

The Impact of Work-Family Conflict on Hedonic Consumption: A Survey on Industrial Workers

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ARTICLE INFO	ABSTRACT
<p>Keywords: Work-Family Conflict Family-Work Conflict Consumer Behavior Hedonic Consumption.</p> <p>Received 1 August 2019 Revised 16 September 2019 Accepted 20 September 2019</p> <p>Article Classification: Research Article</p>	<p>Purpose – Work and family make up a large part of the lives of individuals and every individual has a role in social life as much as the number of groups he/she belongs to. It has become more important than ever for individuals to balance their work and family life so that they can fulfill all the responsibilities of their job and family roles. Especially in recent years, the fact that many women have started working and more families have double income has changed their job and family roles. The first consequence of not being able to balance work and family responsibilities is the dilemma between these two roles. The roles that people play in business and family life shape their lifestyles and also their needs and demands. Therefore, the conflict arising from the lack of stabilize between work and family tasks also affects the social lives of individuals and consequently the habits of consumption changes. As it is known, consumption in modern societies is not only aimed at meet the physiological and basic needs but also brings a lifestyle dedicated to the quest for pleasure. The Hedonic Consumption that emerges at this stage is a form of consumption that tends to act with emotions rather than sensations where it is not possible to be satisfied with desires and fantasies and to which the desire is continuous. In this study, the concept of business family conflict is handled with its reflections in modern consumption societies and the relation of this conflict with the consumption and hedonic consumption habits depending on the effect of this conflict on the roles of individuals.</p> <p>Design/methodology/approach – For this purpose, a survey was conducted with 412 blue and white collar workers who were actively working in factories operating in the Organized Industrial Zone of Bilecik and Bayburt Province in July-August 2019 and 390 evaluable questionnaires were obtained. In the light of the findings, it was tried to put forward the influence of work family and family work discord and hedonic consumption habits of the workers.</p> <p>Findings – According to the study findings, work-family conflict has no effect on social shopping, adventurous shopping and shopping to make others happy dimensions, while it has a negative effect on shopping for relaxation, shopping to get ideas and shopping for value dimensions. On the other hand, family-work conflict has a positive effect on all dimensions of hedonic consumption except the adventurous shopping dimension. The strongest effect is on shopping for relaxation dimension.</p> <p>Discussion – The WFC independent variable has no effect on hedonic consumption. However, the other independent variable FWC has an effect. In order to see whether the findings in the present study are supported or not, it is recommended that researchers conduct new studies using different research methods and different research areas (universe and sample).</p>

1. INTRODUCTION

Every individual has a role in social life as much as the number of groups he/she is a member of. Globalization and rapid change due to technological, political, cultural and economic developments also change the perceptions of individuals about their roles. In particular, many women nowadays enter into working life and more families have double income; it changes the roles of work and family, and also the lifestyles and consumption habits of the individuals.

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Inevitably existing specialization in today's organizations brings with it coordination. The growth of organizations and the increasing competition in the market have also affected the structure of consumption. This effect is also visible in work and family life (Aktepe and Uygur, 2004: 61).

The study is about the impact of work family conflict on purchasing behavior and especially on hedonic consumption of consumers. As seen in many studies, the Work Family Conflict and Family Work Conflict influence individual's social and work life. Therefore, it directs consumption habits of the individuals. In this study, current studies related to these cases were examined and different approaches and suggestions for the conflicts were analyzed and a research was conducted in Turkey to see the effects of these conflicts on purchasing behavior and hedonic consumption habits of consumers.

2. WORK-FAMILY CONFLICT AND FAMILY-WORK CONFLICT

As a social entity, the individual has many organizational and social roles. Role is defined as expectations of the individual from the society (Tolan, 1991: 227). The role is a status behavior that is composed of the sum of the personal and social factors that arise from innate and interpersonal interaction (Erkenekli, 2001: 46). Role behaviors are the attitudes expected from the individuals by the group they are involved in as a requirement of their status in the group.

On the other hand, conflict is defined as the inability or agreement of two or more persons or groups in terms of objectives, desires, aims or motives. In other words, conflict is the state of emotional environments created by conflicts or frictions between individuals and groups in social situations (Schermerhorn et al., 1994: 592). From an individual point of view, conflict is the state of indecision or disagreement experienced by a person who has to choose one of the same or opposite situations (Genç, 2004: 253).

Role conflict is the occurrence of two or more coercive elements in relation to the multiple roles that a person has undertaken simultaneously and the fact that the person is in harmony with one of these roles makes it difficult to be in harmony with the other role (Jackson and Schuler, 1985: 34). Role conflict involving common elements such as indecisiveness, anxiety, strain, depression, tension does not occur only in cases where the individual performs more than one role behavior (Erdoğan, 1994: 90). The inconsistency between the behaviors of the person and the expected behaviors can be defined as role conflict (Koçel, 2001: 413). In other words, role conflict can be explained as the negative difference between what one should do and what he/she does (Erdoğan, 1994: 157).

Work family conflict is a type of conflict between roles that cause from the pressure of simultaneous task demands arising from work and family (Greenhaus and Beutell, 1985). In work-family conflict, due to the excessive role burden, it is possible for an individual to prevent one role from performing the other role and there may be a two-way conflict (Guttek et al., 1991). In the work-family conflict, job demands prevent the person from fulfilling his / her roles and responsibilities in the family-work conflict, while family demands and expectations in the family-work conflict can prevent the person from fulfilling his / her roles and responsibilities (Frone et al., 1992). However, it is emphasized that work-family conflict occurs about three times more than family-work conflict (Frone et al., 1992) and work tensions are positively related to work-family conflict (Greenhaus and Beutell, 1985; Voydanoff, 1988).

In recent years, it is seen that Work-Family Conflict and Family-Work Conflict is an important research domain because of their influences on individual's work and social life. Also life and job satisfaction, quality of marriages, child care, and other cases are effected by this conflict. A detailed literature review has been made and current studies about the conflict were analyzed. And it is seen that still there is a need to answer some other questions to reduce the conflict or lower the effects.

There are different studies that suggest different ideas from different approaches to the conflict. Especially in meta-analyses studies, the gaps have been pointed out for the future studies to be examined.

Table 1: Work-Family Conflict Literature Review

Author	Year	Suggestions
Jesse S. Michel, Jacqueline K. Mitchelson, Lindsey M. Kotrba, James M. LeBreton, Boris B. Baltes	2008	Direct impacts lead to work-family conflict models while indirect impacts result in a small gradual explication of contentment issues.
Kristin Byron	2003	The analysis confirms the idea that WIF and FIW have unique precursors, and so, may require various actions or remedies to hinder or minimize their emergence and also suggest that demographic characteristics like gender and marital status alone are poor predictors of work-family conflict.
Osman M. Karatepe, Orhan Uludağ	2008	Family-work conflict affects marriage satisfaction negatively and marriage satisfaction negatively affects the employee's turnover intentions.
Julie Holliday Wayne, Nicholas Musisca, and William Fleeson	2002	Conflict is negatively associated with work-family outcomes (eg low work and family effort and satisfaction), while facilitation is positively associated with the same outcomes.
Dawn S. Carlson, K. Michele Kacmar and Larry J. Williams	2000	The six elements of the measured conflict contain the composition of three versions of work-family conflicts (time, strain and behavior) and two work-family conflicts (work interference with family and family interference with work). The study gives future researchers the elasticity to individually measure any of the six elements of work-family conflict.
Jessica R. Mesmer-Magnus, Chockalingam Viswesvaran	2003	Relationships between two modes of work / family conflict and other factors like commitment to the organization, work and life contentment level and health were researched. Results are discussed for the distinctive effectiveness of two shapes of conflict.
Denise M. Rotondo, Dawn S. Carlson, Joel F. Kincaid	2003	One way to diminish work-family conflict is to enable individuals to effectively cope with stressful demands. The results show that individuals can have more check and occasion for favorable alter in the family field compared to the working surroundings.
Tammy D. Allen, Ryan C. Johnson, Kristin N. Saboe, Eunae Cho, Soner Dumani, Sarah Evans	2011	No moderate effect was found for gender, parental status or marital status. The findings confirm the idea that dispositions are significant determinants of work-family conflict.
Xinyuan (Roy) Zhao, Hailin Qu, Richard Ghiselli	2011	This paper showed that both the work interfering with family (WIF) and the family conflicting with work (FIW) had a significant negative relationship with the emotional response of an individual to his / her work. In addition, affective response rather than cognitive assessment showed a significant positive correlation with life satisfaction.
Tammy D. Allen	2001	The study underlines the important role that perceptions of the general working environment play in determining employees' response to family-friendly social assistance policies.
Laurent M. Lapierre, Paul E. Spector, Tammy D. Allen, Steven Poelmans, Cary L. Cooper, Michael P. O'Driscoll, Juan I. Sanchez, Paula Brough, Ulla Kinnunen	2008	The results show that personnels working in an environment seen as more encouraging experience in a family lower their WFC levels. Decreasing WFC means more job and family satisfaction, then more overall life satisfaction.

Rachel Gali Cinamon and Yisrael Rich	2002	Women are more suited to the family profile, while men are more prone to the job profile. There was no gender difference for the dual profile. In the study, the value that women attach to parenting and work issues is more than men. Therefore, there is a significant difference between men and women in terms of gender variable in the work-family conflict.
Marco S. DiRenzo, Jeffrey H. Greenhaus, Christy H. Weer	2011	The results show that senior employees experience more conflicts in both directions than subordinate employees, and that work and home based resources are associated differently with those of workers with lower and higher level jobs.
Jesse S. Michel, Michael B. Hargis	2008	In the study, it is argued that the indirect effect of work-family conflict models explained 2.20% and 6.20% of the variance in work and family satisfaction results, and direct impact segmentation models explained 54.10% and 48.50% of the results of work and family satisfaction.
Albena Z. Stoeva, Randy K. Chiu and Jeffrey H. Greenhaus	2002	The study found that the positive correlation between family stress and F> W conflict was stronger in individuals with high-NA than those with low-NA.
Mahmut Özdevecioğlu and Nihal Çakmak Doruk	2009	The study shows that work-family conflict negatively affects work satisfaction, but family work conflict significantly affects work satisfaction. In addition, there is a positive correlation between work-family conflict and family-work conflict.
Dawn S. Carlson	1999	The study claims that each of the shapes of conflict has its own set of precursors, and that dispositional variables are important additional differences beyond the condition in three ways of work-family conflict (time, strain and behavior-based conflicts).
Nahren Ishaya and Roya Ayman	2008	The study shows that there are significant differences in predicting various forms and aspects of work-family conflict.
Michael R. Frone, Marcia Russell and M. Lynne Cooper	1997	The study shows that family - work conflict is correlated with high grades of depression and poor physical health and the incidence of hypertension. On the other hand, work - family conflict is associated with high levels of alcohol consumption.
Amy Antani Logue and Roya Ayman	2009	The study shows that the impact of support received from work and family domains is different on WIF & FIW as well as on turnover intentions.
Jeffrey H. Greenhaus and Nicholas J. Beutell	1985	The study shows that the work-family conflict occurs when: (a) the time allocated to the necessities of one role makes it complicate to meet the conditions of another; (b) the obligation to take part in one role makes it complicate to implement the requirements of another; and (c) the certain behaviors needed by one role make it complicate to implement the requirements of another.
Carly S. Bruck, Tammy D. Allen, and Paul E. Spector	2002	The results emphasize the significance of pay attention to both the form and direction of WFC and propose a variety of practical applications for organizations.
Dawn S. Carlson and Pamela L. Perrewe	1999	In this study, a fuller model of work-family conflict was improved and analyzed. It discusses how social backing decreases the possibility of conditions being felt as hard-pressed, and the implications that indirectly affect work-family conflict through perceived stressors.
J. Mesmer-Magnus and C. Viswesvaran	2009	This study suggests that coworkers have a unique opportunity to provide family-facilitative support as they understand the nature of the stressors their employees face. They are also more

		prepared to offer instrumental and emotional assistance to a coworker struggling to balance conflicting work and family demands in team-based organizational structures.
Troy R. Nielson, Dawn S. Carlson and Melenie J. Lankau	2001	The study shows that individuals with mentors reported significantly less work–family conflict, particularly family–work conflict, than these participants who did not have mentors and a mentor’s support of a proteges efforts to balance work and family demands has significant impacts on reducing proteges work–family conflict and that the role modeling function of mentoring significantly decreases family–work conflict experienced by proteges.
Zeynep Aycan and Mehmet Eskin	2005	The study reveals that WFC has a negative association with psychological well-being, marital satisfaction, and parental role effort for both men and women. The effects of findings in relation to changing gender roles in the cultural context characterized by high collectivism and low gender egalitarianism are examined.
Dilek Yıldırım and Zeynep Aycan	2008	The study reveals that overwork and irregular work programs are important elements of work–family conflict, and work–family conflict is correlated with low work and life satisfaction. Psychological well-being and organizational attitude can be improved by reposition working requirements to diminish much workload and unsteady work condition. In addition, leadership development programs should be carried out to rise the instrumental and emotional backing of managers.
Zeynep Aycan	2005	The study shows that the greatness of the effect of WFC on the results depends on the way WFC is perceived to harm the most important area in society. In addition, WIF is expected to be strongly associated with negative welfare outcomes in cultures where family is the most important area in life, while FIW is expected to strongly correlate with negative welfare outcomes in cultures where the work is the most important area in life.
Jeffrey H. Greenhaus, Jonathan C. Ziegert and Tammy D. Allen	2012	The study shows that the relationship between family supportive supervision and balance is stronger for employees in the family supporting organizational environment than for non-supportive environments and is stronger for employees with supporting spouses than for non-supporting spouses.
Kristen M. Shockley and Tammy D. Allen	2007	The study reveals that FWA relate more highly to work interference with family (WIF) than to family interference with work (FIW) and that temporal flexibility (flextime) has a stronger relationship with WIF than spatial flexibility (flexplace).
Patricia Voydanoff	1988	The findings show that the duration of work, the amount of work demands and the presence of children at home are related to the work / family conflict between men and women. Perceived control over job status emphasizes some relationships between work role traits and work / family conflict.
Rachel Gali Cinamona and Yisrael Rich	2005	The study shows that the relationships between teacher stress and support variables and work–family conflict differ from the patterns in other professions. School level and teacher experience contributed to explaining the conflict.

There are many studies about the WFC. As seen above, in some of the studies, the relationship between WFC and FWC is pointed out and suggested that there is no enough study on the relationship between these two concepts. In some other studies, it is suggested that there is a positive side of the WFC that is facilitation. And

also there are many ways to reduce the conflict for example segmentation. In some other studies, the forms of conflicts that are: time, strain and behavior, are analyzed. Also it is seen that conflict is greater in WIF direction than FIW direction. And many studies reveal that work family conflict changes the social roles of the individuals.

But still there are gaps in some cases. There is no enough study on the impacts of work family conflict on consumer behavior. Given that business-family conflict changes roles in social life, changes in individuals' lifestyles will lead to changes in needs and wants. Thus, consumption habits will change. This study has the opportunity to be an original study and present a new finding to the literature. It is also a multidisciplinary study since the effects of two different disciplines are tested.

3. HEDONIC CONSUMPTION

Purchasing behavior of consumers can sometimes be a simple process or sometimes quite complex. While sometimes the aim is to satisfy a need, sometimes beyond the concrete benefit to be obtained, the shopping process can have a meaning for consumers. In this sense, shopping includes many experiential and emotional reasons as well as rational reasons.

Traditional consumption is to find, buy, use or dispose of a good or service in order to meet basic needs (Odabaşı, 2006: 16). In other words, they are activities aimed at eliminating the physiological basic needs such as eating, drinking and safety or the psychological needs of people such as self-realization and dignity (Torlak, 2017). In modern societies, consumption is not only aimed at satisfying the physiological and basic needs, but also expressing a lifestyle and in this sense, departs from the functional / useful practice of its products.

Today, consumption has become a part of social communication as a sign and code of status, pleasure, identity and social relationship. In other words, consumption is a language that determines how people will be recognized among other people and represents and tells the individual and gives information about the individual.

Consumption behavior is divided into two groups as utilitarian and hedonic. In utilitarian consumption theory, consumers shop for necessity or basic needs. First, a need arises. Subsequently, the consumer buys the most appropriate goods or services among alternatives that are appropriate to the budget of the consumer. In theory, it is accepted that the consumer makes the most benefit from his endless needs with a certain and limited budget within full information by preferring the most to the less (Doğrul, 2012). As stated in Maslow's pyramid of needs, new needs such as aesthetic requirements, respect, trust, appreciation, prestige, success, personal satisfaction and self-fulfillment are emerging for the individual who meets his needs. Thus, utilitarian consumption decreases and is replaced by hedonic consumption.

Hedonism literally; "is the doctrine of indulgence in the degree of enjoy and physical pleasure" or "the development of economic activity to the highest degree of pleasure" (Turkish Language Association). Pleasure, unlike happiness, is very short-lived and temporary. For this reason, consumers are constantly in search of new pleasure and desire to make continuous consumption (Erdoğan Tarakçı and Baş, 2019: 151).

The concept of Hedonic Consumption was first proposed by Hirschman and Holbrook (1982) and was defined as the dimensions of consumer behaviors associated with the excitement resulting from simultaneous appeal to multiple emotions, fantasy and product experiences. According to Hirschman and Holbrook (1982), the characteristics that differentiate hedonic consumption from traditional consumption are intellectual structure, product classes, product use and individual differences.

There are 6 main reasons for hedonic consumption. These; (1) shopping for social purposes, (2) shopping for adventure, (3) shopping for relaxation, (4) shopping to make others happy, (5) shopping for ideas, and (6) shopping for value (Arnould and Reynolds, 2003: 80). Accordingly, consumers shop for the purpose of socializing, having a pleasant time with family and friends, experiencing a sense of adventure, relaxing, making others happy, acquiring ideas about new products and fashion, and having products that are not available to anyone or capturing opportunities.

In the application part of the study, it has been investigated whether the work-family and family-work conflicts experienced by individuals cause a change in their consumption habits and whether they are directed to hedonic consumption as one of the ways to get rid of the negative environment created by conflicts.

4. RESEARCH METHODOLOGY

4.1. Purpose of Research and Data Collection Tool

The aim of the study is to determine whether levels of work-family conflict and levels of family-work conflict drive consumers to hedonic consumption behaviors. There are two independent variables, the levels of work-family conflict and the levels of family-work conflict, and the effect of these two independent variables on hedonic buying behavior is tested. In the research, a questionnaire was prepared as a data collection tool and convenience sampling method was applied. The questionnaire was applied face to face to 412 blue and white collar workers who were actively working in factories operating in Bilecik and Bayburt Organized Industrial Zone between July-August 2019. 22 missing or incorrectly filled questionnaires were eliminated and 390 robust questionnaires were analyzed.

Three scales were used to test the research topic. The first of these is a 5-item work-family conflict scale that tries to reveal the negative reflections of the activities required by the job on family life and responsibilities. The second is a 5-item family-work conflict scale that tries to reveal the reflections of responsibilities and needs of the family on business life. Work-family and family-work conflict scales were taken from Hasyurt's (2017) study "The Relationship Between Work-Family Conflict and Intention to Leave Work: A Case Study of an Enterprise Which Employ Turkish and Chinese Managers in the Energy Sector in Istanbul". The third research scale used in the study was the hedonic consumption scale of Karataş (2011). This scale consists of 22 items. Thus, the scale items of the research consisted of 32 propositions in total. In addition, 14 descriptive questions were directed to the participants and thus the questionnaire consisted of 46 questions in total.

In this study, it is tried to see whether the work-family conflicts and family-work conflicts of the participants lead to hedonic consumption. In other words, the effect of "work-family conflict" scale on "hedonic consumption" scale and "family-work conflict" scale on "hedonic consumption" scale were tried to be determined. If both scales have an effect on hedonic consumption, it is aimed to understand which one has the most effect. In this respect, the study has the opportunity to be an original study and present a new finding to the literature. It is also a multidisciplinary study since the effects of two different disciplines (management and organization and marketing) are tested.

4.2. Limitations of the Research

The biggest limitation of the study is that convenience sampling method was chosen. At the same time, since the questionnaires were applied to workers in a busy time and in a noisy factory environment, it was assumed that the questions were understood correctly and that the employees gave objective answers especially to the work-family conflict scales. The choice of random sampling methods in future studies will be more effective in terms of generalizability of the study. Another limitation of the study is that the research is limited to Bilecik and Bayburt provinces due to cost constraints.

4.3. Research Hypotheses

The hypotheses of the study were designed in accordance with the dependent and independent variables mentioned in the research purpose. In the study, there are 2 independent variables (work-family conflict dimension and family-work conflict dimension) and 6 dependent variables of hedonic consumption scale. Accordingly, the hypotheses of the research are as follows;

- H1: Work-family conflict has a positive impact on the social shopping dimension,
- H2: Work-family conflict has a positive impact on the adventurous shopping dimension,
- H3: Work-family conflict has a positive impact on the shopping for relaxation dimension,
- H4: Work-family conflict has a positive impact on the shopping to make others happy dimension,
- H5: Work-family conflict has a positive impact on the shopping to get ideas dimension,
- H6: Work-family conflict has a positive impact on the shopping for value dimension,
- H7: Family-work conflict has a positive impact on social shopping dimension,
- H8: Family-work conflict has a positive impact on the adventurous shopping dimension,

H9: Family-work conflict has a positive impact on shopping for relaxation dimension,

H10: Family-work conflict has a positive impact on shopping to make others happy dimension,

H11: Family-work conflict has a positive impact on shopping get ideas dimension,

H12: Family-work conflict has a positive impact on the shopping for value dimension.

4.4. Research Reliability and Factor Analysis

Cronbach's Alpha Coefficient is used to test the reliability of the study. When this coefficient is between 0.81-1.00 ($0.81 \leq \alpha \leq 1.00$), it means that the scale is highly reliable (Kılıç, 2016: 48).

The Cronbach's Alpha Coefficient of the "Work-Family Life Conflict" scale was 0.899; The "family-work conflict" scale was 0.840 and the "hedonic consumption" scale was 0.815. According to these results, all three scales used in the study have a high degree of reliability. Table 2 shows these results.

Table 2: Reliability of the Scales Used in the Study

Scale	Cronbach's Alpha	N of Items
Work-family Conflict	,899	5
Family-work Conflict	,840	5
Hedonic Consumption	,815	22

Bartlett's sphericity test and KMO (Kaiser-Meyer-Olkin) test results were analyzed to see whether the scales used in the study were suitable for factor analysis. For Bartlett's sphericity test, $p < 0.05$ is required. For the KMO value, the value greater than 0.50 is considered sufficient for the social sciences. Besides, it is assumed that a value between 0.81-0.90 is a good value for the KMO value (Yaşar, 2014: 66).

While the KMO value of the work-family life conflict scale is 0.868, Bartlett's sphericity test had an approximate square of 1213.423 and a p value of 0.000. This scale is collected under a single dimension and can explain 71.609% of the total variance.

KMO value of the family-work conflict scale is 0.812, Bartlett's sphericity test is approximately 761.297, and p value is 0.000, and it is collected under one dimension. This scale explains 61,446% of the total variance.

Hedonic consumption scale KMO value is 0.871, Bartlett's sphericity test is approximately square of 4193.470 and p value is 0.000. The scale is collected under six dimensions and explained 66.655% of the total variance. In this scale, the contribution of the first dimension to the total variance is 18.418%; the contribution of the second dimension is 13.614%; the contribution of the third dimension is 12.894%; the contribution of the fourth dimension is 8.355%; the contribution of the fifth dimension is 7.532% and the contribution of the sixth dimension is 5.843%.

5. RESULTS AND FINDINGS

In this section, information about demographic characteristics and other descriptive findings is given and the regression test is conducted for the basic hypotheses of the research.

5.1. Demographic Findings

60.8% of the participants are men; 39.2% are women and 56.9% are married and 43.1% are single; 29.2% of them are between 25-34 years old, 29.2% of them are between 35-44 years old, 23.8 % of them are between 18-24 years old, 10.8 % of them are between 45-54 years old and 6,9 % of them are 55 years old and over.

47.7% of the sample are high school graduates, 23.8 % of them are undergraduate, 9.2 % of them are secondary school and equivalent, 7.7 % of them are associate, 6.9 % of them are primary school and 4.6 % of them are masters or PhD graduates.

42.3% of them have individual income between 3001-4000 TL, 22.3 % between 2001-3000 TL, 14.6 % between 4001-5000 TL, 10.8 % between 1001-2000 TL, 5.4 % over 5000 TL and 4.6 % have individual income between 0-1000 TL.

Table 3: Demographic Characteristics of the Sample

VARIABLE	GROUPS	FREQUENCY	%
GENDER	Woman	153	39.2
	Man	237	60.8
MARITAL STATUS	Married	225	56.9
	Single	165	43.1
AGE	18-24	93	23.8
	25-34	114	29.2
	35-44	114	29.2
	45-54	42	10.8
	+55	27	6.9
EDUCATION	Primary school	27	6.9
	Secondary School and Equivalent	36	9.2
	High school	186	47.7
	Associate	30	7.7
	Undergraduate	93	23.8
	Graduate (Masters/PhD)	18	4.6
INDIVIDUAL INCOME STATUS	0-1000	18	4.6
	1001-2000	42	10.8
	2001-3000	87	22.3
	3001-4000	165	42.3
	4001-5000	57	14.6
	+5001	21	5.4

5.2. Other Descriptive Findings

In this section, some of the main questions have been asked, depending on the work on family-work conflict and family-work conflict. Since 43.1% of the participants were single, they answered the question "what is your spouse's working status?" as "I have no spouse". Among the 57.7% of the married participants, the spouses of 31.5% were full-time and 22.3% were not employed.

44.6% of the respondents answered more than 40 hours to the question of how many hours a week they work in the workplace. 30 % of them are working for 40 hours and 25.4 % of them are working for less than 40 hours per week.

45.4% of the sample has a working life of 1-5 years. 21.5 % of them 6-10 years, 12.3 % of them 16-20 years, 12.3 % of them more than 20 years and 8.5 % of them have 11-15 years of working life.

46.2% have no children, 20% have 1 child, 20% have 2 children, 10% have 3 children, 2.3% have 4 and 1.5% have more than 5 children. 50% of those who have children are of preschool age. All participants are Turkish citizens.

9.2% of the participants stated that they always, 13.2% often, 44.6% sometimes, 23.8% rarely make shopping by making sudden decisions without planning and 8.5% of them stated that they have never done such a thing.

In response to the question, “Would you stop buying a product you need to buy a product you like and enjoy buying?”, 3.8% of the participants said “always”, 10.8% often, 30% sometimes, 25.4% rarely and 30% said “never”.

As the last descriptive question, 36.2% of the participants stated that they go shopping 2-3 times a month, 25.4% 1 or less per month, 10.8% 1 time per week, 21.5% 2-3 times a week and 6.2% every day. Descriptive findings are presented in Table 4.

Table 4: Other Descriptive Findings

VARIABLE	Groups	FREQUENCY	%
Your Spouse's Work Status	I have no wife	168	43.1
	Not working	87	22.3
	Working part time	3	0.8
	Working full time	123	31.5
	Retired	9	2.3
Weekly Working Hours	Less than 40 hours	99	25.4
	40	117	30.0
	More than 40 hours	174	44.6
Work Period	1-5 years	177	45.4
	6-10 years	84	21.5
	11-15 years	33	8.5
	16-20 years	48	12.3
	+20 years	48	12.3
Number of children	0	180	46.2
	One	78	20.0
	2	78	20.0
	3	39	10.0
	4	9	2.3
	+5	6	1.5
Do you have children at preschool age?	Yes	105	26.9
	No	285	73.1
Do you shop by making sudden decisions without planning?	Always	36	9.2
	Often	54	13.8
	Sometimes	174	44.6
	Rarely	93	23.8
	Never	33	8.5
Would you stop buying a product you need to buy a product you like and enjoy?	Always	15	3.8
	Often	42	10.8
	Sometimes	117	30.0
	Rarely	99	25.4
	Never	117	30.0
On average how often do you shop?	1 or less per month	99	25.4
	2-3 times a month	141	36.2
	1 time per week	42	10.8
	2-3 times a week	84	21.5
	Everyday	24	6.2

5.3. Regression Analysis

Multiple regression analysis was performed to test the hypotheses listed in the hypotheses of the study. In multiple regression analysis, the effect of multiple independent variables on dependent variables is tested. Table 5 gives the analysis results. The research hypotheses were established that the independent variable had a positive effect on the dependent variable (as the independent variable increased, the dependent variable also increased). Therefore, even if $p < 0.05$ in models 3, 5 and 6, the hypothesis of these models can be rejected since the effect of the independent variable on the dependent variables is negative.

In addition, since the model is $p > 0.05$ for 1, 2, 4 and 8, the hypotheses generated for these models can be rejected. In this case, the hypotheses H1, H2, H3, H4, H5, H6 and H8 of the study cannot be accepted. On the other hand, the other 5 models (models 7, 9, 10, 11 and 12) had a positive effect of the independent variable on the dependent variable. Thus, the hypotheses H7, H9, H10, H11 and H12 of the study can be supported.

Particularly in model 9, $\beta = 0.805$ has a very high effect. A 1-unit change in the family-business conflict size leads to a change of 0.805 units on the shopping dimension to relax. The model with the least effect on accepted hypotheses is 12. In this model, $\beta = 0.390$.

Table 5: Multiple Regression Analysis Results

Model	Independent Variable	Dependent Variable	R ²	β	t	P Değeri (β)
1	Work-Family Conflict	Social shopping	.279	-.113	-1.111	.269
2	Work-Family Conflict	Adventurous shopping	.116	.060	.765	.446
3	Work-Family Conflict	Shopping for relaxation	.474	-.469	-4.716	.000
4	Work-Family Conflict	Shop to make others happy	.295	-.121	-1.116	.267
5	Work-Family Conflict	Shop for ideas	.382	-.355	-3.986	.000
6	Work-Family Conflict	Shop for value	.310	-.255	-3.067	.003
7	Family-Work Conflict	Social shopping	.279	.460	3.195	.002
8	Family-Work Conflict	Adventurous shopping	.116	.056	.503	.616
9	Family-Work Conflict	Shopping for relaxation	.474	.805	5.743	.000
10	Family-Work Conflict	Shop to make others happy	.295	.519	3.389	.001
11	Family-Work Conflict	Shop for ideas	.382	.523	4.163	.000
12	Family-Work Conflict	Shop for value	.310	.390	3.337	.001

As a result of the analysis of the data, the decisions regarding the hypotheses of the research are shown in the table below.

Table 6: Decisions on the Basic Hypotheses of the Study

Hypothesis	Karar
H1	Rejected
H2	Rejected
H3	Rejected
H4	Rejected
H5	Rejected
H6	Rejected
H7	Accepted
H8	Rejected
H9	Accepted
H10	Accepted
H11	Accepted
H12	Accepted

The hypotheses of the study test whether there is a positive relationship between work-family and family-work conflict on hedonic consumption, in other words, whether family-work and work-family conflict directs participants to hedonic consumption. Therefore, the hypothesis H3, H5 and H6, in which a negative relationship was found, were also rejected.

6. CONCLUSIONS AND RECOMMENDATIONS

Work and family make up a large part of the lives of individuals. Especially in recent years, the fact that many women have started working and more families have double income has changed their job and family roles. Therefore, it has become more important than ever for individuals to balance their work and family life.

The roles that people play in business and family life shape their lifestyles and also their needs and demands. Therefore, the conflict arising from the lack of stabilize between work and family tasks also affects the social lives of individuals and consequently the habits of consumption changes.

In this study, it is tried to determine whether work-family conflict or family-work conflict leads consumers to hedonic consumption. Here, there are two independent variables, work-family conflict levels and family-work conflict levels, and the effect of these two independent variables on hedonic buying behavior is tested. For this purpose, a survey was conducted to 412 blue and white collar workers who were actively working in factories operating in Bilecik and Bayburt Organized Industrial Zone between July-August 2019. 22 missing or incorrectly filled questionnaires were eliminated and 390 robust questionnaires were analyzed.

According to the study findings, work-family conflict has no effect on social shopping, adventurous shopping and shopping to make others happy dimensions, while it has a negative effect on shopping for relaxation, shopping to get ideas and shopping for value dimensions. On the other hand, family-work conflict has a positive effect on all dimensions of hedonic consumption except the adventurous shopping dimension. So, H1, H2, H3, H4, H5, H6, H8 hypotheses are rejected and H7, H9, H10, H11 and H12 hypotheses are accepted. The strongest effect is on shopping for relaxation dimension.

Also this study supports the claim that WFC is higher than FWC, according to the means of the items. But WFC has no effect on hedonic consumption and FWC has positive effect on hedonic consumption except adventurous shopping. According to the findings, the biggest effect of the Family-Work Conflict is on “shopping for relaxation” (0,805) so it can be said that consumers make hedonic consumption to cope with the stress created by family life on business life and to relax. This is followed by “shopping to get idea” and “shopping to make others happy”. These are the ways consumers deal with stress created by FWC.

The fact that only 8.5% of the respondents stated that they never shop without thinking and unplanned, and that 70% stated that they would give up a product that they needed to buy a product that they would enjoy, revealed that hedonic consumption was quite high. Especially the fact that only 5.4% of the participants have an income of more than 5000TL and their income levels are not very high in general, however, the high level of hedonic consumption habits shows how effective the family business conflict stress is on the consumption habits.

On the other hand, 44.6% of the participants stated that they work over 40 hours. This shows that they are constantly working overtime. Despite this situation, the stress created by work on family life does not increase hedonic consumption. Almost half (46.2%) of the participants do not have children, which may be a reason for this.

For the future studies, the choice of random sampling methods will be more effective in terms of generalizability of the study. Also this research is carried out in factories in limited sectors located in Bilecik and Bayburt Organized Industrial Zones and it would be beneficial to repeat the same or similar studies for different sectors.

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