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Conspicuous Consumption and Social Desirability Among Sport Sciences Students: A Comparative Study of Public and Foundation Universities


Oğuzhan. EROĞLU¹, Muhammet. BAŞ^{2*}, Alper. KARADAĞ²

¹ Muş Alparslan University, Varto Gıyasettin Bingöl Vocational School, Muş-Turkiye


² Faculty of Sports Sciences, Muş Alparslan University, Muş

* Corresponding author email address: o.eroglu@alparslan.edu.tr

E d i t o r

Sajjad Pashaie 
Assistant Professor, Sport
Marketing Management, University
of Tabriz, Tabriz, Iran
sajjad.pashaie@yahoo.com

R e v i e w e r s

Reviewer 1: Yaghub Badriazarin 

Associate Professor of Sport Sciences, Tabriz University, Tabriz, Iran.
Email: badriazarin@tbzmed.ac.ir

Reviewer 2: Masoud Mirmoezi 

Department of Physical Education and Sport Sciences, Islamic Azad University,
Central Tehran Branch, Tehran, Iran. Email: massoudmirmoezi@live.com

1. Round 1

1.1 Reviewer 1

Reviewer:

The literature review provides a broad overview of conspicuous consumption and social desirability, drawing from both classical and contemporary sources. Nevertheless, the theoretical integration between the two constructs could be developed more deeply. At present, the discussion mostly presents the concepts sequentially rather than constructing a clear theoretical mechanism explaining why social desirability should predict or correlate with conspicuous consumption. Incorporating theories such as impression management, social identity theory, or status signaling theory could strengthen the theoretical foundation of the study.

The rationale for focusing specifically on students from Faculties of Sports Sciences is mentioned but remains somewhat underdeveloped. The manuscript would benefit from a clearer explanation of why this particular student population is theoretically relevant to conspicuous consumption and social desirability. For example, the authors could elaborate on whether sport sciences students are more visible in social contexts, more involved in brand-related consumption (e.g., sports apparel), or more exposed to appearance-related social comparisons.

The interpretation of correlation results should be approached more cautiously. The manuscript describes correlations between conspicuous consumption and social desirability as “moderate,” yet the coefficient of $\rho = 0.693$ in the public

university sample is relatively high and may be considered a strong association in social science research. The authors may wish to reconsider the classification of effect size and briefly discuss the practical implications of such relatively strong correlations.

Although the study compares two university types, the analysis does not fully exploit the comparative design. The manuscript reports results separately for public and foundation universities but does not directly test whether the relationships between variables significantly differ between the two groups. Including interaction analyses or comparative statistical tests could strengthen the study by providing a more explicit evaluation of institutional differences.

Author revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Reviewer:

The sampling procedure and participant recruitment require additional clarification. Although the response rate (60.1%) is reported, the manuscript does not explain how participants were selected or invited to participate. It is unclear whether the sampling strategy was convenience-based, voluntary self-selection, or stratified by department or class level. Providing more detail about the recruitment process would help readers evaluate the representativeness and potential sampling bias of the study.

The demographic variables included in the study are relevant; however, the measurement of income level appears somewhat ambiguous. The study refers to “low,” “medium,” and “high” income categories, but it is not clear whether these categories refer to personal income, family income, or perceived socioeconomic status. Clarifying the operational definition of income and the criteria used to categorize participants would enhance the transparency and interpretability of the results.

The description of the Conspicuous Consumption Tendencies Scale is generally adequate, yet the manuscript does not clearly state the Likert response range used in the present study. Since the scale was adapted from previous research, it would be helpful to specify the exact response format (e.g., 1–5 or 1–7 Likert scale) and how total scores were calculated. Providing this information is important for replication and for understanding the interpretation of the reported mean values.

The statistical analysis section indicates that non-parametric tests were used due to distributional characteristics of the data; however, the manuscript does not report the specific normality tests or criteria used to determine non-normality. Including information about tests such as Kolmogorov–Smirnov or Shapiro–Wilk, or reporting skewness and kurtosis values, would strengthen the methodological rigor and justify the use of Mann–Whitney U and Kruskal–Wallis tests.

While the results section is generally clear, some tables and descriptions appear inconsistent or difficult to interpret. For instance, Table 3 contains formatting and labeling issues that make it challenging to follow the comparisons among purchasing decision categories. In particular, the repeated row titled “The Decisive Factor in Purchasing a Product” and the placement of numerical values suggest possible formatting errors. Revising the table structure would improve clarity and readability.

Author revised the manuscript and uploaded the updated document.

2. Revised

Editor’s decision after revisions: Accepted.

Editor in Chief’s decision: Accepted.