearly as the moment they live (Hofstede, 1997).

To Belk (1985) purchase of goods can mean only the will to possess, terminal materialism, but can also be a means to achieve objectives or personal goals, instrumental materialism. The concept of materialism present in individuals demonstrates the change in consumer behavior in its direct relationship with the buying behavior in compulsive shopping and the optimization of material possessions changing consumption patterns (Richins, 1994). Kaldenberd and Browne (1997) found a close relationship between the level of materialism and involvement of individuals with the purchase of clothing.

Materialism has also influenced the principles that guide the lives of individuals, the level of ethical values that predominate in their attitudes (Muncy and Eastman, 1998), and the optimization of material goods as a means to achieve happiness and social progress (Ward and Wackman, 1971). Materialistic attitudes are also a form of individuals to cover up his insecurity with regard to society (Chang and Arkin, 2002) resulting in changes in behavior when third parties (Christopher et al., 2005), as the increased awareness for your purchases classified as faces (Fitzmaurice, 2008).

The entertainment and advertising roles of the media interfere in the rituals of society (Otnes and Scott 1996) to create desirable lifestyles. Even if they do not correspond entirely to reality, these images are created to raise audience expectations (Englis and Solomon 1995). Consumer behavior reflects the influences of these messages and images of success, especially on television, altering their satisfaction, motivation and desires (O'Guinn and Shrum 1997). The values and idealized life style patterns that are broadcast can influence and modify one's perception of reality (Gerbner et al. 1980).

Materialistic behavior derives from factors related to one's environment, communication with family and peers, mass media and the appeal of popular trend setters (Clark, Martin and Bush 2001), but is also/s related to the ease of acquisition of more and more products that provide well-being or satisfaction of needs (Twitchell 2000).

For Richins and Dawson (1992), there are always needs, feelings or personal desires behind the acquisition of goods and relate them with three personality traits of individual feelings with individualism designating them as materialistic dimensions.

First Possession-defined Success, "Possession means success", leads individuals to assess the property according to their cost and quantity at the expense of the satisfaction they provide, as a way of evaluating the success in life itself and others.

The second dimension or Acquisition Centrality "Centralization on acquisition" represents a stated desire to accumulate assets, consisting in the way of achieving a high level of consumption as a means of personal satisfaction.

The third dimension that materialistic the authors defined as the Acquisition and Pursuit of Happiness, "Acquisition to achieve Happiness." For these individuals the possession and acquisition of goods is only one way to achieve happiness.

3. Literature Review and Materialism Scales

With this work and using a measurement scale of materialism Richins and Dawson (1992) we know the present level of materialism among young people of Lithuania.

For a proper comparison between cultures, data analysis should be conducted in accordance with the principles exposed by the literature (Leung and Bond, 1989), analysis at national and cross-country or cross-cultural. The analysis across countries requires the evaluation of equivalence or invariance of the measures for comparison and analysis examines national models is most appropriate for each country (Myers et al., 2000). The use of multivariate statistics for the analysis of cultures to discover the applicability of the scales that is consistent with the data.

Cultural values differ and with them the values and life goals of individuals. To know the differences in materialistic attitudes that take place in different cultures is necessary to implement and test the applicability of measurement scales across cultures.

Data were obtained from responses to the 18-item scale measuring materialistic values of Richins and Dawson (1992) (Likert 5 levels completely agree to fully disagree). Was collected a convenience sample of university students over 18 years, with a size of 64 surveys.

	Valid	Missing
N	64	19
sex	64	19
Age	64	19
Age class	64	19

Table 1

	Valid	Missing
Frequency	43	19
Percent	51,8	22,9
Valid Percent	67,2	32,8
	Feminine	Masculine
	Total	System
Total	83	100,0

Table 2

	Valid	Missing
Frequency	61	19
Percent	73,5	22,9
Valid Percent	95,3	100,0
	15 to 24 years	25 to 34 years
	45 to 54 years	Total
Total	83	100,0

Table 3

We appeal to the confirmatory factor analysis (CFA) through the Structural Equation Modeling (SEM), model Richins & Dawson, because it enables the assessment of equivalence of measures for comparison of (Hair et al. 1998; Gageiro and Pestana, 2000). Through SEM, we can estimate the relationship of dependency and multiple interrelated indicators between observed and unobserved variables called latent

verifying the theoretical relationships of a model (Willow and Reis, 2000; Byrne, 1998). This choice stems from our need to try to find measures of comparison with other cultures.

We evaluate the dimensionality of the scale of materialism through confirmatory factor analysis applied to the 18-item scale, inverting the values of items worded negatively. The analysis was performed using the software AMOS 4.0 (Arbuckle and Wothke, 1999).

Among the answers was only possible to validate surveys among 64 collected in 2010.

According to Arbuckle and Wothke (1999) can be used multiple measures to assess the adjustment of models to data and choice of specific measures depends on the choices of researchers. The CMIN or χ^2 represents the statistical test of the sample adequacy. Although this test is unreliable when samples are large is widely used as a measure of comparison between different models (Byrne, 2001). The ratio CMIN/DF assesses the adequacy of the model and should be close to 2 and 5 below. The index adjustment Goodness-of-Fit (GFI) compares the adjustment to the model, measures the relative variance of the sample data and should be close to 1. The root mean square errors (RMSEA) expresses the error of approximation of the population whose values below 0.05 indicate a good fit.

4. Results

We carried out an initial confirmatory factor analysis of the original model of measures of materialism with all 18 items, Richins and Dawson (1992) to test to know the suitability of the model (Byrne, 1998; Santos, 2008). The results obtained from the different fit indexes indicate low overall model fitting to the data (table 4).

Model	χ^2	DF	Discrepancy (%/df)	Goodness of Fit (GFI)	Adjusted GFI	RMSEA
Base Model	228,852	132	1,734	0,809	0,752	0,085
Model I (15,16)	173,831	101	1,721	0,823	0,762	0,084
Model II (9)	137,857	87	1,585	0,844	0,784	0,076
Model III (8)	98,051	74	1,325	0,881	0,831	0,056
Model IV	18,340	11	1,667	0,956	0,889	0,081

Table 4

We then make some alterations to the original model and close to the original, so as not to introduce too many changes to the original model and allow comparison of levels of materialism among young people (Byrne, 2001), to try to find a more appropriate model to data obtained from the youth of Lithuania. As the analysis of the factorial structure of the weights and rates of change of the items, we were making changes to the base model, excluding the items that contributed least to adjust the model to data.

Successive restrictions on the model are achieved indicators showing improvement adjustment models to data, but that makes it very simple. This process and the ultimate model, with only five items, we do not allow a comparison with results from other countries. Although it allows us to see which items contribute the most to look at this form of materialism among young people of Lithuania, serve us little to compare with the youth of other countries.

The model that would allow comparisons with other European countries, already the subject of our study (Santos, 2008) shows that all is not fit to the data obtained with these youngsters. What prevents us from a comparison with other cultures.

From a simple analysis of fashion from the data of different countries for each item can identify slight differences. But the fact that different countries compared with the reading of these data becomes confused and almost unintelligible. We therefore proceed to simple exploratory models of Lithuania and "re-identity" dimensions to have a more concrete concept of feelings or dimensions observed in these young people.

So we have to make further analysis of the data and try to find a model more suited to young people concerned. It can be seen by the results that the understanding of the phrases are perceived differently and hence not possible to compare these results with those of other countries, and as say Werner and Campbell, (1970) the perception of the meanings of the language is different.

Then we realize that there are marked cultural differences and it is very likely that the rates of these young materialism for young people is different from Western countries. Thus, through exploratory principal components analysis, imposing 3 factors, results obtained with the current data indicate that the dimensions obtained are slightly different as shown in the table below (table 5).

Table 5

Component	1	2	3
I admire people who own expensive homes, cars and clothes	,617		
Some of the most important achievements in life include acquiring material possessions	-,363		,642
I don't place much emphasis on the amount of material objects people own as sign of success			,570
The things I own say a lot about how well I'm doing in life			,557
I like to own things that impress people	,416		-,309
I don't place much emphasis on the amount of material objects people own as sign of success		,745	
I usually buy only the things I need		,585	,337
I try to keep my life simple, as far as possessions concerned		-,512	
The things I own aren't all that important to me		-,548	,425
I enjoy spending money on things that aren't practical		,547	
Buying things gives me a lot of pleasure		-,389	
I like a lot of luxury in my life		,674	
I put less emphasis on material things than most people I know	,632		
I have all the things I really need to enjoy life		,579	
My life would be better if I owned certain things I don't have		-,400	
I wouldn't be happier if I owned nicer things			,637
I'd be happier if I could afford to buy more things	,742		
It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like	,691		,324

We observed the exploratory principal component analysis that the dimensions or latent variables have changed. The Interpretation provides that the identification of a variable anti-materialistic, conformist or life satisfaction without an interest in property and material goods.

The success dimension is associated with the successful recovery of wealth as something important in life. The third dimension always associates the signs of wealth with others, in comparison with others develops a desire for material goods.

Changing the meanings of the dimensions obtained with the same scale of measurement, when used in other countries (Santos, 2008).

Because of this results and to allow us compare with other cultures we can only work with the dimensions transformed according the results obtained by Richins and Dawson (1992). Maintaining the original scale and comparing the values obtained.

Comparing the mean of each dimension with other countries it seems they present a higher level of materialism than the North-American (USA) students. However we can find significant differences among all sorts of cultures (table 6).

Table 6: Materialism

country	Subset for alpha = 0,05			
	N	1	2	3
Tukey HSD ^{a,b}	Spain 316	48,3608	49,9505	52,2567
	Portugal 465	49,9505	53,4517	54,0677
	Germany 187	52,2567	53,4517	54,0677
	Kenya 383	53,4517	54,0677	54,921
	China 192	54,0677	54,921	55,3689
	Macau 189	54,921	55,3689	55,5000
	Lithuania 206	55,3689	55,5000	
	Mozambique 196	55,5000		
Sig.		,285	,142	,058
Tukey B ^{a,b}	Spain 316	48,3608	49,9505	52,2567
	Portugal 465	49,9505	53,4517	54,0677
	Germany 187	52,2567	53,4517	54,0677
	Kenya 383	53,4517	54,0677	54,921
	China 192	54,0677	54,921	55,3689
	Macau 189	54,921	55,3689	55,5000
	Lithuania 206	55,3689	55,5000	
	Mozambique 196	55,5000		
Sig.		,615	,127	,157
Scheffe ^{a,b}	Spain 316	48,3608	49,9505	52,2567
	Portugal 465	49,9505	53,4517	54,0677
	Germany 187	52,2567	53,4517	54,0677
	Kenya 383	53,4517	54,0677	54,921
	China 192	54,0677	54,921	55,3689
	Macau 189	54,921	55,3689	55,5000
	Lithuania 206	55,3689	55,5000	
	Mozambique 196	55,5000		
Sig.		,196	,127	,260

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 237,182.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

As we can note the differences among these countries are significant (table 6). Apparently young Mozambicans are the more materialistic students. Average values of each index, indicating they are all more materialistic than young Americans (Richins and Dawson, 1992). There are no significant differences between Portugal and USA students (survey 2 Mean=47,9; Richins and Dawson, 1992), but don't happen the same with Spain, although these two countries don't present significant differences. To the extent successful, the significant difference it is with young Germans.

To the Success dimension the differences are maintained with little changes. Among these countries continue to see significant differences were apparent with more materialistic tendencies as an indicator of success among young Lithuanian. Mean that they will have a higher tendency to acquire property visible to the outside. Also the Spanish and Portuguese students don't present significant differences with USA students.

Means for groups in homogeneous subsets are displayed.
 a. Uses Harmonic Mean Sample Size = 237,182.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Success	Subset for alpha = 0,05			
	N	1	2	3
Tukey HSD ^{a,b}	country	465	14,2882	16,2834
	Portugal	316	14,9082	17,5718
	Spain	187		17,9847
	Germany	383		18,0469
	kenya	196		18,1376
	Mozambique	192		18,7670
	China	189		
	Macao	206		
	Lithuania			
	Sig.			
Tukey B ^{a,b}	Portugal	465	14,2882	16,2834
	Spain	316	14,9082	17,5718
	Germany	187		17,9847
	kenya	383		18,0469
	Mozambique	196		18,1376
	China	192		18,7670
	Macao	189		
	Lithuania	206		
	Sig.			
Scheffé ^{a,b}	Portugal	465	14,2882	16,2834
	Spain	316	14,9082	17,5718
	Germany	187		17,9847
	kenya	383		18,0469
	Mozambique	196		18,1376
	China	192		18,7670
	Macao	189		
	Lithuania	206		
	Sig.			

For the index of centrality or materialism as consumer behavior, found that the Germans will have more trends of impulse purchases. Buy without direct and less likely to have materialistic behavior arise African and Asian countries, perhaps due to lack of products to buy goods. This could represent that purchases don't seem to be one concern of these young people.

Means for groups in homogeneous subsets are displayed.
 a. Uses Harmonic Mean Sample Size = 237,182.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Centrality		Subset for alpha = 0.05				
country	N	1	2	3	4	5
Tukey HSD ^{a,b}	383	18,6266	19,3265	20,0370	20,3892	21,0777
	192	18,8073				
	196	19,3265				
	189					
	316					
	465					
	206					
	187					
Sig.						
Kenya	383	18,6266	19,3265	20,0370	20,3892	21,0777
China	192	18,8073				
Mozambique	196	19,3265				
Macau	189					
Spain	316					
Portugal	465					
Lithuania	206					
Germany	187					
Sig.						
Tukey HSD ^{a,b}	383	18,6266	19,3265	20,0370	20,3892	21,0777
	192	18,8073				
	196	19,3265				
	189					
	316					
	465					
	206					
	187					
Sig.						
Scheffe ^{a,b}	383	18,6266	18,8073	19,3265	20,0370	20,3892
	192	18,8073	19,3265	20,0370	20,3892	20,4022
	196	19,3265	20,0370	20,3892	20,4022	21,0777
	189					
	316					
	465					
	206					
	187					
Sig.						

While the dimensions and item loadings are similar in this study, the analysis of the results and comparison with American and European young people indicated several significant differences of materialism. While differences of item loadings have also been found, there are several reasons for these differences: (1) The underlying meanings of some questions may be interpreted differently by consumers in different countries; (2) cultural norms of deference and politeness may originate answering differences; (3) The results don't correspond to those reported by Richins and Dawson (1992) and Santos (2008). The scale, therefore, appears to be useful in Western cultures, but not in other cultures.

5. Conclusions Limitations and Implications

We can understand these results, based on the richness index for each country (World Bank Report, 2008). Could be like a wish of this young people to achieve better conditions. In the case of Lithuania they also associate material goods to happiness. It is what happens with all countries because they have worst conditions of life.

Comparing the results obtained in 1992 by Richins and Dawson, average of the countries sample presented and the responses obtained from young Americans are significantly different in many countries, but depending on the index or latent variable denotes that is not the case with some European countries. Apparently the European, African and Asian countries tend to be more materialistic.

In happiness dimension there is a significant difference between USA students and Spanish and students who present larger mean behind Macau.

In the case of materialism for happiness, the differences between countries will be even bigger and in this case, the young Africans who are those who associated possessions with happiness, something that can result from poor living conditions, or the lack of goods for acquisition. Implicitly, we understand that the fact that owning more assets, their level of happiness could be higher, corresponding to Maslow's theory of needs.

a. Uses Harmonic Mean Sample Size = 237,182.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Happiness		Substet for alpha = 0.05					
country	N	1	2	3	4	5	6
Tukey HSD ^{ab}	Spain	316	13,0633	14,3636	15,2602	15,5243	16,3175
	Germany	187					
	Portugal	465					
	Lithuania	206					
	Macau	189					
	China	192					
	Kenya	383					
	Mozambique	196					
	Sig.						
Tukey B ^{ab}	Spain	316	13,0633	14,3636	15,2602	15,5243	16,3175
	Germany	187					
	Portugal	465					
	Lithuania	206					
	Macau	189					
	China	192					
	Kenya	383					
	Mozambique	196					
	Sig.						
Scheffe ^{ab}	Spain	316	13,0633	14,3636	15,2602	15,5243	16,3175
	Germany	187					
	Portugal	465					
	Lithuania	206					
	Macau	189					
	China	192					
	Kenya	383					
	Mozambique	196					
	Sig.						

(3) Different stages of economic development imply different levels of consumer purchasing power in these countries and these differences are reflected in attitudes and materialism of individuals; (4) Different experiences in political liberty could provide differences of the interpretation and answers to the same statements; (5) The markets in these different countries display differences in maturity and disposable commodities.

Like other European countries apparently they present a higher level of materialism in all dimensions, but the cultural differences and entirely different understanding of sentences could be the cause. Cultural perspective could provide a different answer but not represent the same purpose. The anglo-saxon point of view could conduct our research to the same interpretation of an possible completely different sense of materialism.

This study has several limitations. First, a modified conceptual model is used, which can limit comparisons with the American sample. Second, several methodological issues used, related to international comparison, can influence results and weaken the findings. The findings would be much more powerful in data collected randomly among young adult consumers in various countries.

To improve international comparison research, items must be created that can be used in different countries or cultures without misperception or misinterpretation. It is also extremely important to have similar samples from different countries. Our samples were obtained directly in universities what don't happen with the American sample. The demographic and psychological characteristics of the different samples could be different, and such differences could influence the validity of the findings.

The third improvement relates to the validity of the instrument in different languages in international comparison studies. The same sentence in different languages could have different subtleties in meaning and possible translation errors could further aggravate the actual differences when the instrument is administered in different cultures. More careful translation procedures, such as "decentered" translation or non-literal translation (Werner and Campbell, 1970) or "back translation" (Triandis, 1972), should be adapted in future research to ensure the validity of the instrument used in different languages.

Another limitation of this study is related to the scale used. Richins (2004) propose another short form of materialism scale because the problems verified in cross-cultural studies based on the original scale (Richins & Dawson, 1992). The reverse coded items can cause failure of fit scales (Wong, Rindfleisch, Burroughs, 2003) and social norms of each culture could predispose the answers to assume certain answering tendency (Mick, 1996). Those identified evidences could demolish our conclusions.

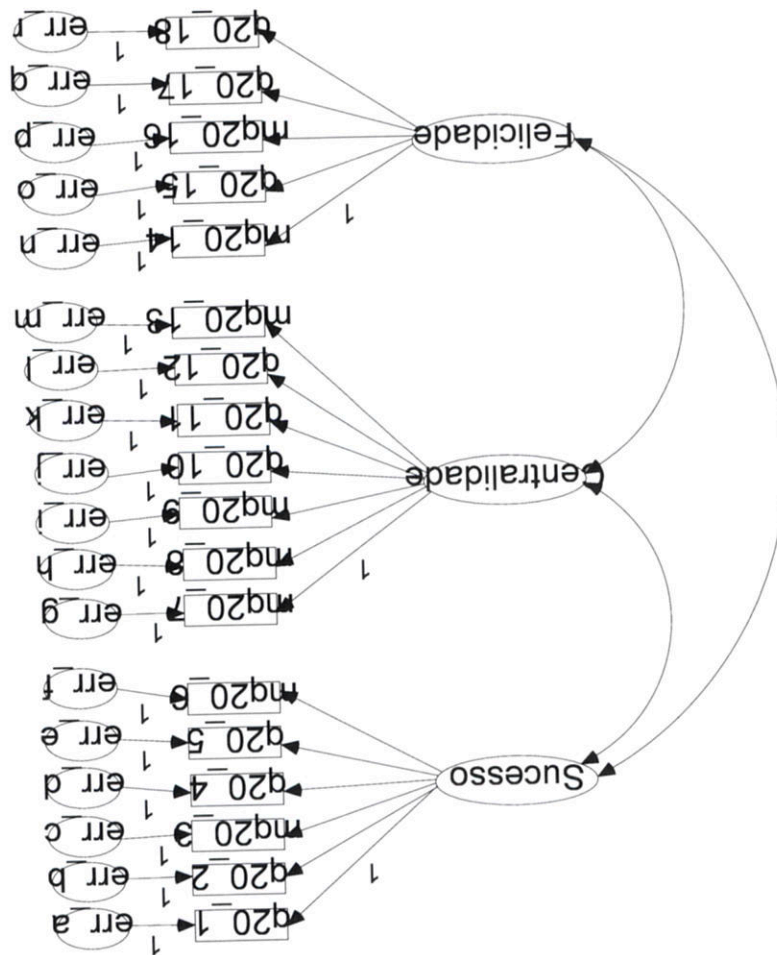
The findings of this study have implications for consumer education. The study confirmed the three dimensions of consumer materialism values and the results can be used to develop better consumer materialism values guidelines in consumer behavior. The similarities and differences between the European and American consumers found in this study can be used to help students and business better understand different attitudes and consumer behavior from different cultures. This study can serve as a reference to provide background information and to understand consumer behavior toward a strategy for think politic of advertising, image and brands in this country.

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ORIGINAL MODEL



FINAL MODEL

