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RESEARCH ARTICLE

SELFMONITORING, MATERIALISM, ON INVOLVEMENT OF FASHION CLOTHES AND MOBILE PHONE PURCHASE INVOLVEMENT

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ABSTRACT

The research problem yet many manufacturers use marketing strategies through personality traits, through the personality of the product can be customized. This study aims to examine self-monitoring, materialistic and involvement of purchase. Respondents aged 23-55 years amounted to 327 consisting of office employees. In the form of survey research methods, analytical tools used Structural Equation Modeling with Amos. The results of the first findings that self-monitoring materialistic influence on it indicates that someone who knows how to monitor themselves into centrality, happy, and successful. The second person who has a materialistic nature likely to engage purchases means that individuals have sufficient property also enjoys and mainly involved the purchase of products that affect the self-monitoring dipakai. Ketiga purchase involvement, they like to keep changing views affect goods purchased. Managerial implications to understanding the properties of consumers, manufacturers are more innovation makes fashion clothes and office supplies such as mobile phones so that consumers spend more money to demonstrate centrality, life satisfaction and happiness. Limitations of the study, for future studies further expand the respondents to be generalized.

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INTRODUCTION

As the development of an increasingly competitive business world and the development of the current market conditions it has an impact on the marketing strategy adopted by the company in offering and marketing the product. Consumers from time to time more and more well informed where all types of products desired can be identified quickly through the internet, social media, such as online shopping and store Pedia. One strategy that is rarely used by employers to offer a product in order to attract consumers to buy. One way to determine a consumer can through self-monitoring, materialistic and involvement of purchase. Observing the behavior of shoppers is something unique, because consumer preferences and attitudes toward the object of each person is different. In addition, consumers who have different backgrounds, the necessary and desirable product is different (Mehta, 1994). A producer needs to understand the behavior of consumers, especially consumers who have self-monitoring high or low, consumers who have high or low materialistic nature, and

which have high and low involvement purchase, the manufacturers need mengetahui consumer personality. Although the term personalities have different meanings for different people, but the definition of personality is the set of characteristics or traits that are relatively permanent and distinguish one person with another person (Guilford, 1959). To know one's personality traits can be known through approach, personality is to have certain characteristics and can be measured objectively by psychometric tool. Standards and the scores are used to express the relationship of personality personal appearance. Experts in consumer behavior have attempted to connect the personality traits and behaviors of consumers for more than 40 years and assumes that this knowledge is very useful to determine marketing strategies (Browne and Kaldenberg 1997). Some of these various personality traits associated with self-monitoring is consumer behavior. Self Monitoring has attracted the attention of many researchers in the field of marketing. Self-monitoring is the tendency of people look at the instructions of socially appropriate behavior, and how to increase a person's behavior (Kassarjian and Sheffet, 1991). Individuals can be classified into two groups, in relation to levels of self-monitoring. First they have a high self-monitoring characterized by sensitivity to social cues and demonstrate appropriate behavior socially using

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these instructions to change the appearance of themselves in different situations. Both low self-monitoring behaviors indicate that a person is relatively less sensitive to the social and tending manual retains the appearance of self-consistently in all situations (Browne and Kaldenberg, 1997). The tendency of self-monitoring of high or low in relation to attention to your ad and evaluation of products on the basis of form and function. Relationship self-monitoring and traits that influence consumer behavior is very little known in full. For this study aims to test the effect of self-monitoring and materialistic associated with purchase involvement categories of products. Materialism can be seen as a negative character, if linked to a tendency in the likes of ownership, aimed at securing the satisfaction of ownership of the product (Fournier and Richens, 1991). This study will examine the factors giving the effect of self-monitoring, materialism against the involvement of purchase.

Browne and Kaldenberg (1997) found that the relationship of self-monitoring and materialism influence the success, centrality and happiness. While high self-monitoring more trust. Characterized materialistic ownership is an important element in the success and the centrality of one's existence, and play an important role to achieve happiness. While gender has an important role, on the whole men are more materialistic than in women. Men assume that branded items became essential as an element of a person's success. Men tend to believe that wealth increases happiness, especially shows that self-monitoring can be tagged high and have high involvement in the purchase of self-monitoring than the lower. Women are more high involvement in the category of the men's clothing, clothing purchased give pleasure for women, while for men is more worried if the clothes were purchased turned out to be unsuitable or miscast. Self-monitoring is more aware of the high fashion of the self-monitoring low. Women have a higher self-monitoring in buying branded clothes aimed at personal appearance so different from other women. Materialistic and purchase involvement is positively associated with the involvement product categories. Results of research and Kaldenberg Browne (1997) has limited the first, the object of the study provides a context less clothing decision. Second respondents making less prepared to frame the relationship between self-monitoring and linkage with the product. This study continues previous research, conducted in developing countries and researchers will perform in Indonesia. This study used two research subjects and mobile office wear, before the questionnaires were distributed researchers provide enough understanding to be filled with the proper respondent.

Formulation of the problem (1) What is the effect of self-monitoring and materialistic (2) Is there a materialistic influence on purchasing involvement (3) Is there any effect of self-monitoring of the involvement of purchase. While the purpose of the study (1) To examine the effect of self-monitoring terhadap materialistic (2) To examine the effect of self-monitoring of the involvement of purchase (3) To examine the influence of materialistic towards the involvement of the product. The benefits for the practitioner is the first study results of this study will illustrate the extent to which a person who has self-monitoring and materialistic to purchase engagement and hand phone office clothes. Both for academic

research to contribute to the knowledge of consumer behavior, especially the effect of self-monitoring of high and low, materialistic individuals purchase particular influence on the involvement of consumer behavioral science.

Literature review

Self-monitoring involves the sensitization of the social information that indicates adaptation appropriate and desirable behavior. The tendency of self-monitoring can be seen in the social environment, even detected when childhood. Self-monitoring allows the formation of character and socialization (Musser and Browne, 1991; Krosnick and Constantine, 1990; Mosser and Galais, 2007). Wharton (1993) argue self-monitoring low tendency to affect emotional. Snyder (1974) found that self-monitoring is a skill in adapting the expression of emotions triggered by situational. Sypher and Sypher (1983) mentions self-monitoring indicates that they have the ability to communicate effectively (Friedman, Matteo and Taranta, 1980). Self-monitoring understated positive attitude and not engineered. While negative self-monitoring for example stress, self-monitoring high effective displays of emotion (Day *et al*, 2002). According to Bono and Vey (2005, 2007) suggested that self-monitoring consists of deep and surface acting, change in heart rate and stress. In contrast to the opinion of Oh and Kilduff (1992) marked a high self-monitoring more confident in entrepreneurship compared with low self-monitoring. Krampen (2008) mentions that self-monitoring as a systematic program and a reflection of attitudes behave. Opinions Krampen (2008) mentions that self-monitoring is the promotion of health and the development of relationships within the individual. While the relationship between self-monitoring and job options have been found if the self-monitoring high, are more likely to choose and succeed at the skill positions have personal appearance and impact on work performance (Caldwell and O'Reilly, 1982). While choosing branded products reflect differences in personal appearance associated with achievement, low and high. Snyder (1987) found from his research that the self-monitoring of influencing consumer behavior, it is associated with a vested interest in maintaining personal appearance. Indications maintain personal appearance may be seen the use of the property of dress that showed self-image than others. These interests have an impact on the ability to change the appearance of the self-monitoring to look into different people in different situations. Some research suggests women who have high self-monitoring is more likely to be the leader of the women-low self-monitoring especially sensitive on brand choice in dress clothes and aim to achieve social approval (Bechener and Richard, 1978).

If the self-monitoring emphasizes the image and has a materialistic mark the questions asked is there a relationship with materialistic self-monitoring. Materialistic person related traits, attitudes, and values, focused on ownership and marks on product selection. Individuals who are more materialistic tend to be vulnerable welcome and have a positive influence in relation to the reception. They have a high priority on finding a treasure objects. Individual materialistic possession and involved and devote more energy to the activities involving the purchase of products mainly consumed (Belk, 1985). Muller (2010) It is on the contrarily argued that materialism was highly correlated with beyond materialism.

Although materialistic seen as a negative character, if it is associated with a tendency like possessions and aims to get the satisfaction of ownership of goods (Fournier and Richins, 1991). It is important materialistic way of assessing whether the goods are owned by someone based on usability, performance or financial value, capability brought status, success and prestige (Richins, 1994). The greater the level of materialistic individuals are related to the understanding that the property as part of the communication and meaningful notifications to others about someone. This study will confirm the individual materialistic, joy and satisfaction in life according to Kasser and Ryan (1996).

While Rose (2007) mentions that the materialistic highly correlated with impulsive buying. While Ruswanti (2014) found the impulse buying tendency to cherry pick. The role of communication through the property to be more specific to an individual who has a high self-monitoring orientation (Douglas and Isherwood, 1979). Materialistic and self-monitoring logically related to the involvement of purchase. The findings Ruswanti (2014) shows the influence of fashion clothing materialism and they love fashion too, and walks to the Mall. The fashion clothing manufacturers urgently need materialistic consumers.

Framework

The purpose of this study examines the effect of self-monitoring, materialistic against the involvement of purchase. Based on the goods consumed, in general we expect that the higher the level of self-monitoring associated with the values espoused consumers. The more materialistic, people have high self-control, materialistic involvement in shopping. Awareness of higher fashion, the sensitivity is more sensitive to the brand, more people choose famous brand of the self-monitoring low. The tendency seen in their ability to maintain the branded goods used someone gives to the individual aspects lead to prestige. The temporal trend of high self-monitoring, individual materialistic greater involvement on the product showed a positive impression to the public. Self-monitoring, materialistic and purchases related engagement together in the evaluation of consumers. According to Kotler and Keller (2006) products are divided into three convenience good, good shopping, and good specialty. Convenience product is purchased product without consideration because it is commonly purchased everyday as everyday shopping needs, hotcakes, often, corn, fruits, soap, cigarettes and others.

Shopping product is a product when purchased requires consideration of both the price, model, color, material, and other such clothing purchases kantor dan cell phone. Third specialty products are products purchased by the sacrifice of such a purchase a dagger king of Majapahit relics, certainly look for it is not easy and the price is not cheap and it takes sacrifice good money, effort and time long enough. Object of research aimed at office clothes and a cell phone because it is major requirement for high self-monitoring. Self-monitoring is prioritizing high-known brands such as Zara clothing brand. Consumers in the purchase of clothing pass office and mobile phones are sometimes less conscientious about the model, color, price and service.

But of course there are consumers who have a high involvement and low involvement. Individual high self-monitoring in the purchase of select products of famous brand, based on research results Kaldenberg and Browne (1997) that the limitations of the first studies provide less clothes the context of decision making, respondents are less given a sufficient understanding of the research. Csikszentmihalyi and Rochberghalton (1981), mentions the young age of materialistic tendency and awareness of self-image is bigger than the older people. High self-monitoring relationship relating the use of branded goods for appearance, self-monitoring tend more shopping items than those used to manage self-image.

- H1: Suspected of self-monitoring significant positive effect on materialistic
- H2: Suspected of there is the influence of materialistic against the involvement of purchase
- H3: Suspected of there is the effect of self-monitoring of the involvement of purchase

MATERIALS AND METHODS

Retrieving data using survey with a sample of 327 respondents, respondent taken this research has a population of approximately 3250 respondents. Respondent age range 23-55 years, are consumers who are shopping clothes and mobile phone in one month in department stores. Respondents receive the questionnaire to be selected in accordance with the personality of the respondent to measure self-monitoring, materialistic and involvement purchases charged individually. Self-monitoring operational variables assessed by 18 statement adopted from Snyder (1987) and Lennox and Wolfe, (1984). Materialistic measured by adopting Richins (2004), Richins and Dawson (1990), with the indicator amounted to 9 statement linking feelings about their possessions, in general, there are three dimensions of success, centrality and happiness and have been identified as an important aspect materialistic and Richins adopted Fournier (1991). Scoring uses a five-point likert scale which is a number 1 = strongly disagree, 5 = strongly agree (Briggs and Cheek, 1980). Scoring aims to analyze, so that higher scores indicate high materialistic orientation and a low value indicates a low materialistic. Respondents who gave a score the materialistic tend to believe that the property determines success and is the center of life, happiness. Involvement purchase consumer involvement is measured against the purchase of the product. Scale measures conditions that may cause a person to be involved in the purchase of products, not merely the amount of involvement Kapferer and Laurent (1986). The questionnaire consisted of 12 statements constitute categories of products, a brand known, through the selection of clothes and mobile offices as a category of products (Kotler and Keller, 2006). Based on the usability and completeness of clothing supporting mobile office communication tools. Analyzing statements and false true scale was used as a factor representing the previous conditions on the purchase engagement through quality information product, brand, service quality, the symbolic value of the expected product. The symbolic value of a selection of products that represent the response of respondents. Respondents were asked to assess the amount of the agreed statement is worth two, disagree zero.

Design and Testing

This study will be tested using a SEM with AMOS analysis tool. The research variables are latent variables that were measured through manifest that the concept of deemed able to reflect empirically evaluated through testing Confirmatory Factor Analysis (CFA). Monitoring self-developed measurement through aspects of its responsiveness and ability to adapt to the environment, operationalized through 18 questions. Results coefficient λ between 0.396-0.499 with a probability of less than 0.05 indicates significantly statement could reflect self-monitoring. Other capabilities that need to be owned manifest as latent variable reflect or is undimensional nature. The results of the evaluation of the nature of the self-monitoring undimensional show construct reliability coefficient (CR) of 0.8182, the result of CR > 0.6, shows the indicators used are undimensional so stated reliable (Baumgartner and Homburg, 1996; Hair *et al.*, 1998; Wheaton *et al.*, 1977; Joseph and Hair, 2010). Materialistic measured through three dimension of centrality, happiness and success with the nine indicators.

CFA testing results indicate that the coefficient $\gamma = 0.983$ constructs centrality, for $\gamma = 0.971$, $p = 0.000$ in the construct of the success of $\gamma = 0.934$ and $p = 0.000$ in the construct of happiness. The results indicated that $p \leq 0.05$ show construct able to reflect significantly. Constructs centrality then reflected back three indicators. The test results CFA gain coefficient indicator λ first to third respectively by 0.607, 0.535 and 0.645. The first indicator as a reference so that declared invalid, while the second and third each indicator has a probability of 0.000, $p \leq 0.05$ acquisition demonstrated successfully reflect the centrality in significance. In addition to construct indicators of success, happiness construct indicators showed significant reflection power, this is indicated by the p -value ≤ 0.05 . In confirmatory visual model of second order to measure variables materialistic. Testing undimensional construct as a first order materialistic and indicators as a second order gain coefficient CR > 0.6. This result shows all the indicators are undimensional to construct and all are undimensional construct the latent variable materialistic.

Involvement purchase of products measured by the purchasing behavior with the subject of clothes and mobile phones. The test results showed both CFA able to reflect the involvement of purchases significantly. This is demonstrated through the coefficient of γ both have a smaller probability of 0.05. While constructs office clothes purchase has coefficient $\gamma = 0.974$ referen and role is as stated validity, for the purchase of mobile phones at $\gamma = 0.936$, $p = 0.000$. Measurement involvement confirmatory purchase through second order, each construct is reflected back to the six indicators. CFA test results showed probability coefficient λ with less than 0.05 in all indicators of significant results.

Testing undimensionality construct purchasing office clothes and a cell phone as the first order of purchase involvement and indicators as a second order gain coefficient CR > 0.6. This result shows all the indicators are undimensional to construct and all are undimensional construct the latent variable purchase engagement.

DISCUSSION

Based on the theoretical study of the relationship between the variables of self-monitoring and materialistic in explaining the involvement of products modeled as in figure (4.1) The model studies show that materialism can be explained by the ability of self-monitoring, this ability may also explain the level of involvement of a person purchasing products directly and through materialistic.

Compatibility Model

The research model shown above should be tested for conformance empirically, to see how the sample covariance between the population. Results of chi-square coefficient 991.345, the probability of 0.000, when $p < 0.05$ showed significant differences between sample covariance with the population, means that the model proposed a lack of support from the sample to explain estimate (Joseph and Hair, 2010). Chi Square is the marker matches absolute fit index, so that needs to be filled as proof of receipt model. The model should be modified with regard to the concepts of research. Modifications done by adding the relationship between the residuals of the manifest. These additions do not affect the relationship between variables, so the model with modified equipment in accordance with the concepts underlying. Good coefficient parameters of fit index after the model is modified to change the better, one of which is koefisien amounted to 752.542 with a probability of 0.064. Large $p > 0.05$ shows a model supported empirically and have a match strongly. Coefficient match parameters can viewed at GFI.

Table 1. Results goodness of fit index after modification

No.	Index	Cut of Value	Result	Information
1	Cai Kuadrat(p)	($p > 0.05$)	752.542 ($P = 0.064$)	Good Fit
2	CFI	≥ 0.90 (max 1)	0.967	Good Fit
3	GFI	≥ 0.95 (max 1)	0.872	Good Fit
4	AGFI	≥ 0.95 (max 1)	0.856	Moderate
5	RMSEA	≤ 0.08 (Min 0)	0.019	Good Fit

Source: sem test results

Structural Test Results

Table 2. Structural Testing Results

No	Endogen	Exsogen	β	tval	p	R ²
1	Materialism	Self-monitoring	0.208	2.348	0.019	0.043
2	Involvement of Purchase	Self-monitoring of Purchase Materialism	0.202 0.483	2.435 4.988	0.145 0.000	0.315

Source: sem test results

The involvement of the research model is described by the two regression function, based on the test results shown in the table above each function. The first function is to show that self-monitoring is a significant ($p \leq 0.05$) in the materialistic, mean changes in individual behavior as a form of social adjustment can encourage change materialistic. Positive coefficient in the first show increased self-monitoring boost materialistic. Contributions made by self-monitoring of changes materialistic 4.3%.

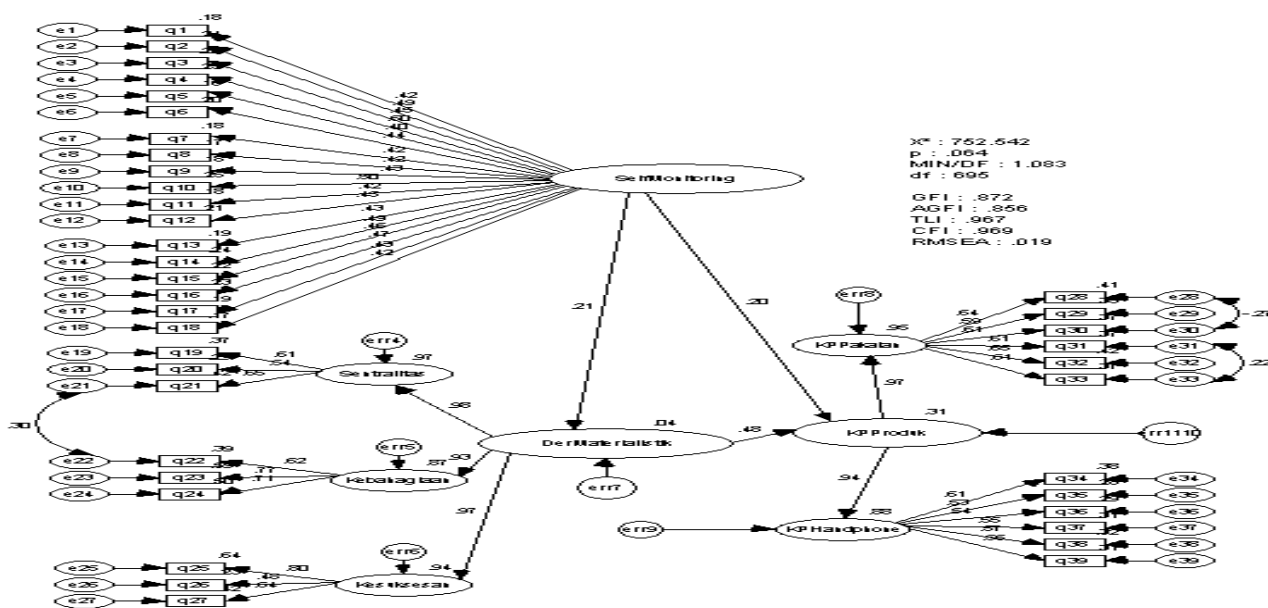


Figure: Model Research

Conclusion

H1: Self-monitoring significant positive effect on the materialistic, this finding is an empirical fact that supports the hypothesis. Self-monitoring in addition to significantly influence the materialistic, also contributed significantly to the involvement of purchase. The second function is shown positive effects with a regression coefficient of 0.202, these findings indicate an increase in self-monitoring can encourage increased involvement of purchase.

H2: Self-monitoring of high influence on the involvement of buying more products more noticeable than with the aim of managing the product used self-image. These findings support the findings Ruswanti (2014) that high self-monitoring with regard to the involvement of clothing purchases office and mobile phones. Self-monitoring high-yourself more interested in the purchasing activities of the self-monitoring low.

H3: Materialistic significant positive towards the involvement of purchasing this finding also explains that materialistic mediation can be self-monitoring and influencing product purchase involvement indirectly through materialistic. The magnitude of the indirect effects of 1:02%. materialistic in the second function has a positive influence coefficient of 0.483, explained that the increase in materialism may encourage the involvement of the higher product purchases. These results support the findings of The Belk (1985) found that materialistic individuals involved and ownership is generally more energy to devote to activities that involve the purchase of the products they consume. But the findings Ruswanti (2014) mentions that the significant materialistic fashion clothing likely in Indonesia in shopping product that involves the need for individual performances have a high involvement.

Managerial Implications

The results of this study need to be known by the manager that the consumer owners of self-monitoring of high and low, a

manufacturer of work clothes and mobile phone manufacturers need to understand a product designed to offer to consumers different and tended to have high self-monitoring. Manufacturers need to design products with diverse fashion with the latest model innovation than consumers who have low self-monitoring. As for consumers who have high materialistic nature, manufacturers need to pay attention in selling clothing with famous brands as consumers materialistic tend to favor famous brands of the low materialistic consumers. As for consumers who have a high purchase involvement producers need to evaluate products that are sold through price, product quality, product facility, color, design or model, and the quality of service.

Contributions and limitations of the study

The contribution of this research has found that the product purchase engagement model is a little tested during previous researchers. Limitations of the study are not yet include variables that are closely related to the tested variables such as market maven, cherry pick and buying impulses. Object of research can be developed with more varied and expanded the sample that can be generalized to the object of buying a car, purchasing a luxury home or buying diamonds.

Notes

Researcher Dr Endang Ruswanti, SE, MM is Assistant Profesor and is assigned to the Faculty Economic Bussines of Higher Education Esa Unggul University of Jakarta, Has been teaching for 30 years. Active as a researcher of Consumer Behavior and Marketing Management

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