

A NEW INSIGHT IN SOCIALLY RESPONSIBLE BEHAVIOR:  
THE RELATION AMONG UNIQUENESS, FRUGALITY AND SELF-ESTEEM WITH  
THE MEDIATION OF SOCIALLY RESPONSIBLE CONSUMPTION



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**PLAGIARISM**

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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## ABSTRACT

Social responsibility aims to satisfy customers' needs and wants through the usage and disposition of products that minimize the harmful effects and maximize the benefits for the environment and the society. It has become increasingly vital for enterprises to act responsibly and adopt policies on the subject. The consumers preferably would have more positive attitude towards those businesses. Hence, looking from the consumers' perspective we may also assume that the socially responsible consumers also will have a positive attitude towards themselves. Their responsible behavior expected to have a positive influence on their self-esteem that will cause recurrent behaviors. It is assumed that behaviors receive sources and motive from different traits of people. The need for uniqueness, using or disposing goods that enhance one's social identity and image can be one of these traits. Besides, the economic usage of the resources and avoiding from the unnecessary consumption can be another trait that is called frugality.

This research aimed finding the relationships among the need for uniqueness, frugality, consumer's socially responsible consumption and self-esteem. In this respect, the model is developed and the hypotheses are constructed. A face-to-face questionnaire conducted to 322 customers in Istanbul. The model is tested through partial least square (PLS) algorithm for structural equation modeling (SEM). The findings showed a positive relationship between the need for uniqueness and self-esteem through the mediation of subconstruct resistance to irresponsible businesses that discriminate women and exploit their employees. There is also a positive relation between frugality and self-esteem without mediation.

**Key terms:** Need for uniqueness, frugality, socially responsible consumer, self-esteem, PLS-SEM

## ÖZET

Sosyal sorumluluk, zararlı etkileri en aza indiren, toplum ve çevre için faydaları en üst düzeye çıkaran ürünlerin kullanımı ve düzenlenmesi yoluyla müşterilerin ihtiyaçlarını ve isteklerini karşılamayı amaçlamaktadır. İşletmelerin topluma ve çevreye karşı bu şekilde sorumlu hareket etmesi ve bu konuda politikalar geliştirmesi giderek daha önemli hale gelmiştir. Tüketiciler, tercihen bu işletmelere karşı daha olumlu bir tutuma sahip olmaktadır. Dolayısıyla, tüketiciler açısından baktığımızda da sosyal açıdan sorumlu tüketicilerin de kendilerine karşı olumlu bir tutuma sahip olacağını varsayabiliriz. Öz saygılarının sosyal sorumlu davranış sergilediklerinde olumlu bir şekilde etkilenmesi beklenmektedir ki yeniden benzer davranışları sergilesinler. İnsanların davranışları bazı karakter ve kişilik özellikleriyle de şekillenmektedir. Benzersiz olma ihtiyacı, kişinin sosyal kimliğini ve imajını geliştiren ürünleri kullanma veya elden çıkarma özelliği bunlardan biri olabilir. Ayrıca, kaynakların ekonomik kullanımı ve gereksiz tüketimden kaçınılması da tutumluluk denilen bir başka özellik olabilir. Araştırmanın amacı, benzersiz olma ihtiyacı, tutumluluk, sosyal sorumlu tüketici davranışı ve özsaygı arasındaki ilişkileri tanımlamaktır. Kolayda örneklem yöntemiyle İstanbul ilinde yaşayan 322 kişiye yüz yüze anket çalışması yapılmış, veriler PLS-SEM, yapısal eşitlik modellemesi yöntemi ile analiz edilmiştir. Elde edilen sonuçlara göre, benzersiz olma ihtiyacı sosyal sorumlu tüketici davranışı alt değişkeni olan sorumsuz (kadınlara ayrımcılık yapan, çalışanlarından faydalanan) şirketlere karşı durma eğilimi aracılığıyla öz saygı üzerinde olumlu etki göstermektedir. Ayrıca, tutumluluk ve öz saygı arasında da pozitif bir ilişki tespit edilmiştir.

**Anahtar Kelimeler:** Benzersiz olma ihtiyacı, tutumluluk, sosyal sorumlu tüketici davranışı, özsaygı, PLS-SEM

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## ABBREVIATIONS

|           |                                               |
|-----------|-----------------------------------------------|
| AnimPro   | : Animal protection                           |
| ClaimCR   | : Claim Consumer Rights                       |
| CSR       | : Corporate Social Responsibility             |
| CSRC      | : Consumer's Socially Responsible Consumption |
| EnergCons | : Energy Conservation                         |
| EnvrPro   | : Environmental Protection                    |
| FRG       | : Frugality                                   |
| ModCons   | : Moderate Consumption                        |
| NFU       | : Need-For-Uniqueness                         |
| ResIRBus  | : Resist Irresponsible Business               |
| SEsteem   | : Self Esteem                                 |
| SEM       | : Structural Equation Modelling               |
| SRCB      | : Socially Responsible Consumer Behavior      |
| SuppNB    | : Support National Benefit                    |
| SuppSME   | : Support Small and Medium size Enterprises   |
| SuppSRBus | : Support Socially Responsible Business       |

## 1. INTRODUCTION

The market where the products and services exchanged is not only the place of trade but also considered as a place of exchanging social values where consumers affect social change through their consumption (Pennington, 2005, Carfagna et al., 2014).

The developments in provision of goods and services allow consumers to have more choices in purchasing decisions. Consumers have been more socially conscious in recent years, and ethical considerations have become increasingly important in their purchases. People may be able to show their social preferences while making purchasing decisions in this way (Auger et al., 2010).

In 1975, Webster was defining customer who is socially conscious as the one “who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change”. He was only focusing on the environmental consciousness when he developed Socially Conscious Consumer Index (Prendergast and Tsang, 2018). Improvement in the concept came with Mohr’s suggestion. He maintained that socially responsible customers want to minimize or eliminate threats while maximizing any long-term societal advantages. As a result, socially conscious customers will refrain from purchasing goods or services from businesses that they believe harm society, preferring to support businesses that benefit society (Mohr et al., 2001). The concept of ‘green’ consumption developed sourcing from the environmental concerns of social responsibility. However, the concept was broader than the environmental concerns. Then, ‘ethical’ responsibility and consumption aroused with more social and corporate issues (Hassan et al., 2016; Roberts, 1995; Hosta and Zabkar, 2020). It combined the environmental issues with others such as animal welfare, human health

and many more linked to morality, societal norms and values in general. This broadened the definition of an ethical consumer to include individuals who are “influenced by environmental, social justice, human health, and animal welfare issues in choosing products and services encompassing, alongside with fair trade goods, ‘sweat-free’ clothes, ‘cruelty-free’ cosmetics, energy efficient appliances, and organic foods” (Low and Davenport, 2005). The framework of socially responsible consumption unified all activities and decisions on purchasing environmental friendly (organic) goods (Shaw et al., 2006), fair trade principles (De Pelsmacker and Janssens, 2007) and working systems in developing countries (Joergens, 2006).

Consumers became aware that their purchases had an impact on others in the local, national, and international community (McGregor, 1999). Hence, it produced a decision-making process based on their awareness of the influence of their actions on themselves, society, and the greater environment (Wesley et al., 2012). The consumers of today make their consumption decisions in more enlarged markets that social responsible consumers are more recognized by global companies (Wesley et al., 2012). The consumption is not the same in every country. However, the awareness on socially responsible consumption and purchasing behavior increase gradually. Since, the cultural differences influence the consumer’s responses to sustainable efforts (Newell and Green, 1997; Oliver and Lee, 2010). Understanding socially responsible behavior within a cultural setting becomes increasingly crucial (De Mooij and Hofstede, 2002, Wesley et al., 2012). The recent studies emphasize that the Western cultures have more awareness on social issues and assumed that socially responsible practices are developed due to their economic and social context. However, Asian cultures are far behind but with increasing awareness, the researches aim to discover the realm of changes on cultural contexts. People prioritizing

collective goals above individual ones, participating in more group-based activities, caring more about the interests of such groups, and adhering to group standards, define collectivist behaviors in Asian cultures. Whereas, the Western cultures exhibit more individualistic behaviors where people put higher importance on their personal distinctiveness (Oliver and Lee, 2010).

The behavior of the people are assumed to be driven from their belief towards some attitudes on that behavior. Fishbein and Ajzen (1975) proposed in their Theory of Reasoned Action that behavioural intentions, which are strongly connected with certain behaviors, are the product of attitudes toward that conduct, as well as subjective norms or perceived social constraints.

When a person has a motive to make a conscious decision based on available information on the prospective advantages and costs of what will be consumed, this is known as the intention to make a behavior.

The attitude on the other hand, means “the degree to which an individual has a favorable or unfavorable evaluation of a behavior in question, resulting from the positive or negative behavioral beliefs that are held about undertaking a particular behavior weighted by the perceived evaluation of associated outcomes from such behavior” (Barnes and Mattsson, 2017, p. 282).

The Need-for-Uniqueness (NFU) and the Frugality (FRG) as traits of personality and as a lifestyle might drive people to motivate themselves for the positive outcomes of their responsible consumption behavior. The Need-for-Uniqueness is the drive to choose what is unconventional, rare and unusual to distinguish one’s self from the others. The person holding this characteristic assumed to retrieve a self-esteem that means a positive evaluation of one’s self, through

diminishing the negative outcome of the behavior. The frugality refers to another characteristic that a person use the resources efficiently, avoiding from waste (DeYoung, 1986) as a long-term consumption goal. In that sense, it can be expected that the person nominated as frugal will be careful and responsible on his/her socially responsible (ethical) consumption behavior.

### **Research Objectives and Questions**

The research's aim is to gather more information on the customers, their traits reflection of their social norms, supporting their socially responsible consumption and leading to an appreciation of themselves. The segmentation of these customers help companies to focus on specific requirements in return to reach an increase in their shareholders value. Even though the investments and costs of socially responsible acts of the companies are considered high, they have higher revenues generated from these socially responsible consumers who credit those (Wesley et al., 2012).

“Need-For-Uniqueness and Frugality lifestyle traits, do they have a relation with socially responsible consumption? Are those traits in positive relation with self-esteem of the consumer through socially responsible consumption? Is the consumer increasing its self-worth with the socially responsible consumption behaviors?” are the main question that emerged in this study.

### **Significance of Research**

The consumer plays a central role in the market orientation approach. It is important to discover their expectations and expected to drive them to create a value

exchange with the companies. In order to provide successful marketing activities the businesses assumed to satisfy their consumer needs. Through segmentation, people with comparable demands and consumption habits can be discovered and serviced individually (Cleveland et al., 2011). Therefore, the segmentation became very important concept for the marketers. Socially responsible consumption received considerable attention in the literature, however less is known about the characteristics and lifestyle traits of the consumers in this behavior intention.

The studies in the literature that explore the relations among the lifestyle traits and the Consumer's Socially Responsible Consumption are very little. Besides, it is very rare among the social scientist to figure the reflection of this assumed relation on self-esteem in another word self-value.

Socially responsible behavior of not only the consumer but also the corporation are highly popular in academics. The scarcity of the resources and the necessities of efficient use attract whole world in becoming more conscious on the consumption. The ethical values and the environmental concerns become focus of both consumers and the companies. The corporate social responsibility bring businesses a competitive advantage and create a good brand image. Thus, the key issue is customer awareness and, more importantly, a willingness to learn about the social responsibility records of the corporations from which they make purchases (Mohr et al., 2001). The awareness of the consumers on the firms that act social responsible way enhance their reputation and lead to an increase in the firm value (Servaes and Tamayo, 2013).

Furthermore, the policymakers may benefit from research findings on how consumers incorporate various social interests into their purchasing decisions in

order to urge consumers to make more socially conscious purchases (Carrete et al., 2012).

This exploratory research aim to identify the lifestyle traits that may become a source for the behavior decision, which may then influence the self-esteem, self-value of the respective consumer. The influenced and increased self-esteem assumed to create a motive to recurrent purchasing behaviors. The lifestyle traits may provide a segmentation of the customer and as a result, the marketers can better plan activities and implement with the expectation of better returns from them.

## **2. LITERATURE REVIEW AND THEORETICAL BACKGROUND**

### **2.1. Consumer's Need For Uniqueness**

Individuals' need to stand out from the crowd and be inspired by this counter-conformity is a quality of consumers' need for uniqueness. It is performed by the acquisition, use, and disposal of products from a customer to enhance personal image and social identity. (Tian et al., 2001). The counter-conforming person is motivated by the other's norm behavior but acts in ways that are contrary to the norm (Nail, 1986). Consumer responses to variety-seeking behavior, for example, are influenced by this demand for distinctiveness, which becomes a personality trait (McAlister and Pessemier, 1982).

Individuals use self-distinguishing activities to restore their self-esteem and lessen the negative effects.

Consumers may gravitate toward popularized commodities that symbolically carry conformity as a result of their efforts to reject acceptance of popularized commodities that symbolically carry conformity, and they may start looking for fresh and unique items, innovations, and rising fashion trends again (Tepper, 1997; Snyder, 1992). People are driven by uniqueness motives to obtain and possess new, unconventional, rare, or strange objects, despite the fact that they are bound by the need for social acceptability (Lynn and Snyder, 2002).

#### **2.1.1. Antecedents of consumer's need for uniqueness**

Snyder and Fromkin's (1977) Theory of Uniqueness provides the foundation for the concept of customers' need for uniqueness.

The researchers expressed that (in press); persons might fulfill their distinctive motivation in a variety of venues in life. The description of a high need-for-uniqueness of an individual underlined a sense of autonomy, anticonformity, inventiveness, achievement, having a sense of superiority and having opinions that are not influenced by others (Snyder & Fromkin, 1977).

#### **2.1.2. Results of need for uniqueness**

The results of NFU aimed to reach a positive sense of uniqueness that relates to a sense of positive self-esteem (Snyder & Fromkin, 1977).

#### **2.1.3. Subdimensions of need for uniqueness**

Consumers' need for uniqueness conceptualized under four behavioral subdimensions.

### ***2.1.3.1. Creative choice***

The materialistic choices that a consumer makes to create a personal style considered as a reflection of his or herself (Kron 1983). Besides, the consumer is looking for a way for social differentiation from others. Nevertheless, making their own selections they would like to have their choices thought to be good from these others. As a result, their drive for social differentiation through uncommon products influences their acceptance of new products and their demand for diversity (McAllister and Pessemier, 1982). The creative choice of someone may provide a distinctiveness and enables its followers to seek out their uniqueness (Fisher and Price, 1992).

### ***2.1.3.2. Unpopular choice***

Selecting products or brands that differ from group standards and risk social disapproval is referred to as an unpopular choice. It can help to improve one's self and social image. A person who disobey rules and risk social rejection in order to assert their uniqueness frequently uphold high character and improve their self-image in this way (Gross 1977). Thus, these people considered as innovators or trend leaders (Heckert 1989).

### ***2.1.3.3. Avoidance of similarity***

The avoidance of similarity displays a lack of interest in or renunciation of any traditional ownership in order to set oneself apart from the crowd and build one's own identity.

#### **2.1.3.4. Unique consumption behavior**

Unique consumption behavior indicates being the owner or the user of some items that indicate the uniqueness. The items are selective and common about the consumers who think they have a unique consumption behavior. (Ruvio, 2008).

### **2.2. Frugality**

The conceptual definition of frugality states that: *Frugality is a unidimensional consumer lifestyle attribute defined as the degree to which customers are both constrained in purchasing and resourcefully employing economic products and services to attain longer-term objectives.* (Lastovicka et al., 1999). It assumed that the consumers avoid from the consumption.

In the literature, another perspective to the frugality mentioned first by Gregg (1936) as “Voluntary Simplicity” (VS). It is a reflection of “beliefs and a practice ...centered on the idea that personal satisfaction, fulfilment and happiness result from a commitment to the nonmaterial aspects of life” (Zavestoski 2002:149). The consumers choose to buy what they really want rather than non-consumption. Thus, it is not due to the poverty but it is a way to save the earth through responsible consumption and imaging the “authentic self” or the “individuality of simplicity” (Kilbourne, 1992 p.161). Individual satisfaction is enhanced through proper resource management and waste minimization (DeYoung 1986, p.285

### **2.3. Consumer's Socially Responsible Consumption**

In order to understand the behavior of the socially responsible consumers, it is obvious to define first who they are. Webster (1975) defines the socially conscious buyer as “a consumer who takes into account the public consequences of

his or her private consumption or who attempts to use his or her purchasing power to bring about social change” (p.188). He looks from the perspective of psychology and expect from the consumer a social involvement into the problems in the community to make a change with its own power.

Antil (1984) from the perspective of social psychology defines the consumer as “the one who hold behaviors or purchase decisions that satisfy one’s personal needs, as well as showing concern for the welfare of society and problems regarding the environment and resource protection.” He notes that the “attitudinal” concerns on the environment expressed in terms of behavior.

Roberts (1993) looking from the environmental and generally social perspective defines the consumers “one who purchases products and services perceived to have a positive (or less negative) influence on the environment or who patronizes businesses that attempt to effect related positive social change” (p. 140).

Furthermore, Mohr et al. (2001) examine the concept of socially responsible consumers from the standpoint of corporate social responsibility: “a person basing his or her acquisition, usage, and disposition of products on a desire to minimize or eliminate any harmful effects and maximize the long-run beneficial impact on society” (p. 47).

The measurements on behaviors of these socially responsible persons then focused not only environmental protection related behaviors but also socially and morally related behaviors too. Francois-LeCompte and Roberts (2006) integrated more social and moral concerns on socially responsible customer behavior taking into consideration the company’s behavior, buying products with a social purpose, buying from small enterprises, their geographic origin, and consumption volume. Yet, Yu (2007) claimed that the consumer social responsibility incurs when the

consumer takes moral responsibility directly or indirectly in its purchases or usage of goods and services. In this regards the newest dimensions of SRCB segmented in three categories such that man-nature oriented consumption, social progress oriented consumption and national benefit oriented consumption (Yan and She, 2011).

### **2.3.1. National benefit oriented socially responsible consumption**

National benefit oriented consumption implies that the consumer give priority to the products and services of his/her country's interests. Supporting national brands, local small and medium-sized businesses, and rejecting companies that have offended national dignity are among the behaviors.

#### ***2.3.1.1. Supporting national brands***

The customer puts in a first degree the products or services from his/her domestic companies. Crane (2001) argues that some consumers associate the country of origin of their purchases with ethical considerations. They may have a positive tendency for national brands in their purchases than other countries where they believe have unacceptable government policies.

#### ***2.3.1.2. Supporting local, small and medium sized businesses***

The customer in his/her purchases aim to support local and small, medium sized businesses. The consumer understands the importance of small businesses in the domestic economy and avoids shopping at chain stores from throughout the world (Francois-Lecompte & Roberts 2006; Yan & She 2011).

### **2.3.2. Social progress oriented socially responsible consumption**

Monitoring corporate misbehavior, asserting consumers' rights, supporting socially responsible businesses, moderate consumption, and refusing to buy from unethical corporations are all patterns of social progress oriented consumerism.

#### ***2.3.2.1. Monitoring corporate misconduct and claiming consumers' rights***

The consumer who believes that his/her behaviors will have an impact on the wellbeing of the society not only in the short-term but also on the long-term, finds his/herself responsible to report, complain the misbehavior of the companies about child labor, inferior production or improper after sale services.

#### ***2.3.2.2. Supporting socially responsible businesses***

It describes how individuals react to items produced by companies that are regarded to be socially responsible in some way. The customer expects ethical concerns from these companies about the social welfare of the community and their employees. Besides, customer values the company involvement in environmental protection during the production process.

#### ***2.3.2.3. Moderate consumption***

The moderate consumption refers to a degree that an individual aim to dispose not much more than s/he can take. The aim is not to show to others that a person has a high capability of purchases but has an intention to consume at his/her own limits.

#### ***2.3.2.4. Resisting irresponsible businesses***

The consumer in his/her concerns avoid buying from the companies that s/he knows discriminate against women or exploit their employees.

### **2.3.3. Man nature oriented socially responsible consumption**

Man nature oriented consumption implies that people should behave in such a manner objecting to keep the unity between the human being and the nature. The examples almost often revolve around environmental protection, natural resource conservation, and animal protection.

#### ***2.3.3.1. Environmental protection***

The concerns about the increasing depletion of natural resources and damages on the environment became highly important in the last years (Antil, 1984). The social marketing activities focused to increase consciousness on efficient use of these resources and protection of the environment for the long-run benefits to the societies. The governments imposed policies on this issue and universal approaches aroused. It is for sure not only in the interest of the governors but also the companies and in micro sense the individuals. In this study, it implies the reuse of some goods, prevention of white pollution through disposables and avoiding from the consumption of environmentally harmful products.

#### ***2.3.3.2. Animal protection***

The study investigates the protection of the animals that are beneficial for the human beings and merely protection of wildlife.

#### ***2.3.3.3. Energy conservation***

The energy conservation and controlling air pollution are becoming highly important for several years. For that reasons many of new alternatives of energy supplies are emerging. In 1970's main supplies, the oil has nowadays become to change onto usage of electricity and sun energy systems. The new regulations

aroused and the governments created their own policies on energy conservation and restriction on air pollution. This study questions the energy saving intentions of the individuals.

#### **2.4. Self-Esteem**

Self-esteem is defined as a person's positive assessment of himself or herself (Gecas 1982; Rosenberg 1990; Rosenberg et al. 1995). According to Gecas and Schwalbe (1983), it has two distinct dimensions, *competence* and *worth*. The competence or efficacy-based self-esteem describes how much people regard themselves as capable and efficacious. The worth or worth-based self-esteem explains how much a people feel themselves valuable. It is believed that while a person's self-esteem is increased, it will be favorable not only for that individual but also for the society a whole (Cast and Burke, 2002). The researches presume the self-esteem as either an *outcome* (Rosenberg 1979, Coopersmith 1967), a *self-motive* to evaluate one's self (Tesser 1988) or a *buffer* for the self that protects it from harmful experiences (Longmore and DeMaris 1997).

**Table 1***Literature Review*

| <b>Variables</b>    | <b>Authors</b>       | <b>Focus</b>                                                 | <b>Theories</b>         | <b>Methods</b>                        | <b>Findings</b>                                                                                                                                                                                                                                                               |
|---------------------|----------------------|--------------------------------------------------------------|-------------------------|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Need for Uniqueness | Andrei, et al., 2017 | Socially Responsible Consumption and Perceived Effectiveness | Theory of Virtue Ethics | Survey (United States, 400 Responses) | A positive relationship is identified between perceived effectiveness and socially responsible consumption choices. The study found that socially responsible consumption has fully mediating effect on the relation between need for uniqueness and perceived effectiveness. |

|  |                        |                                                       |                                                                                                         |                                                  |                                                                                                                                                                                                                                                                                                                                                                          |
|--|------------------------|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Wu, et al.,<br>2012    | Product scarcity and<br>Purchase Intention            | Lynn's Scarcity–<br>Expensiveness–<br>Desirability (S-E-D)<br>model and Desire For<br>Uniqueness Theory | Survey (Taiwan,<br>339 Survey<br>Questionnaires) | The impact of scarcity on consumer<br>value perception and purchase intent<br>was studied in this study. Scarcity<br>had a larger impact on purchase<br>intention through perceived<br>uniqueness, perceived sacrifice, and<br>perceived value than assumed<br>expensiveness, perceived quality,<br>perceived sacrifice, and perceived<br>value, according to the study. |
|  | Hyun and<br>Park, 2016 | “The Antecedents<br>And Consequences<br>Of Travelers’ | The Theory of<br>Uniqueness                                                                             | Survey (379<br>USA resident<br>travelers)        | Materialism, information face<br>consciousness, and attention to social<br>comparison were explored as three<br>psychological modifiers for boosting                                                                                                                                                                                                                     |

|  |  |                         |  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--|--|-------------------------|--|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | Need For<br>Uniqueness” |  |  | <p>or weakening consumers' uniqueness-seeking behaviors.</p> <p>According to the findings, perceived company uniqueness and brand reputation have significant effects on the need for uniqueness. The study also discovered that, when mediated by perceived value, the desire for distinctiveness had a favorable impact on behavioral intentions. The researchers discovered that paying attention to social comparison information and materialism had a significant moderating effect.</p> |
|--|--|-------------------------|--|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                           |                                                                |                          |                                                                    |                                                                                                                                                                                                                                                                                                                    |
|--|---------------------------|----------------------------------------------------------------|--------------------------|--------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Goldsmith and Clark, 2009 | Uniqueness Motivation in Consumer Behavior (Scale Development) | The Theory of Uniqueness | Survey (746 university students in the southeastern United States) | The study looked into the desire for unique consumer products as well as the consumer need for uniqueness. Creative choice counterconformity, unpopular choice counterconformity, and avoidance of similarity all have a favorable effect on the desire for distinctive consumer products, according to the study. |
|  | Snyder & Fromkin, 1980    | Uniqueness, Scarcity and Self Esteem                           | Social Exchange Theory   | Conceptual Framework                                               | According to the study, high similarity/dissimilarity to others deemed unpleasant and lowered consumer self-esteem. Arousal of                                                                                                                                                                                     |

|           |                                       |                                                                                                                                                                                              |                        |                             |                                                                                                                                                                                                                                                                                                                        |
|-----------|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           |                                       |                                                                                                                                                                                              |                        |                             | competing impulses, including but not limited to the need to regard oneself as distinctive, is part of the reaction to conformity.                                                                                                                                                                                     |
| Frugality | Haws,<br>Winterich, &<br>Naylor, 2014 | Green Consumption<br>Values (Social<br>Responsible<br>Behavior, Frugality,<br>Consumer Spending<br>Self-Control,<br>Consumers' Price<br>Consciousness,<br>Consumers' Value<br>Consciousness, | Self-Perception Theory | Survey Scale<br>Development | Socially responsible behavior, frugality, consumer spending self-control, price consciousness, value consciousness, product retention tendency, creative reuse, multiple use, and voluntary simplicity are also included in the GREEN scale.<br><br>Customers' personal, financial, and physical resource conservation |

|  |                         |                                                                                                                                                               |   |                                                          |                                                                                                                                                                                    |
|--|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |                         | Product Retention<br>Tendency, Creative<br>Reuse, Multiple Use,<br>and Voluntary<br>Simplicity) Effect on<br>One's Purchases and<br>Consumption<br>Behaviors. |   |                                                          | tendencies are believed to be<br>reflected in the proposed criteria.                                                                                                               |
|  | Todd, &<br>Lawson, 2003 | Understanding of<br>Frugal Consumers<br>(Life style,<br>Personality trait such<br>as self-respect,                                                            | - | Survey (3710<br>Survey with<br>New Zealand<br>consumers) | According to the findings, people<br>who scored lower on frugality got<br>higher scores on social power,<br>authority, public image, pleasure,<br>enjoying life, fascinating life, |

|  |                                      |                                                                                 |              |                                   |                                                                                                                                                                                                                                                                                                                                                                        |
|--|--------------------------------------|---------------------------------------------------------------------------------|--------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |                                      | Responsible,<br>Protecting the<br>Environment and<br>Value)                     |              |                                   | diversified life, detachment, social<br>recognition, and sincere friendship.<br><br>Persons with high frugality scores<br>have attributes such as ambition,<br>capability, honesty, politeness,<br>obedience, responsibility, social<br>order, national security, spiritual life,<br>and devotion, unity with nature,<br>environmental protection, and inner<br>peace. |
|  | Pepper,<br>Jackson &<br>Uzzell, 2009 | Relationships<br>Between Socially<br>Conscious and Frugal<br>Consumer Behaviors | Value Theory | Survey (2000<br>questionnaires in | According to the findings, socially<br>conscious consumers, like ecological<br>consumers, reflect pro-social beliefs.<br><br>Low personal materialism and                                                                                                                                                                                                              |

|                                      |              |                                                                                                                  |   |                                 |                                                                                                                                                                                                                                                                                    |
|--------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------|---|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                      |              | and Schwartz's Value Types, Personal And Socio-Political Materialism, and Demographics among The General Public. |   | south-east England)             | income limits, on the other hand, influence thrifty customers' behavior. This is not a significant impediment to consumption.                                                                                                                                                      |
| Social Responsible Consumer Behavior | Ağbuğa, 2014 | Self-Esteem and Personal and Social Responsible Behaviors.                                                       | - | Survey (2017 surveys in Turkey) | The study looked into the link between self-reported self-esteem and self-reported personal and social responsibility behaviors among young people. The study found strong links between self-esteem and personal and social responsibility, indicating that adolescents with high |

|  |                  |                                                                                                    |                         |                                         |                                                                                                                                                                                                                                                             |
|--|------------------|----------------------------------------------------------------------------------------------------|-------------------------|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |                  |                                                                                                    |                         |                                         | <p>self-esteem also had high levels of personal and social responsibility. Personal and societal responsibility actions have also been identified as important positive predictors of self-esteem.</p>                                                      |
|  | Song & Kim, 2018 | Impact of Good Traits (i.e., Virtuous And Personality Traits) on Socially Responsible Consumption. | Theory of Virtue Ethics | Survey (400 responses in United States) | <p>According to the study, consumers' socially responsible purchase and disposal behavior is influenced by virtuous attributes such as self-efficacy, courage, and self-control, as well as personality factors such as openness and conscientiousness.</p> |

|  |                    |                                                                               |                                                                                       |                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--|--------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |                    |                                                                               |                                                                                       |                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|  | Lee & Cho,<br>2019 | The Role of<br>Personal Values on<br>Corporate Social<br>Responsible Behavior | Value-Belief-Norm<br>Theory of<br>Environmentalism<br><br>Schwartz's Value<br>Theory. | Survey (137<br>college students in<br>USA) | <p>According to the study, consumers who value self-transcendence are more likely to consume in a socially responsible manner than those who seek social status and prestige, social power, authority, and wealth.</p> <p>The study also revealed that older persons are more socially responsible in the workplace than younger people. Self-transcendence and self-enhancement are discovered to be influenced by age and gender.</p> |

|  |                             |                                                                                                                       |   |                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--|-----------------------------|-----------------------------------------------------------------------------------------------------------------------|---|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Wesley, Lee,<br>& Kim, 2012 | Perceived Consumer<br>Effectiveness<br>and Motivational<br>Attitude on Socially<br>Responsible<br>Purchasing Behavior | - | Survey (363<br>surveys with<br>college students<br>in South Korea) | Motivational attitudes mediate<br>perceived consumer effectiveness<br>and socially responsible buying<br>behavior. In comparison to personal<br>positive motivated attitudes, societal<br>positive motivated attitudes are more<br>influenced by perceived consumer<br>effectiveness. In contrast to societal<br>positive motivated attitudes, personal<br>positive motivated attitudes have a<br>higher impact on socially responsible<br>purchase behavior. |
|--|-----------------------------|-----------------------------------------------------------------------------------------------------------------------|---|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                      |                                                                                                                                                                           |                            |                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Hosta & Zabkar, 2020 | Environmentally and Socially Responsible Sustainable Consumer Behavior, Perceived Consumer Control/Effectiveness, Personal/Social Norms And Ethical Ideologies/Obligation | Theory of Planned Behavior | Survey (426 respondents in a developed Central European country) | <p>Environmental and social dimensions, as well as concern, personal norms, personal efficiency, and ethical ideals, were found to have a positive relationship in the study. It also said that information availability has a favorable impact on environmental and socially responsible behavior.</p> <p>Social norms have no discernible effect on either behavior, with the exception of a modest positive effect on willingness to engage in socially responsible activity.</p> |
|--|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                                   |                                                                                |                                                                                                   |                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--|-----------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Austin, Plouffe<br>& Peters, 2005 | Need for Uniqueness,<br>Materialism,<br>Anti- Commercial<br>Consumer Rebellion | Theory of the<br>'Reflexively<br>Defiant Consumer'<br><br>Theory of 'Liberatory<br>Postmodernism' | Survey (336<br>undergraduate<br>business students<br>at a large US<br>research<br>university) | The study discovered a positive<br>relation between anti-commercial<br>consumer rebellion, materialism, and<br>the need for uniqueness. While anti-<br>commercial consumer rebellion and<br>materialism have a negative<br>relationship, anti-commercial<br>consumer rebellion and the need for<br>uniqueness have a good relationship.<br>A positive correlation is also found<br>between the need for uniqueness and<br>materialism. |
|--|-----------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### 3. DEVELOPMENT OF THE RESEARCH MODEL AND HYPOTHESES

The construction of the research model and its associated assumptions is followed by the theoretical background, which was clarified in the preceding section. The hypotheses will be explained in detail in this section.

#### **The relation between Need-For-Uniqueness, Frugality and Socially Responsible Consumption**

The Theory of Planned Behavior states that intentions, attitudes (beliefs about a behavior), and subjective norms (beliefs about others' expectations toward a behavior) determine behavior. The extension of the theory includes the control beliefs that represent the factors either support or prevent the occurrence of the behavior. Whenever the behavior is favorable, subjective norm and perceived control are higher; the intention to perform the behavior becomes deeper and stronger.

The norms exhibit a combination of cognitive, emotional and social sanctions and rewards. Ajzen and Fishbein, in their Theory of Planned Behavior define the social norms as “perceived social pressure to perform or not to perform the behavior” (Ajzen 1991, p. 188).

The relevance of societal standards in explaining the existence of behavior in theory is well acknowledged, but the role of personal, moral norms is routinely understated (Shaw 2000). Bamberg and Moser (2007) argued, “Social norms also directly contribute to the development of moral norms”. They present “standards” to separate

right and wrong behaviors and present “content” for development of personal norms, if they are internalized (Bamberg and Moser 2007). As a counterargument to Ajzen and Fishbein, Bamberg and Moser, they exhibit that social norms do not cause a social pressure but give information on acceptable behavior. When a social norm is internalized, it becomes a personal norm and the person feels a moral obligation.

The theory assumes that the behavioral performance may be different because of the social pressures, or person’s capability or existence of opportunities to consume collaboratively.

The normative variables are included in the Theory of Reasoned Action, the root of Theory of Planned behavior that will help the assessment of customer values and beliefs on consumption (Roos and Hahn, 2019). The values and the beliefs are fundamental to create the intention for the consumption. Besides, these values and beliefs shape the consumers lifestyle traits. Therefore, we can consider the importance of the lifestyle in the construction of the behavior. People looking for different lifestyle such as need-for-uniqueness or frugality may differ in their intentions, attitudes and consumption behavior than others having different lifestyles.

When people desire for a unique image, they preferably make special and creative choices that are imitated by others who intend to develop their own uniqueness. These people can become trendsetters and fashion leaders (Tian et al., 2001). The positive aspects of the consumer need for –uniqueness were ‘creative choices’ and ‘avoidance of similarity’, both of which had no social consequences. In collectivist and in higher power distance cultures avoidance of risky social behaviors considered highly important (Ruvio et al., 2008). Hofstede argues that in the high power distance society, people accept the hierarchical order and individuals in collectivist societies expect their kin or members of a specific group to look after

them in exchange for absolute loyalty. The self-image is a reflection of the group.

When this group is the follower of the one holding the psychological characteristic of need-for-uniqueness and avoiding from risky social behaviors through holding a socially responsible behavior, it will lead to the hypotheses as follows:

H1a: consumer Need-for-Uniqueness (cNFU) and Support Small and Medium Size enterprises (SuppSME) as a Consumer's Socially Responsible Consumption are positively related.

H1b: consumer Need-for-Uniqueness (cNFU) and Support National Benefit (SuppNB) as a Consumer's Socially Responsible Consumption are positively related.

H1c: consumer Need-for-Uniqueness (cNFU) and Claiming Consumer Rights (ClaimCR) as a Consumer's Socially Responsible Consumption are positively related.

H1d: consumer Need-for-Uniqueness (cNFU) and Moderate Consumption (ModCons) as a Consumer's Socially Responsible Consumption are positively related.

H1e: consumer Need-for-Uniqueness (cNFU) and Supporting Socially Responsible Businesses (SuppSRBus) as a Consumer's Socially Responsible Consumption are positively related.

H1f: consumer Need-for-Uniqueness (cNFU) and Resisting to Irresponsible Businesses (ResIRBus) as a Consumer's Socially Responsible Consumption are positively related.

H1g: consumer Need-for-Uniqueness (cNFU) and Animal Protection (AnimPro) as a Consumer's Socially Responsible Consumption are positively related.

H1h: consumer Need-for-Uniqueness (cNFU) and Energy Conservation (EnergyCons) as a Consumer's Socially Responsible Consumption are positively related.

H1i: consumer Need-for-Uniqueness (cNFU) and Environmental Protection (EnvrPro) as a Consumer's Socially Responsible Consumption are positively related.

Consumers appreciate consistency between their ideas, feelings, and acts, according to the Cognitive Dissonance Theory, and attempt to eliminate disharmony when it does not present (Festinger 1957). The frugal consumers care the restriction on their consumption and aim to find this harmony between their thoughts and actions. When the consumers are frugal their consumption behaviors are more restrained compared to others. (Shoham and Brencic, 2004). Therefore, it is expected to have a positive relationship between frugality and Consumer's Socially Responsible Consumption. This led to the hypotheses constructed as follows:

H2a: Frugality (FR) and Support Small and Medium Size enterprises (SuppSME) as a Consumer's Socially Responsible Consumption are positively related.

H2b: Frugality (FR) and Support National Benefit (SuppNB) as a Consumer's Socially Responsible Consumption are positively related.

H2c: Frugality (FR) and Claiming Consumer Rights (ClaimCR) as a Consumer's Socially Responsible Consumption are positively related.

H2d: Frugality (FR) and Moderate Consumption (ModCons) as a Consumer's Socially Responsible Consumption are positively related.

H2e: Frugality (FR) and Supporting Socially Responsible Businesses (SuppSRBus) as a Consumer's Socially Responsible Consumption are positively related.

H2f: Frugality (FR) and Resisting to Irresponsible Businesses (ResIRBus) as a Consumer's Socially Responsible Consumption are positively related.

H2g: Frugality (FR) and Animal Protection (AnimPro) as a Consumer's Socially Responsible Consumption (SRCB) are positively related.

H2h: Frugality (FR) and Energy Conservation (EnergyCons) as a Consumer's Socially Responsible Consumption (SRCB) are positively related.

H2i: Frugality (FR) and Environmental Protection (EnvrPro) as a Consumer's Socially Responsible Consumption (SRCB) are positively related.

### **The Relation between Need-For-Uniqueness and Self-Esteem**

The Identity Theory declares that the self is a combination of different characteristics of a person that reflect a range of social positions in a broader social context. The identity unifies different meanings of one's perception of him or herself on that specific context or "self-in-role" (Stryker 1980). When a meaning in social context match with a meaning in identity then self-verification incurs. Then, when the person confirms an identity, s/he intentionally reproduce the social context that provides the opportunity to reflect that meaning of this identity. Hence, the confirmation of the identity provides a feeling of proficiency and worth and increase self-esteem. When people are able to change or remain the meaning of the identity in a group in accordance with their own identity meaning, this successful accomplishment increases their self-esteem (Cast and Burke, 2002). Therefore, the following hypotheses are constructed to test the relation between NFU as a part of one's identity and SEsteem.

H3: Consumer NFU has a positive relation with SEsteem.

As indicated prior NFU may have a positive relation with SEsteem with the mediation of special behaviors, trend setting activities or variety seeking. With this regard, it is questionable whether SRCB can be a mediator factor in between NFU and SEsteem. Therefore, the following hypothesis aroused as:

H4: Consumers NFU positively related to SEsteem to make a difference through Consumer's Socially Responsible Consumption.

### **The Relation between Frugality and Self-Esteem**

The frugality considered as conceptually opposite of materialism. The highly materialistic consumers tend to spend as double of their counterparts, low materialistic consumers (Richins and Dawson, 1992). The empirical studies of Faber and O'Guinn (1988, 1992) argue that the compulsive (irrational) buyers are low on self-esteem and high on materialism. From that argument, since the frugality is the opponent of materialism we can expect that frugal consumers might have high self-esteem. Then it led the hypothesis constructed as:

H5: FRG and SEsteem are positively related.

H6: FRG positively related to SEsteem to make a difference through Consumer's Socially Responsible Consumption.

### **The relation between Consumer's Socially Responsible Consumption and Self-Esteem**

According to social psychologists who underline sociological mechanism of self, assume that self-esteem is a dependent variable that is impacted by

environmental and social processes. Social psychologists generally believe that both internal and external processes influence one's self, but they tend to favor one over the other based on divisional attachment. Self-esteem is influenced by environmental variables such as culture and discrimination, according to the sociological perspective (Kohler Flynn, 2003). In this study, the presumed Consumer's Socially Responsible Consumption behavior of oneself may be considered as an internal influence to increase self-esteem. Therefore, the following hypotheses in order to test the relation between Consumer's Socially Responsible Consumption and Self-esteem are constructed:

H7a: Support Small and Medium Size enterprises (SuppSME) and SEsteem are positively related.

H7b: Support National Benefit (SuppNB) and SEsteem are positively related.

H7c: Claiming Consumer Rights (ClaimCR) and SEsteem are positively related.

H7d: Moderate Consumption (ModCons) and SEsteem are positively related.

H7e: Supporting Socially Responsible Businesses (SuppSRBus) and SEsteem are positively related.

H7f: Resisting to Irresponsible Businesses (ResIRBus) and SEsteem are positively related.

H7g: Animal Protection (AnimPro) and SEsteem are positively related.

H7h: Energy Conservation (EnergyCons) and SEsteem are positively related.

H7i: Environmental Protection (EnvrPro) and SEsteem are positively related.

### The Moderation effect of Demographics on the relations between NFU, FRG, SRCB and SEsteem

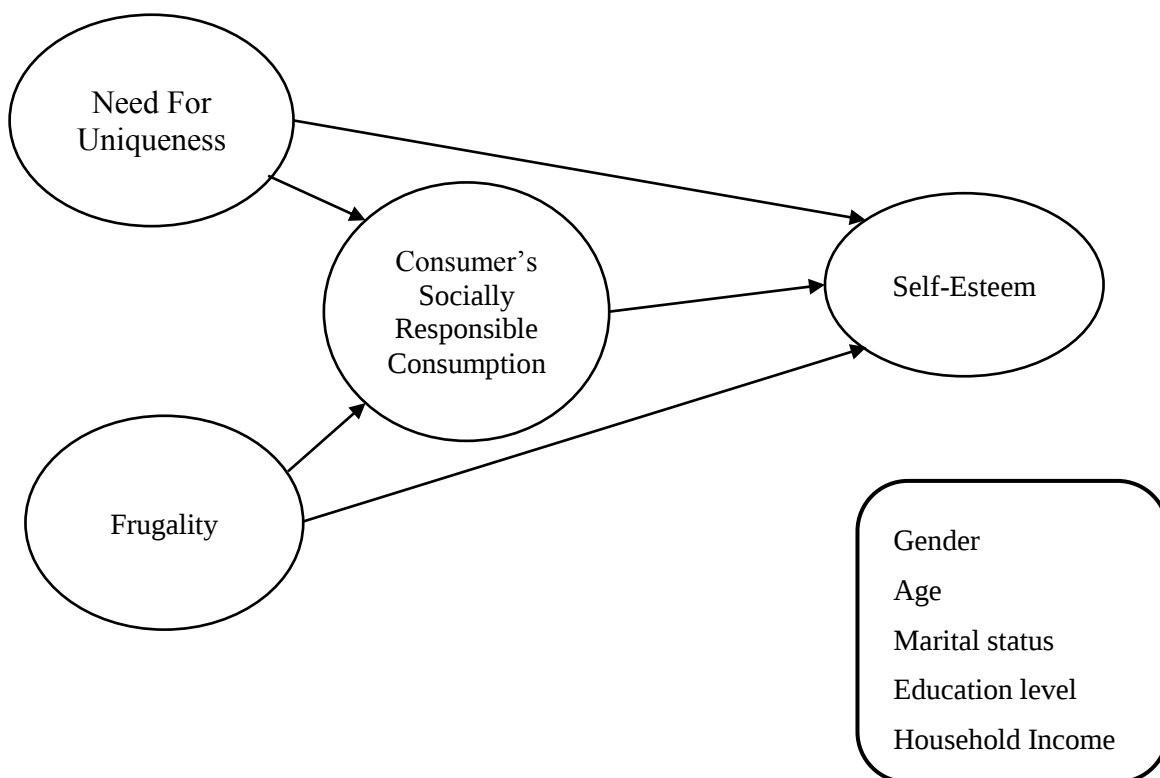
The demographic variables gender, age, marital status, education level and household income are considered as moderators that have an impact on the relation between the independent variables and the dependent variable. Then the hypothesis constructed as:

H8: Age, gender, marital status, education level and household income will moderate the relation between NFU, CSRC, FRG and SEsteem.

Because of the hypotheses the research model constructed as follows;

**Figure 1**

*Research Framework*



## 4. TESTING AND VALIDATION OF THE MODEL

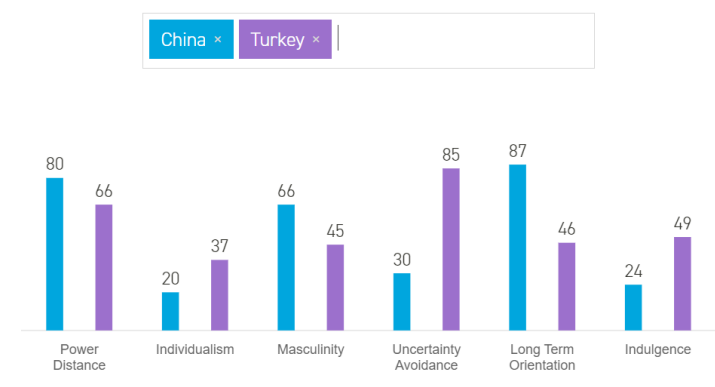
### 4.1. Research Design and Methodology

#### 4.1.1. The measurement instrument and questionnaire design

The data is collected face-to-face using a questionnaire. The measurement items were used from the scales where their validity and the reliability accepted in many studies. To measure socially responsible consumer behavior the scale developed by Jun Yan and Qiuling She (2011) was used. It was originally from the scales developed by Francois-LeCompte and Roberts (2006), Webb et al. (2008) and mainly developed for not only a collectivist but also an emerging country, China. Based on Hofstede cultural dimensions, Turkey and China have similarities in being collectivist countries and having high power distance. Therefore, it is decided to use this scale specially. It contained 9 factors and 34 items.

**Figure 2**

*Hofstede Country Comparison, China-Turkey*



Source: <https://www.hofstede-insights.com/country-comparison/china,turkey/> accessed 13.05.2021

The scale had three main parts: national benefit oriented, social progress oriented and man-nature oriented socially responsible consumption. National benefit orientation variables were support small-medium size enterprises and support

national benefit. Social progress orientation variables were ‘monitoring misconduct’ and ‘claiming consumer rights’, ‘moderate consumption’, ‘support socially responsible businesses’, ‘resistance to irresponsible businesses’. Man-nature orientation variables were ‘environmental protectionism’, ‘animal protection’ and ‘energy conservation’.

To measure the frugality, the scale developed by John Lastovicka, Lance A. Bettencourt, Renee Shaw Gughner and Ronald J. Kuntze (1999) was used. The independent variable measured with 8 items by 5-point-Likert type scale.

To measure the need-for-uniqueness, the scale was developed by Tian et al. (2001). It had 31 items with three dimensions; creative choice counterconformity, unpopular choice counterconformity and avoidance of similarity. However, with such a long scale, the researcher concerned about a redundancy between closely related items and a new short scale developed by Ayalla Ruvio, Aviv Shoham and Maja Makovec Brencic (2008). The new scale included a fourth dimension: unique consumption behavior and measured with 17 items.

To measure self-esteem, the scale developed by Morris Rosenberg (1965) measured with 10 items, five positively worded and five negatively worded. The original scale developed 4-point-Likert type scale, but in order to sustain the unity of all measurements the 5-point-Likert type scale is used.

All items in this study and their corresponding sources are given in Table 1. The finalized questionnaire is presented in Appendix 1.

## Table 2

### *Items in the Study and Their Corresponding Sources*

| Construct | Source | Abbreviation | Item |
|-----------|--------|--------------|------|
|-----------|--------|--------------|------|

|                                                    |                    |            |                                                                                                                     |
|----------------------------------------------------|--------------------|------------|---------------------------------------------------------------------------------------------------------------------|
| Environmental protection                           | Yan and She (2011) | EnvrPro1   | I always reuse shopping bags                                                                                        |
|                                                    |                    | EnvrPro2   | I try not to use disposable goods that cause white pollution                                                        |
|                                                    |                    | EnvrPro3   | I always buy washing powder without phosphorus                                                                      |
|                                                    |                    | EnvrPro4   | I often persuade my relatives and friends not to buy products that are harmful to the environment                   |
| Animal protection                                  | Yan and She (2011) | AnimPro1   | I never buy products made of materials that come from endangered wildlife                                           |
|                                                    |                    | AnimPro2   | I do not eat beneficial creatures, such as frogs                                                                    |
|                                                    |                    | AnimPro3   | I do not eat wild animals                                                                                           |
| Energy conservation                                | Yan and She (2011) | EnergCons1 | I always choose energy-saving home appliances                                                                       |
|                                                    |                    | EnergCons2 | I always reuse hot water in daily life                                                                              |
|                                                    |                    | EnergCons3 | I always switch off electrical power when I go out                                                                  |
| Support small and medium-sized enterprises         | Yan and She (2011) | SuppSME1   | I avoid buying all the products of big businesses                                                                   |
|                                                    |                    | SuppSME2   | I often buy in small groceries [grocery stores] in my community                                                     |
|                                                    |                    | SuppSME3   | I often buy products that come from poverty-stricken areas                                                          |
|                                                    |                    | SuppSME4   | I often buy from small local companies or shops                                                                     |
| Supporting national brands                         | Yan and She (2011) | SuppNB1    | I always choose national brands rather than foreign brands when buying home appliances                              |
|                                                    |                    | SuppNB2    | I always choose national brands rather than foreign brands when buying shoes and clothes                            |
|                                                    |                    | SuppNB3    | I always choose national brands rather than foreign brands when buying daily commodities                            |
|                                                    |                    | SuppNB4    | I avoid buying from the companies that have an unfriendly attitude to China                                         |
| Monitoring misconduct and claiming consumer rights | Yan and She (2011) | ClaimCR1   | I always request an invoice, to encourage the business to pay tax, when purchasing products                         |
|                                                    |                    | ClaimCR2   | I always report to the authorities once I know a company has employed child labour                                  |
|                                                    |                    | ClaimCR3   | I always report to the environmental protection agents if I find a firm that discharges industrial sewage illegally |
|                                                    |                    | ClaimCR4   | I always turn to the sellers to claim for compensation if I have bought inferior products                           |
|                                                    |                    | ClaimCR5   | I always complain to the consumer associations about falsely propagandised products                                 |
|                                                    |                    | ClaimCR6   | I always complain to the media about bad after-sales service                                                        |
| Moderate consumption                               | Yan and She (2011) | ModCons1   | When I invite others for dinner, I don't order dishes that are much more than we can take                           |
|                                                    |                    | ModCons2   | I always insist on moderate consumption in daily life                                                               |
|                                                    |                    | ModCons3   | I don't buy products mainly for the purpose of showing off in front of others                                       |
| Supporting socially responsible businesses         | Yan and She (2011) | SuppSRBus1 | I always buy from companies that I know are devoted to charity                                                      |
|                                                    |                    | SuppSRBus2 | I always buy from companies that I know have supported the causes of education                                      |
|                                                    |                    | SuppSRBus3 | I always buy from companies that I know are dedicated to improving the working situations of their employees        |
|                                                    |                    | SuppSRBus4 | I always buy from companies that I know have provided jobs for the disabled                                         |

|                                    |                          |              |                                                                                                                             |
|------------------------------------|--------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------|
|                                    |                          | SuppSRBus5   | I always buy from companies that I know are involved in environmental protection causes                                     |
| Resisting irresponsible businesses | Yan and She (2011)       | ResisIRBus1  | I avoid buying from companies that I know have exploited employees                                                          |
|                                    |                          | ResisIRBus2  | I avoid buying from companies that I know have discriminated against women                                                  |
| Creative choice                    | Ruvio et al. (2008)      | CreatChoice1 | I often combine possessions in such a way that I create a personal image that cannot be duplicated                          |
|                                    |                          | CreatChoice2 | I often try to find a more interesting version of run-of-the-mill products because I enjoy being original                   |
|                                    |                          | CreatChoice3 | I actively seek to develop my personal uniqueness by buying special products or brands                                      |
|                                    |                          | CreatChoice4 | Having an eye for products that are interesting and unusual assists me in establishing a distinctive image                  |
| Unpopular choice                   | Ruvio et al. (2008)      | UnpopChoice1 | When it comes to the products I buy and the situations in which I use them, I have broken customs and rules                 |
|                                    |                          | UnpopChoice2 | I have often violated the understood rules of my social group regarding what to buy or own                                  |
|                                    |                          | UnpopChoice3 | I have often gone against the understood rules of my social group regarding when and how certain products are properly used |
|                                    |                          | UnpopChoice4 | I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept                 |
| Avoidance of similarity            | Ruvio et al. (2008)      | AvoidSim1    | When a product I own becomes popular among the general population, I begin to use it less.                                  |
|                                    |                          | AvoidSim2    | I often try to avoid products or brands that I know are bought by the general population.                                   |
|                                    |                          | AvoidSim3    | As a rule, I dislike products or brands that are customarily bought by everyone                                             |
|                                    |                          | AvoidSim4    | The more commonplace a product or brand is among the general population, the less interested I am in buying it              |
| Unique consumption behavior        | Ruvio et al. (2008)      | UniqCB1      | I have decorative walls in my house like brick stones, plaster walls, etc                                                   |
|                                    |                          | UniqCB2      | I have a wet bar in my kitchen                                                                                              |
|                                    |                          | UniqCB3      | I have a tattoo on my body                                                                                                  |
|                                    |                          | UniqCB4      | I own a pure-bred cat, or dog, or horse                                                                                     |
|                                    |                          | UniqCB5      | I own a unique collection (knives, stamps, coins, etc)                                                                      |
| Frugality                          | Lastovicka et al. (1999) | Frugal1      | If you take good care of your possessions, you will definitely save money in the long run.                                  |
|                                    |                          | Frugal2      | There are many things that are normally thrown away that are still quite useful.                                            |
|                                    |                          | Frugal3      | Making better use of my resources makes me feel good.                                                                       |
|                                    |                          | Frugal4      | If you can reuse an item you already have, there's no sense in buying something new.                                        |
|                                    |                          | Frugal5      | I believe in being careful in how I spend money.                                                                            |
|                                    |                          | Frugal6      | I discipline myself to get the most out of my money                                                                         |
|                                    |                          | Frugal7      | I am willing to wait on a purchase I want so that I can save money.                                                         |
|                                    |                          | Frugal8      | There are things I resist buying today so I can save for tomorrow.                                                          |
| Self-Esteem                        | Rosenberg (1965)         | SelfEsteem1  | I feel that I'm a person of worth, at least on an equal plane with others                                                   |
|                                    |                          | SelfEsteem2  | I feel that I have a number of good qualities                                                                               |
|                                    |                          | SelfEsteem3  | All in all, I am inclined to feel that I am a failure                                                                       |
|                                    |                          | SelfEsteem4  | I am able to do things as well as most other people                                                                         |

|              |                                             |
|--------------|---------------------------------------------|
| SelfEsteem5  | I feel I do not have much to be proud of    |
| SelfEsteem6  | I take a positive attitude toward myself    |
| SelfEsteem7  | On the whole, I am satisfied with myself    |
| SelfEsteem8  | I wish I could have more respect for myself |
| SelfEsteem9  | At times I think I am no good at all        |
| SelfEsteem10 | I certainly feel useless at times           |

The questionnaire used in this research had four sections in three pages. Total of the sections included 69 items that measure need-for-uniqueness, frugality, socially responsible consumption and self-esteem. The purpose of the research clarified to the respondents on the cover page. In the questionnaire, the rank of the questions designed from difficult to easy to follow and respond. Throughout the questions, the 5- point-Likert type scales used with 1: strongly disagree, 2: disagree, 3: neither agree nor disagree, 4: agree, 5: strongly agree. The last part of the questionnaire aimed to describe the demographics of the respondents through gender, age, marital status, educational level and household income. These individual differences used as moderators.

The translation of the questionnaire into Turkish checked by two English language teachers and then two Turkish literature teachers.

#### **4.1.2. Sampling design and data collection**

In this study, the convenience sampling method is used. The questionnaire provided to the respondent through face-to-face, in different towns of Istanbul city. Based on Turkish statistical Institute report in 2019, Istanbul is the largest city with 18.5% of the total population with 50.2% male and 49.8% female residents. This city has been chosen first because of its convenience and second because it is considered as being representative of all Turkey due to its immigrants from all around the country. The questionnaire reached to 328 respondents. However, due to the six

incomplete questionnaires only 322 of them accepted for the analyses. The demographic characteristics of the respondents are presented in the below Table 3.

**Table 3**

*Demographics of the Respondents in Frequency and Respective Percentage*

| <b>Gender</b> | Frequency | Percent |
|---------------|-----------|---------|
| Female        | 157       | 48.8    |
| Male          | 165       | 51.2    |
| Total         | 322       | 100.0   |

| <b>Age</b>   | Frequency | Percent |
|--------------|-----------|---------|
| 18-26        | 42        | 13.0    |
| 27-35        | 111       | 34.5    |
| 36-44        | 83        | 25.8    |
| 45-53        | 53        | 16.5    |
| 54-62        | 20        | 6.2     |
| 63 and above | 13        | 4.0     |
| Total        | 322       | 100.0   |

| <b>Marital Status</b> | Frequency | Percent |
|-----------------------|-----------|---------|
| Married               | 210       | 67.1    |
| Bachelor              | 87        | 27.8    |
| Divorced              | 5         | 1.6     |
| Widow                 | 11        | 3.5     |
| Total                 | 313       | 100.0   |

| <b>Education</b>               | Frequency | Percent |
|--------------------------------|-----------|---------|
| Secondary school and below     | 19        | 5.9     |
| High school                    | 50        | 15.5    |
| College or university graduate | 160       | 49.7    |

|                   |     |       |
|-------------------|-----|-------|
| Masters and above | 93  | 28.9  |
| Total             | 322 | 100.0 |

| <b>Household Income (TL)</b> | Frequency | Percent |
|------------------------------|-----------|---------|
| 1000 and below               | 3         | 1.0     |
| 1001-2000                    | 5         | 1.6     |
| 2001-3000                    | 22        | 7.1     |
| 3001-4000                    | 28        | 9.1     |
| 4001-5000                    | 30        | 9.7     |
| 5001-6000                    | 27        | 8.8     |
| 6001-7000                    | 25        | 8.1     |
| 7001-8000                    | 13        | 4.2     |
| 8001-9000                    | 34        | 11.0    |
| 9001 and above               | 121       | 39.3    |
| Total                        | 308       | 100.0   |

The above demographics on gender, age and marital status show alignment with Turkish Statistical Institute (TUIK) 2019 reports.

#### **4.1.3. Pilot testing**

Before the implementation of the study, a pilot testing launched to 42 participants from different socioeconomic class and equivalent gender disposition. The causal direction of the variable was one of the most difficult challenges in the research of self-esteem. Should self-esteem be considered an independent variable (one that causes a behavior such as socially responsible consumption) or a dependent variable (one that is impacted by or results from a behavior)? The researcher's theoretical approach is the sole determinant of the response to this question. The pilot testing helped to figure the direction of the relation between self-esteem and socially responsible consumption. Based on the findings the self-esteem became the dependent variable.

The pilot testing also showed some of the misunderstood questions and the translation with clear identification rephrased.

The interview with the participants after the completion of the questionnaires showed that there is a close understanding and interchangeable use of the concepts social responsibility and frugality. Therefore, the ‘frugality’ trait is inserted into the model to evaluate the effectiveness on consumer’s socially responsible consumption. The new model of the study decided after the driving forces of the pilot testing.

#### **4.2. Data Analysis and Results**

The collected data analyzed with the Partial Least Squares Structural Equation Modelling (PLS-SEM) and using Smart-PLS3 programming of Hair et al. (2017). PLS-SEM mainly preferred in exploratory research. It provides the examination of the model with the explanation of the variance in the dependent variables. The advantage of working with this modelling is that it does not require a homogeneity nor make an assumption on the data distribution. When the theory is less developed and the aim is the prediction of the constructs PLS-SEM is the preferred method with its variance-based approach. (Hair et al., 2017) Besides, it is recommended to use this method when the structural model is complex with so many constructs and many indicators. The modelling method is preferred among the social science researchers in recent years.

Because of the complexity of structural model with many indicators and besides the few research has been done in this field the exploratory nature of the model, it is preferred to use PLS-SEM for the analysis. In this method first the measurement model and then the theoretical structural model (path) are assessed simultaneously (Chin et al., 2003). The structural theory clarifies how the constructs

(i.e., dependent and independent variables) are related to each other in the structural model, whereas measurement theory clarifies how each construct is measured.

#### **4.2.1. Model estimation**

Based on the theories before mentioned, the Need-for-Uniqueness, Frugality and Consumer's Socially Responsible Consumption are independent (exogenous) variables and Self-Esteem is dependent (endogenous) variable.

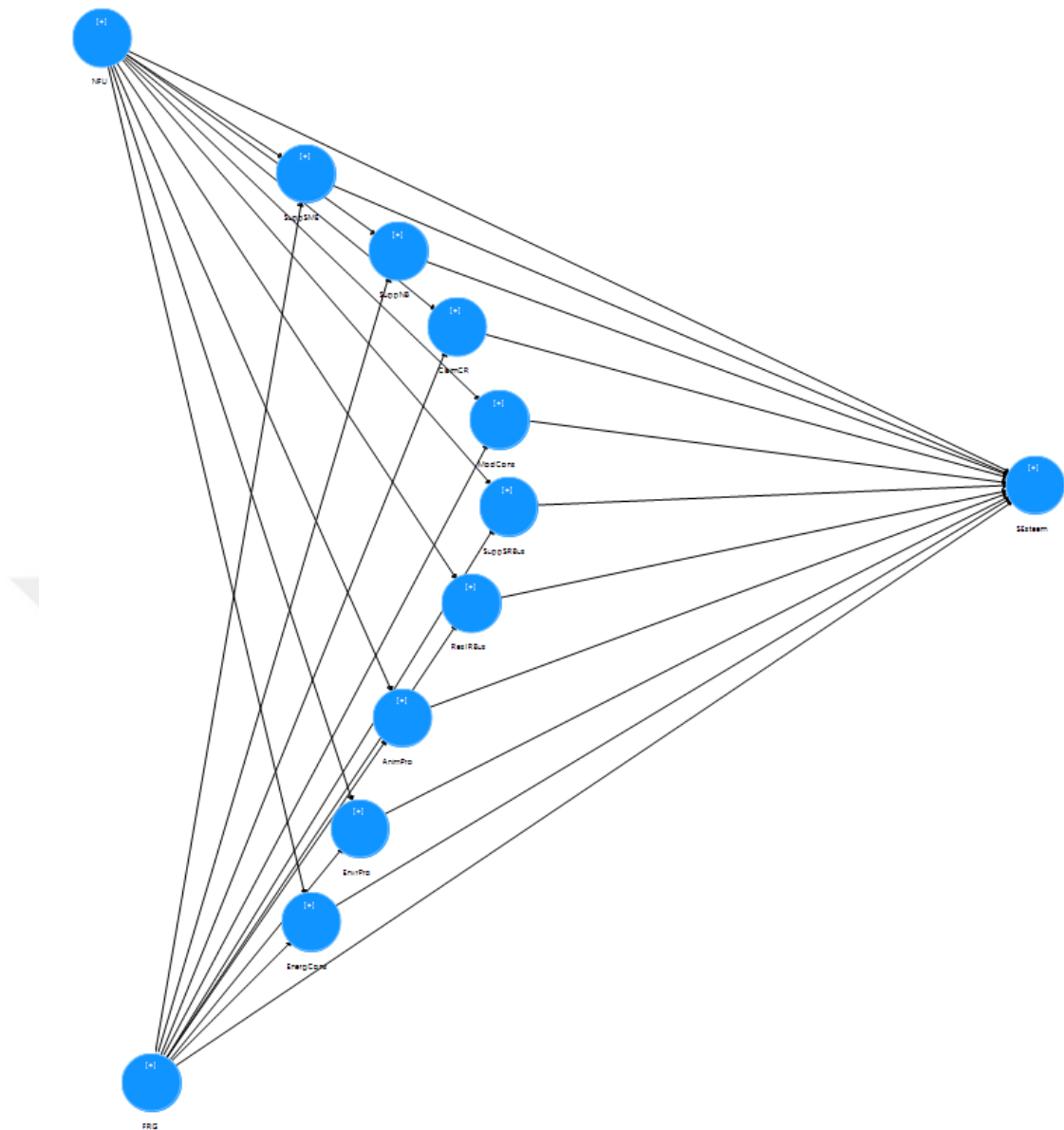
SRCB constructs are also estimated to have a mediation effect between NFU and Self-Esteem as well as FR and Self-Esteem. The mediation occurs when a change in the independent construct results in a change of the mediator variable, which, in turn, creates a change in the independent variable.

The demographic variables gender, age, marital status, education level, household income are considered as moderators. The moderator variable assumed to change the power or the direction of a relationship between the dependent and independent variables in the model.

As a result, the model is constructed as in figure 3:

#### **Figure 3**

*The First Model in PLS-SEM*



The research data is analyzed through the PLS-SEM non-parametric statistical method that aims to maximize the explained variance (i.e., the  $R^2$  value) of the dependent variable in the PLS path model. The measurement and structural quality of the model evaluated with the metric indications of model's predictive capabilities.

The most important measurement model metrics that indicate relationships between constructs and their corresponding indicator variables consist of reliability,

convergent validity, and discriminant validity. The measurement specification of this model is *reflective* since the respective scales are used. The indicators of the item caused by the same construct and they can be used interchangeably due to the high correlation between each other.

The most important structural model evaluation metrics are for the  $R^2$  (explained variance),  $f^2$  (effect size),  $Q^2$  (predictive relevance), and the size and statistical significance of the structural path coefficients.

The following assessments will represent first the evaluation of measurement model and then the structure model.

#### **4.2.2. Evaluation of the measurement model**

Before starting to the evaluation of the measurement model, the missing values of the indicators are checked and found that they were less than 5% per indicator. As it is recommended in the program, they are replaced with the respective mean values.

Then, the outliers are checked and found few exceptional values. These values were not a result of wrong entry and nor a clear explanation for their existence. Therefore, these outliers are retained.

#### **Reliability Analysis**

The reliability of the indicators expected to have an internal consistency. The internal consistency measured through the criterion Cronbach's alpha, which provides an estimate, based on the intercorrelations of the observed indicator variables. It assumes that all indicators are equally reliable meaning that all the indicators have equal outer loadings on the construct. The approved Cronbach's alpha value is above 0.70 (Hair et al., 2017)

However, the composite reliability is technically considered more appropriate to apply in the internal consistency measurement. This measure of reliability takes into account the different outer loadings of the indicator variables.

The composite reliability value below 0.60 indicates lack of internal consistency reliability, between 0.6 to 0.7 is acceptable, between 0.7 to 0.9 is satisfactory, and above 0.9 not desirable even above 0.95 definitely not desirable.

**Table 4**

*Reliability and Validity Measurement*

**Construct Reliability and Validity**

|           | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|-----------|------------------|-------|-----------------------|----------------------------------|
| AnimPro   | 0.703            | 0.758 | 0.831                 | 0.623                            |
| ClaimCR   | 0.780            | 0.799 | 0.845                 | 0.479                            |
| EnergCons | 0.585            | 0.661 | 0.777                 | 0.548                            |
| EnvrPro   | 0.624            | 0.636 | 0.774                 | 0.463                            |
| FRG       | 0.841            | 0.870 | 0.878                 | 0.484                            |
| ModCons   | 0.740            | 0.748 | 0.852                 | 0.657                            |
| NFU       | 0.817            | 0.541 | 0.621                 | 0.145                            |
| ResIRBus  | 0.814            | 0.871 | 0.913                 | 0.840                            |
| SEsteem   | 0.827            | 0.851 | 0.845                 | 0.369                            |
| SuppNB    | 0.767            | 0.837 | 0.838                 | 0.567                            |
| SuppSME   | 0.666            | 0.661 | 0.800                 | 0.500                            |
| SuppSRBus | 0.909            | 0.920 | 0.932                 | 0.734                            |

The Table 4 shows that the internal consistency based on the Cronbach's alpha requirement is violated. However, the composite reliability of all indicators are above 0.6, which is acceptable. The reason of the lack of internal consistency may arise from the correlation between the alternative measures of the same construct. Therefore, it is useful to assess the convergent validity of the measurement constructs.

### Convergent validity

To evaluate convergent validity we should check the outer loadings and the average variance extracted, AVE. The outer loadings should be significant and  $\geq 0,708$  (Hair et al., 2017). Only indicators with outer loadings between 0.40 and 0.70 should be evaluated for removal from the scale if removing the indicator increases the composite reliability or the average variance extracted.

However, indicators with extremely low outer loadings (below 0.40) should always be excluded from the construct. (Bagozzi, Yi, & Philipps, 1991; Hair et al., 2011). Therefore, the indicators AvoidSim1, AvoidSim2, AvoidSim3, AvoidSim4, UniqCB1, UniqCB2, UniqCB3, UniqCB4, UniqCB5, UnpopChoice1, UnpopChoice2, UnpopChoice3, UnpopChoice4 and SelfEsteem8 those outer loadings below 0.40 are eliminated from the model.

**Table 5**

### Outer Loadings

|              | AnimPro | ClaimCR | EnergyCons | EnvrPro | FRG   | ModCons | NFU    | ResIRBus | SEsteem | SuppNB | SuppSME | SuppSRBus |
|--------------|---------|---------|------------|---------|-------|---------|--------|----------|---------|--------|---------|-----------|
| animProtect3 | 0.655   |         |            |         |       |         |        |          |         |        |         |           |
| avoid Sim1   |         |         |            |         |       |         | 0.165  |          |         |        |         |           |
| avoid Sim2   |         |         |            |         |       |         | 0.207  |          |         |        |         |           |
| avoid Sim3   |         |         |            |         |       |         | 0.131  |          |         |        |         |           |
| avoid Sim4   |         |         |            |         |       |         | 0.176  |          |         |        |         |           |
| claimCR1     |         | 0.562   |            |         |       |         |        |          |         |        |         |           |
| claimCR3     |         | 0.658   |            |         |       |         |        |          |         |        |         |           |
| claimCR6     |         | 0.643   |            |         |       |         |        |          |         |        |         |           |
| creatChoice1 |         |         |            |         |       |         | 0.538  |          |         |        |         |           |
| energyCons2  |         |         | 0.516      |         |       |         |        |          |         |        |         |           |
| envrProtect3 |         |         |            | 0.561   |       |         |        |          |         |        |         |           |
| frugal2      |         |         |            |         | 0.449 |         |        |          |         |        |         |           |
| frugal7      |         |         |            |         | 0.512 |         |        |          |         |        |         |           |
| frugal8      |         |         |            |         | 0.622 |         |        |          |         |        |         |           |
| selfEsteem10 |         |         |            |         |       |         |        |          | 0.469   |        |         |           |
| selfEsteem3  |         |         |            |         |       |         |        |          | 0.558   |        |         |           |
| selfEsteem4  |         |         |            |         |       |         |        |          | 0.438   |        |         |           |
| selfEsteem5  |         |         |            |         |       |         |        |          | 0.568   |        |         |           |
| selfEsteem8  |         |         |            |         |       |         |        |          | 0.264   |        |         |           |
| selfEsteem9  |         |         |            |         |       |         |        |          | 0.557   |        |         |           |
| suppNB1      |         |         |            |         |       |         |        |          |         | 0.658  |         |           |
| suppSME1     |         |         |            |         |       |         |        |          |         |        | 0.635   |           |
| uniqCB1      |         |         |            |         |       |         | 0.332  |          |         |        |         |           |
| uniqCB2      |         |         |            |         |       |         | 0.023  |          |         |        |         |           |
| uniqCB3      |         |         |            |         |       |         | -0.041 |          |         |        |         |           |
| uniqCB4      |         |         |            |         |       |         | 0.147  |          |         |        |         |           |
| uniqCB5      |         |         |            |         |       |         | 0.346  |          |         |        |         |           |
| unpopChoice1 |         |         |            |         |       |         | 0.249  |          |         |        |         |           |
| unpopChoice2 |         |         |            |         |       |         | 0.139  |          |         |        |         |           |
| unpopChoice3 |         |         |            |         |       |         | 0.003  |          |         |        |         |           |
| unpopChoice4 |         |         |            |         |       |         | 0.247  |          |         |        |         |           |

Furthermore, the indicators with the outer loadings between 0.4 and 0.7 are eliminated. The indicators whose elimination increased the composite reliability are

removed. On the other hand, the indicators whose elimination decreased the composite reliability are loaded again onto the model. The eliminated indicators: CreatChoice1, EnergyCons2, Frugal2, Frugal7, Frugal8, SuppSME1.

The retained indicators: AnimPro3, ClaimCR1, ClaimCR3, ClaimCR6, EnvrProtect3, SuppNB1, SelfEsteem10, SelfEsteem3, SelfEsteem4, SelfEsteem5, SelfEsteem9.

Since because of the eliminations The Need for Uniqueness is no longer represented with the factors of unpopular choice, avoidance of similarity and uniqueness consumption behavior and only represented with the factor of creative choice, it will be worth to name NFU as Creative Choice.

**Table 6**

*New Results for Reliability and Validity*

|            | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted ... |
|------------|------------------|-------|-----------------------|--------------------------------|
| AnimPro    | 0.703            | 0.770 | 0.829                 | 0.621                          |
| ClaimCR    | 0.780            | 0.803 | 0.844                 | 0.478                          |
| EnergCon   | 0.637            | 0.643 | 0.846                 | 0.733                          |
| EnvrPro    | 0.624            | 0.638 | 0.773                 | 0.462                          |
| FRG        | 0.855            | 0.856 | 0.896                 | 0.633                          |
| ModCons    | 0.740            | 0.748 | 0.852                 | 0.657                          |
| NFU        | 0.776            | 0.812 | 0.867                 | 0.684                          |
| ResIRBus   | 0.814            | 0.883 | 0.913                 | 0.839                          |
| SEsteem    | 0.826            | 0.865 | 0.859                 | 0.411                          |
| SuppNB     | 0.767            | 0.870 | 0.842                 | 0.573                          |
| SuppSME    | 0.691            | 0.698 | 0.827                 | 0.615                          |
| SuppSRB... | 0.909            | 0.923 | 0.932                 | 0.734                          |

The average variance extracted is a typical metric for determining convergent validity on a construct level (AVE). An AVE of less than 0.50 indicates that, on average, more variance remains in the error of the items than in the variance explained by the construct. Therefore, in order to have a construct that explains more than 50% of its indicators should have an AVE value of 0.50 or higher. The

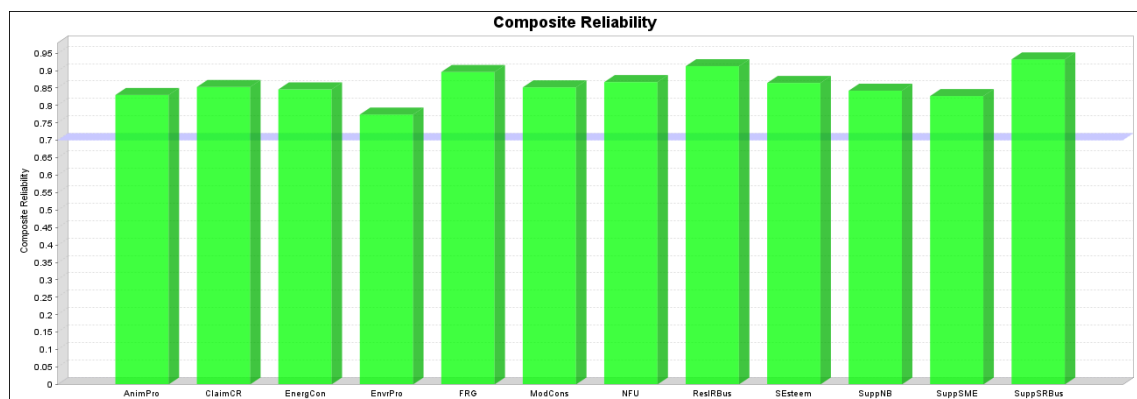
constructs with AVE <0.5 are evaluated and the indicators with lower outer loadings (<0.7) EnvrPro3, ClaimCR1, SEsteem 4-10-3-5-9 are eliminated.

The model now have significant composite validity and AVE. When a composite reliability value is more than 0.70, the corresponding bar in the chart is colored green. The below chart shows that all constructs' composite reliability is above the threshold value.

**Table 7**

*Latest Results for Internal Consistency*

| Construct Reliability and Validity |                  |       |                       |                                  |
|------------------------------------|------------------|-------|-----------------------|----------------------------------|
|                                    | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
| AnimPro                            | 0.703            | 0.761 | 0.830                 | 0.623                            |
| ClaimCR                            | 0.788            | 0.813 | 0.853                 | 0.538                            |
| EnergyCons                         | 0.637            | 0.644 | 0.846                 | 0.733                            |
| EnvrPro                            | 0.566            | 0.572 | 0.774                 | 0.534                            |
| FRG                                | 0.855            | 0.857 | 0.896                 | 0.633                            |
| ModCons                            | 0.740            | 0.747 | 0.852                 | 0.658                            |
| NFU                                | 0.776            | 0.820 | 0.866                 | 0.684                            |
| ResIRBus                           | 0.814            | 0.883 | 0.913                 | 0.839                            |
| SEsteem                            | 0.795            | 0.809 | 0.865                 | 0.615                            |
| SuppNB                             | 0.767            | 0.860 | 0.842                 | 0.574                            |
| SuppSME                            | 0.691            | 0.699 | 0.827                 | 0.615                            |
| SuppSRBus                          | 0.909            | 0.923 | 0.932                 | 0.734                            |



### Discriminant validity

The discriminant validity of a construct indicates that it is distinct from other constructs in the model and captures phenomena that are not represented by other

constructs. There are two measures of discriminant validity. The first is cross loading that request the outer loading of the associated construct higher than its correlation. In this evaluation, this assumption is not violated.

**Table 8**

### Cross Loadings

Cross Loadings

|              | AnimPro      | ClaimCR      | EnergCon     | EnvrPro      | FRG          | ModCons      | NFU          | ResIRBus     | SEsteem      | SuppNB       | SuppSME      | SuppSRBus    |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| animProtect1 | <b>0.861</b> | 0.388        | 0.417        | 0.504        | 0.429        | 0.433        | 0.101        | 0.449        | 0.304        | 0.129        | 0.147        | 0.353        |
| animProtect2 | <b>0.839</b> | 0.337        | 0.409        | 0.420        | 0.337        | 0.359        | 0.118        | 0.379        | 0.277        | 0.301        | 0.191        | 0.347        |
| animProtect3 | <b>0.650</b> | 0.134        | 0.269        | 0.216        | 0.205        | 0.215        | 0.147        | 0.173        | 0.139        | 0.064        | 0.062        | 0.212        |
| claimCR2     | 0.307        | <b>0.729</b> | 0.310        | 0.404        | 0.256        | 0.324        | 0.182        | 0.426        | 0.193        | 0.138        | 0.165        | 0.300        |
| claimCR3     | 0.319        | <b>0.682</b> | 0.210        | 0.364        | 0.195        | 0.313        | 0.094        | 0.408        | 0.112        | 0.149        | 0.184        | 0.378        |
| claimCR4     | 0.339        | <b>0.780</b> | 0.266        | 0.426        | 0.291        | 0.413        | 0.206        | 0.337        | 0.285        | 0.049        | 0.020        | 0.271        |
| claimCR5     | 0.284        | <b>0.793</b> | 0.259        | 0.330        | 0.244        | 0.349        | 0.164        | 0.307        | 0.215        | 0.231        | 0.063        | 0.381        |
| claimCR6     | 0.157        | <b>0.675</b> | 0.156        | 0.217        | 0.096        | 0.239        | 0.220        | 0.234        | 0.154        | 0.037        | -0.029       | 0.257        |
| creatChoice2 | 0.159        | 0.221        | 0.107        | 0.211        | 0.062        | 0.176        | <b>0.861</b> | 0.200        | 0.197        | 0.017        | 0.048        | 0.098        |
| creatChoice3 | 0.026        | 0.197        | 0.052        | 0.145        | -0.061       | 0.018        | <b>0.800</b> | 0.126        | 0.065        | 0.020        | 0.056        | 0.091        |
| creatChoice4 | 0.146        | 0.176        | 0.088        | 0.185        | 0.005        | 0.088        | <b>0.821</b> | 0.147        | 0.098        | -0.003       | 0.020        | 0.117        |
| energyCons1  | 0.483        | 0.324        | <b>0.837</b> | 0.459        | 0.525        | 0.434        | 0.121        | 0.334        | 0.296        | 0.233        | 0.141        | 0.373        |
| energyCons3  | 0.337        | 0.256        | <b>0.875</b> | 0.432        | 0.595        | 0.445        | 0.061        | 0.358        | 0.355        | 0.198        | 0.147        | 0.306        |
| envrProtect1 | 0.300        | 0.241        | 0.468        | <b>0.776</b> | 0.534        | 0.452        | 0.095        | 0.380        | 0.243        | 0.109        | 0.177        | 0.251        |
| envrProtect2 | 0.304        | 0.432        | 0.327        | <b>0.727</b> | 0.309        | 0.386        | 0.223        | 0.453        | 0.267        | 0.100        | 0.170        | 0.385        |
| envrProtect4 | 0.526        | 0.421        | 0.323        | <b>0.686</b> | 0.373        | 0.411        | 0.191        | 0.422        | 0.243        | 0.171        | 0.216        | 0.457        |
| frugal1      | 0.348        | 0.295        | 0.601        | 0.495        | <b>0.791</b> | 0.492        | 0.007        | 0.313        | 0.435        | 0.145        | 0.157        | 0.219        |
| frugal3      | 0.373        | 0.233        | 0.554        | 0.483        | <b>0.818</b> | 0.481        | 0.051        | 0.372        | 0.411        | 0.066        | 0.071        | 0.253        |
| frugal4      | 0.313        | 0.206        | 0.435        | 0.464        | <b>0.763</b> | 0.455        | -0.009       | 0.354        | 0.321        | 0.173        | 0.127        | 0.289        |
| frugal5      | 0.353        | 0.241        | 0.519        | 0.419        | <b>0.852</b> | 0.516        | 0.004        | 0.270        | 0.367        | 0.151        | 0.151        | 0.239        |
| frugal6      | 0.320        | 0.253        | 0.488        | 0.390        | <b>0.750</b> | 0.452        | 0.001        | 0.216        | 0.299        | 0.258        | 0.187        | 0.249        |
| modCons1     | 0.333        | 0.393        | 0.422        | 0.378        | 0.433        | <b>0.770</b> | 0.136        | 0.351        | 0.223        | 0.228        | 0.155        | 0.357        |
| modCons2     | 0.353        | 0.392        | 0.417        | 0.554        | 0.521        | <b>0.839</b> | 0.166        | 0.324        | 0.278        | 0.143        | 0.155        | 0.353        |
| modCons3     | 0.394        | 0.330        | 0.413        | 0.447        | 0.508        | <b>0.822</b> | 0.012        | 0.401        | 0.300        | 0.141        | 0.035        | 0.377        |
| resisIRBus1  | 0.394        | 0.428        | 0.336        | 0.467        | 0.309        | 0.372        | 0.157        | <b>0.887</b> | 0.235        | 0.268        | 0.107        | 0.537        |
| resisIRBus2  | 0.429        | 0.426        | 0.399        | 0.560        | 0.386        | 0.431        | 0.198        | <b>0.945</b> | 0.398        | 0.210        | 0.109        | 0.529        |
| selfEsteem1  | 0.242        | 0.218        | 0.294        | 0.290        | 0.429        | 0.350        | 0.071        | 0.262        | <b>0.776</b> | 0.190        | 0.060        | 0.139        |
| selfEsteem2  | 0.327        | 0.237        | 0.379        | 0.349        | 0.425        | 0.320        | 0.191        | 0.343        | <b>0.829</b> | 0.070        | 0.072        | 0.192        |
| selfEsteem6  | 0.192        | 0.153        | 0.202        | 0.192        | 0.255        | 0.141        | 0.082        | 0.247        | <b>0.744</b> | 0.127        | 0.027        | 0.123        |
| selfEsteem7  | 0.214        | 0.247        | 0.287        | 0.203        | 0.304        | 0.178        | 0.130        | 0.258        | <b>0.784</b> | 0.130        | 0.002        | 0.143        |
| suppNB1      | 0.153        | 0.040        | 0.104        | 0.041        | 0.109        | 0.100        | -0.039       | 0.119        | 0.051        | <b>0.691</b> | 0.316        | 0.213        |
| suppNB2      | 0.151        | 0.110        | 0.116        | 0.092        | 0.088        | 0.099        | -0.069       | 0.141        | 0.064        | <b>0.719</b> | 0.305        | 0.200        |
| suppNB3      | 0.220        | 0.097        | 0.255        | 0.137        | 0.205        | 0.194        | 0.024        | 0.187        | 0.178        | <b>0.877</b> | 0.299        | 0.246        |
| suppNB4      | 0.123        | 0.226        | 0.208        | 0.207        | 0.142        | 0.184        | 0.065        | 0.293        | 0.129        | <b>0.729</b> | 0.206        | 0.302        |
| suppSME2     | 0.156        | -0.003       | 0.074        | 0.140        | 0.133        | 0.055        | -0.009       | 0.111        | 0.078        | 0.316        | <b>0.758</b> | 0.156        |
| suppSME3     | 0.148        | 0.109        | 0.186        | 0.238        | 0.151        | 0.108        | 0.082        | 0.076        | 0.036        | 0.250        | <b>0.803</b> | 0.129        |
| suppSME4     | 0.110        | 0.140        | 0.125        | 0.220        | 0.118        | 0.177        | 0.033        | 0.094        | 0.014        | 0.272        | <b>0.790</b> | 0.163        |
| suppSRBus1   | 0.312        | 0.331        | 0.345        | 0.384        | 0.244        | 0.374        | 0.061        | 0.428        | 0.154        | 0.290        | 0.219        | <b>0.818</b> |
| suppSRBus2   | 0.347        | 0.343        | 0.328        | 0.392        | 0.270        | 0.373        | 0.103        | 0.432        | 0.199        | 0.287        | 0.184        | <b>0.881</b> |
| suppSRBus3   | 0.358        | 0.385        | 0.390        | 0.449        | 0.315        | 0.443        | 0.120        | 0.548        | 0.186        | 0.268        | 0.110        | <b>0.896</b> |
| suppSRBus4   | 0.339        | 0.406        | 0.313        | 0.460        | 0.273        | 0.370        | 0.150        | 0.548        | 0.179        | 0.241        | 0.153        | <b>0.873</b> |
| suppSRBus5   | 0.343        | 0.342        | 0.307        | 0.390        | 0.225        | 0.339        | 0.081        | 0.520        | 0.093        | 0.299        | 0.154        | <b>0.811</b> |

The second is Fornell-Larcker criterion that request the square root of each construct's AVE be larger than its correlation with other constructs. Both conditions are satisfied and supported the discriminant validity.

Table 9

## Fornell-Larcker Criterion

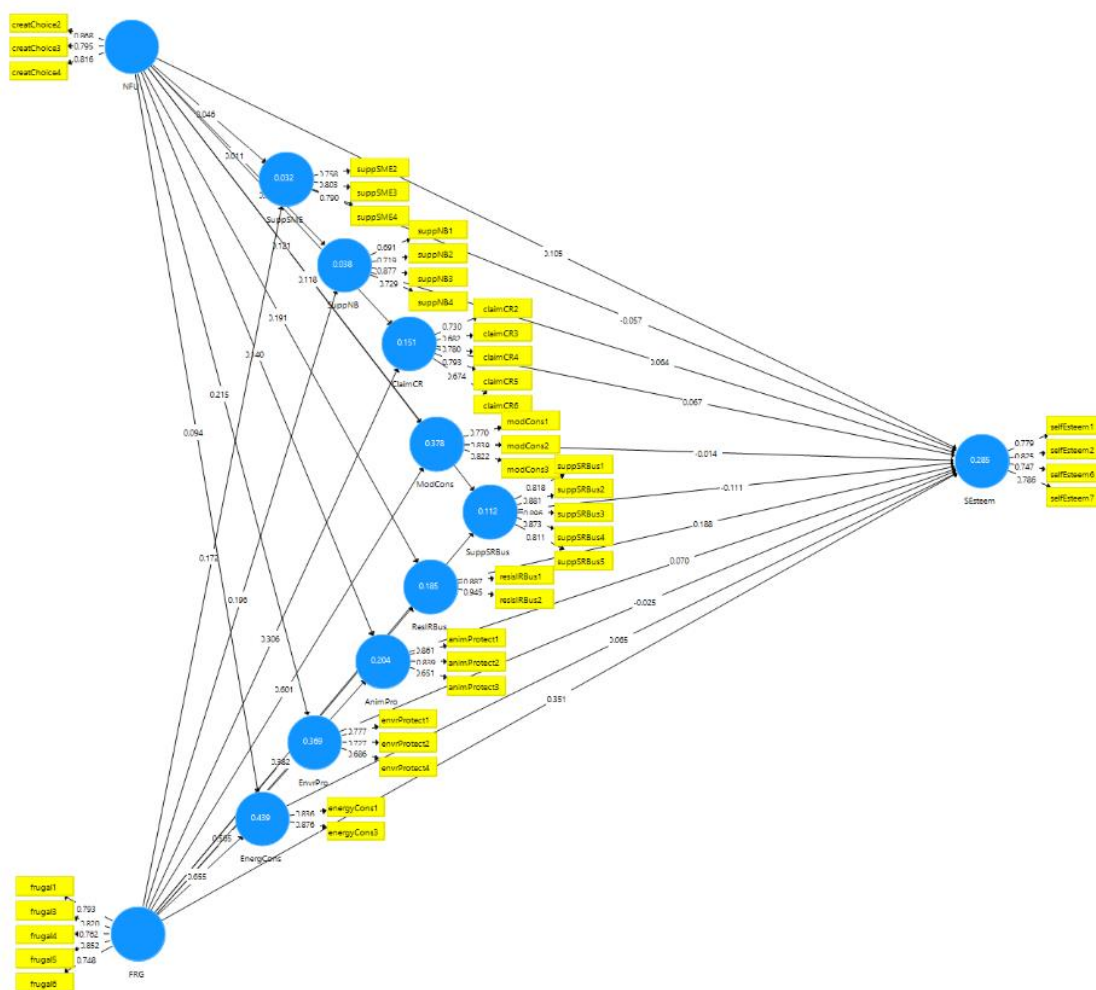
Fornell-Larcker Criterion

|           | AnimPro | ClaimCR | EnergyCon | EnvrPro | FRG   | ModCons | NFU   | ResIRBus | SEsteem | SuppNB | SuppSME | SuppSRBus |
|-----------|---------|---------|-----------|---------|-------|---------|-------|----------|---------|--------|---------|-----------|
| AnimPro   | 0.789   |         |           |         |       |         |       |          |         |        |         |           |
| ClaimCR   | 0.390   | 0.734   |           |         |       |         |       |          |         |        |         |           |
| EnergyCon | 0.473   | 0.336   | 0.856     |         |       |         |       |          |         |        |         |           |
| EnvrPro   | 0.509   | 0.485   | 0.519     | 0.731   |       |         |       |          |         |        |         |           |
| FRG       | 0.430   | 0.310   | 0.656     | 0.568   | 0.796 |         |       |          |         |        |         |           |
| ModCons   | 0.444   | 0.457   | 0.513     | 0.572   | 0.603 | 0.811   |       |          |         |        |         |           |
| NFU       | 0.145   | 0.240   | 0.104     | 0.223   | 0.014 | 0.128   | 0.828 |          |         |        |         |           |
| ResIRBus  | 0.451   | 0.463   | 0.405     | 0.566   | 0.385 | 0.441   | 0.197 | 0.916    |         |        |         |           |
| SEsteem   | 0.320   | 0.277   | 0.382     | 0.342   | 0.464 | 0.331   | 0.157 | 0.359    | 0.784   |        |         |           |
| SuppNB    | 0.219   | 0.161   | 0.250     | 0.172   | 0.196 | 0.206   | 0.014 | 0.254    | 0.161   | 0.758  |         |           |
| SuppSME   | 0.179   | 0.103   | 0.168     | 0.256   | 0.173 | 0.140   | 0.049 | 0.118    | 0.055   | 0.355  | 0.784   |           |
| SuppSRBus | 0.396   | 0.423   | 0.394     | 0.486   | 0.313 | 0.446   | 0.123 | 0.578    | 0.194   | 0.320  | 0.188   | 0.857     |

The new model:

Figure 4

## New Model in PLS-SEM



Recent study has demonstrated that neither cross-loadings nor the Fornell-Larcker criterion for discriminant validity assessment successfully discover discriminant validity concerns (Henseler et al., 2015). In order to overcome this issue, Henseler et al (2015) proposed to evaluate heterotrait-monotrait ratio (HTMT) which is the estimation of true correlation between two constructs. If it is close to 1, this indicates a lack of discriminant validity. If the path model includes constructions that are conceptually extremely similar, the threshold value of estimation is 0.90; if the path model includes constructs that are conceptually more diverse, the threshold value is 0.85. In the evaluated path model HTMT ratio for EnvrPro-EnergCon (monotrait-heteromethod correlation), FRG-EnergyCon (heterotrait-heteromethod correlation), ModCons-EnvrPro (monotrait-heteromethod correlation) are above 0.85 but below 0.90. We can assume that conceptually environmental protection, energy conservation, moderate consumption and frugality are very similar.

**Table 10**

#### *Heterotrait-Monotrait Ratio*

Heterotrait-Monotrait Ratio (HTMT)

|           | AnimPro | ClaimCR | EnergCons | EnvrPro | FRG   | ModCons | NFU   | ResIRBus | SEsteem | SuppNB | SuppSME | SuppSRBus |
|-----------|---------|---------|-----------|---------|-------|---------|-------|----------|---------|--------|---------|-----------|
| AnimPro   |         |         |           |         |       |         |       |          |         |        |         |           |
| ClaimCR   | 0.478   |         |           |         |       |         |       |          |         |        |         |           |
| EnergCons | 0.697   | 0.465   |           |         |       |         |       |          |         |        |         |           |
| EnvrPro   | 0.770   | 0.731   | 0.851     |         |       |         |       |          |         |        |         |           |
| FRG       | 0.527   | 0.358   | 0.882     | 0.795   |       |         |       |          |         |        |         |           |
| ModCons   | 0.587   | 0.586   | 0.749     | 0.872   | 0.755 |         |       |          |         |        |         |           |
| NFU       | 0.196   | 0.299   | 0.144     | 0.341   | 0.065 | 0.188   |       |          |         |        |         |           |
| ResIRBus  | 0.555   | 0.582   | 0.554     | 0.832   | 0.452 | 0.565   | 0.235 |          |         |        |         |           |
| SEsteem   | 0.391   | 0.323   | 0.515     | 0.494   | 0.541 | 0.407   | 0.178 | 0.420    |         |        |         |           |
| SuppNB    | 0.279   | 0.217   | 0.321     | 0.237   | 0.226 | 0.255   | 0.085 | 0.312    | 0.184   |        |         |           |
| SuppSME   | 0.237   | 0.214   | 0.245     | 0.407   | 0.224 | 0.205   | 0.095 | 0.159    | 0.097   | 0.507  |         |           |
| SuppSRBus | 0.481   | 0.508   | 0.520     | 0.692   | 0.353 | 0.541   | 0.142 | 0.675    | 0.217   | 0.380  | 0.244   |           |

In order to test whether HTMT is different than 1, we should run complete bootstrapping.

#### Confidence Intervals

|  | Original<br>Sample<br>(O) | Sample<br>Mean (M) | 2.5% | 97.5% |
|--|---------------------------|--------------------|------|-------|
|  |                           |                    |      |       |

|                       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|
| ClaimCR -> AnimPro    | 0.478 | 0.481 | 0.349 | 0.598 |
| EnergCons -> AnimPro  | 0.697 | 0.702 | 0.556 | 0.842 |
| EnergCons -> ClaimCR  | 0.465 | 0.469 | 0.338 | 0.595 |
| EnvrPro -> AnimPro    | 0.770 | 0.774 | 0.635 | 0.914 |
| EnvrPro -> ClaimCR    | 0.731 | 0.732 | 0.622 | 0.841 |
| EnvrPro -> EnergCons  | 0.851 | 0.861 | 0.716 | 1.009 |
| FRG -> AnimPro        | 0.527 | 0.521 | 0.410 | 0.641 |
| FRG -> ClaimCR        | 0.358 | 0.358 | 0.233 | 0.495 |
| FRG -> EnergCons      | 0.882 | 0.884 | 0.780 | 0.989 |
| FRG -> EnvrPro        | 0.795 | 0.796 | 0.683 | 0.897 |
| ModCons -> AnimPro    | 0.587 | 0.588 | 0.447 | 0.737 |
| ModCons -> ClaimCR    | 0.586 | 0.588 | 0.459 | 0.704 |
| ModCons -> EnergCons  | 0.749 | 0.752 | 0.605 | 0.868 |
| ModCons -> EnvrPro    | 0.872 | 0.876 | 0.754 | 0.995 |
| ModCons -> FRG        | 0.755 | 0.752 | 0.635 | 0.845 |
| NFU -> AnimPro        | 0.196 | 0.219 | 0.114 | 0.348 |
| NFU -> ClaimCR        | 0.299 | 0.305 | 0.185 | 0.422 |
| NFU -> EnergCons      | 0.144 | 0.164 | 0.065 | 0.288 |
| NFU -> EnvrPro        | 0.341 | 0.350 | 0.199 | 0.505 |
| NFU -> FRG            | 0.065 | 0.112 | 0.064 | 0.182 |
| NFU -> ModCons        | 0.188 | 0.205 | 0.113 | 0.320 |
| ResIRBus -> AnimPro   | 0.555 | 0.551 | 0.408 | 0.690 |
| ResIRBus -> ClaimCR   | 0.582 | 0.583 | 0.472 | 0.682 |
| ResIRBus -> EnergCons | 0.554 | 0.555 | 0.395 | 0.685 |
| ResIRBus -> EnvrPro   | 0.832 | 0.840 | 0.673 | 1.001 |
| ResIRBus -> FRG       | 0.452 | 0.452 | 0.322 | 0.580 |
| ResIRBus -> ModCons   | 0.565 | 0.568 | 0.432 | 0.694 |
| ResIRBus -> NFU       | 0.235 | 0.236 | 0.117 | 0.358 |
| SEsteem -> AnimPro    | 0.391 | 0.391 | 0.249 | 0.543 |
| SEsteem -> ClaimCR    | 0.323 | 0.325 | 0.202 | 0.449 |
| SEsteem -> EnergCons  | 0.515 | 0.513 | 0.371 | 0.651 |
| SEsteem -> EnvrPro    | 0.494 | 0.498 | 0.333 | 0.659 |
| SEsteem -> FRG        | 0.541 | 0.538 | 0.401 | 0.655 |
| SEsteem -> ModCons    | 0.407 | 0.409 | 0.261 | 0.554 |
| SEsteem -> NFU        | 0.178 | 0.201 | 0.112 | 0.312 |
| SEsteem -> ResIRBus   | 0.420 | 0.420 | 0.301 | 0.525 |
| SuppNB -> AnimPro     | 0.279 | 0.294 | 0.193 | 0.404 |

|                        |       |       |       |       |
|------------------------|-------|-------|-------|-------|
| SuppNB -> ClaimCR      | 0.217 | 0.242 | 0.154 | 0.350 |
| SuppNB -> EnergCons    | 0.321 | 0.324 | 0.181 | 0.474 |
| SuppNB -> EnvrPro      | 0.237 | 0.262 | 0.150 | 0.412 |
| SuppNB -> FRG          | 0.226 | 0.238 | 0.147 | 0.347 |
| SuppNB -> ModCons      | 0.255 | 0.262 | 0.149 | 0.391 |
| SuppNB -> NFU          | 0.085 | 0.122 | 0.064 | 0.193 |
| SuppNB -> ResIRBus     | 0.312 | 0.307 | 0.186 | 0.425 |
| SuppNB -> SEsteem      | 0.184 | 0.208 | 0.120 | 0.315 |
| SuppSME -> AnimPro     | 0.237 | 0.252 | 0.141 | 0.379 |
| SuppSME -> ClaimCR     | 0.214 | 0.235 | 0.146 | 0.329 |
| SuppSME -> EnergCons   | 0.245 | 0.259 | 0.137 | 0.397 |
| SuppSME -> EnvrPro     | 0.407 | 0.409 | 0.249 | 0.573 |
| SuppSME -> FRG         | 0.224 | 0.233 | 0.129 | 0.351 |
| SuppSME -> ModCons     | 0.205 | 0.231 | 0.120 | 0.364 |
| SuppSME -> NFU         | 0.095 | 0.141 | 0.076 | 0.233 |
| SuppSME -> ResIRBus    | 0.159 | 0.167 | 0.062 | 0.298 |
| SuppSME -> SEsteem     | 0.097 | 0.137 | 0.068 | 0.226 |
| SuppSME -> SuppNB      | 0.507 | 0.511 | 0.378 | 0.637 |
| SuppSRBus -> AnimPro   | 0.481 | 0.478 | 0.358 | 0.600 |
| SuppSRBus -> ClaimCR   | 0.508 | 0.507 | 0.401 | 0.616 |
| SuppSRBus -> EnergCons | 0.520 | 0.518 | 0.410 | 0.625 |
| SuppSRBus -> EnvrPro   | 0.692 | 0.691 | 0.566 | 0.822 |
| SuppSRBus -> FRG       | 0.353 | 0.350 | 0.240 | 0.458 |
| SuppSRBus -> ModCons   | 0.541 | 0.542 | 0.430 | 0.648 |
| SuppSRBus -> NFU       | 0.142 | 0.152 | 0.066 | 0.277 |
| SuppSRBus -> ResIRBus  | 0.675 | 0.676 | 0.589 | 0.761 |
| SuppSRBus -> SEsteem   | 0.217 | 0.221 | 0.105 | 0.354 |
| SuppSRBus -> SuppNB    | 0.380 | 0.374 | 0.264 | 0.483 |
| SuppSRBus -> SuppSME   | 0.244 | 0.246 | 0.124 | 0.378 |

The result of bootstrapping showed that with 95% confidence level there is two monotrait-heteromethod correlation containing the value 1 and showed the lack of discriminant validity between EnvrPro and EnergyCons, ResistIR and EnvrPro. It means that the both concepts environmental protectionism and energy conservation are conceptually assumed to be very similar, as well as resistance to irresponsible

businesses and environmental protectionism. One way of dealing with this discriminant validity problem is increasing the monotrait-heteromethod correlation by merging the problematic constructs.

In this case, first, the EnvrPro and EnergyCons merged and the results checked for improvement in HTMT statistics.

This merge caused an increase of the construct validity through a Cronbach's  $\alpha > 0.70$  but caused a decrease in AVE. The outer loading item EnvrPro4  $< 0.70$  eliminated from the construct. Then, in new complete bootstrapping both composite reliability and AVE are supported the internal consistency of the construct. The bootstrapping also supported the discriminant validity based on the confidence interval of the HTMT statistic where all the combinations of the constructs value is below 1. Two combinations, which are close to 1, Frugality and EnergyCons-EnvrPro with 0.96, Moderate Consumption and EnergyCons-EnvrPro with 0.922 show also conceptually frugality, moderate consumption, environmental protection and energy conservation, are assumed very similar concepts to each other.

**Table 11**

*HTMT/ Confidence Interval*

|                                    | <b>Original<br/>Sample (O)</b> | <b>Sample<br/>Mean (M)</b> | <b>2.5%</b> | <b>97.5%</b> |
|------------------------------------|--------------------------------|----------------------------|-------------|--------------|
| ClaimCR -> AnimPro                 | 0.478                          | 0.482                      | 0.342       | 0.618        |
| EnergCons-EnvrPro -> AnimPro       | 0.671                          | 0.674                      | 0.552       | 0.794        |
| EnergCons-EnvrPro -> ClaimCR       | 0.567                          | 0.567                      | 0.445       | 0.677        |
| FRG -> AnimPro                     | 0.527                          | 0.527                      | 0.403       | 0.642        |
| FRG -> ClaimCR                     | 0.358                          | 0.357                      | 0.215       | 0.489        |
| <b>FRG -&gt; EnergCons-EnvrPro</b> | 0.876                          | 0.879                      | 0.790       | <b>0.960</b> |
| ModCons -> AnimPro                 | 0.587                          | 0.591                      | 0.442       | 0.739        |

|                               |       |       |       |       |
|-------------------------------|-------|-------|-------|-------|
| ModCons -> ClaimCR            | 0.586 | 0.582 | 0.456 | 0.702 |
| ModCons -> EnergCons-EnvrPro  | 0.824 | 0.824 | 0.717 | 0.922 |
| ModCons -> FRG                | 0.755 | 0.750 | 0.652 | 0.851 |
| NFU -> AnimPro                | 0.196 | 0.216 | 0.105 | 0.330 |
| NFU -> ClaimCR                | 0.299 | 0.302 | 0.179 | 0.429 |
| NFU -> EnergCons-EnvrPro      | 0.226 | 0.241 | 0.135 | 0.371 |
| NFU -> FRG                    | 0.065 | 0.112 | 0.064 | 0.194 |
| NFU -> ModCons                | 0.188 | 0.204 | 0.126 | 0.324 |
| ResIRBus -> AnimPro           | 0.555 | 0.556 | 0.410 | 0.698 |
| ResIRBus -> ClaimCR           | 0.582 | 0.583 | 0.466 | 0.682 |
| ResIRBus -> EnergCons-EnvrPro | 0.690 | 0.690 | 0.559 | 0.801 |
| ResIRBus -> FRG               | 0.452 | 0.452 | 0.321 | 0.574 |
| ResIRBus -> ModCons           | 0.565 | 0.563 | 0.424 | 0.688 |
| ResIRBus -> NFU               | 0.235 | 0.236 | 0.120 | 0.370 |
| SEsteem -> AnimPro            | 0.391 | 0.395 | 0.250 | 0.541 |
| SEsteem -> ClaimCR            | 0.323 | 0.324 | 0.204 | 0.446 |
| SEsteem -> EnergCons-EnvrPro  | 0.517 | 0.519 | 0.373 | 0.663 |
| SEsteem -> FRG                | 0.541 | 0.540 | 0.400 | 0.663 |
| SEsteem -> ModCons            | 0.407 | 0.402 | 0.254 | 0.559 |
| SEsteem -> NFU                | 0.178 | 0.202 | 0.114 | 0.316 |
| SEsteem -> ResIRBus           | 0.420 | 0.419 | 0.296 | 0.531 |
| SuppNB -> AnimPro             | 0.279 | 0.293 | 0.188 | 0.395 |
| SuppNB -> ClaimCR             | 0.217 | 0.242 | 0.155 | 0.351 |
| SuppNB -> EnergCons-EnvrPro   | 0.274 | 0.288 | 0.177 | 0.408 |
| SuppNB -> FRG                 | 0.226 | 0.238 | 0.147 | 0.344 |
| SuppNB -> ModCons             | 0.255 | 0.258 | 0.150 | 0.383 |
| SuppNB -> NFU                 | 0.085 | 0.120 | 0.065 | 0.194 |
| SuppNB -> ResIRBus            | 0.312 | 0.309 | 0.191 | 0.423 |
| SuppNB -> SEsteem             | 0.184 | 0.209 | 0.126 | 0.309 |
| SuppSME -> AnimPro            | 0.237 | 0.254 | 0.137 | 0.383 |
| SuppSME -> ClaimCR            | 0.214 | 0.236 | 0.149 | 0.337 |
| SuppSME -> EnergCons-EnvrPro  | 0.312 | 0.318 | 0.211 | 0.441 |
| SuppSME -> FRG                | 0.224 | 0.233 | 0.127 | 0.357 |
| SuppSME -> ModCons            | 0.205 | 0.231 | 0.127 | 0.351 |
| SuppSME -> NFU                | 0.095 | 0.142 | 0.075 | 0.244 |

|                                |       |       |       |       |
|--------------------------------|-------|-------|-------|-------|
| SuppSME -> ResIRBus            | 0.159 | 0.165 | 0.059 | 0.280 |
| SuppSME -> SEsteem             | 0.097 | 0.137 | 0.076 | 0.221 |
| SuppSME -> SuppNB              | 0.507 | 0.507 | 0.369 | 0.637 |
| SuppSRBus -> AnimPro           | 0.481 | 0.480 | 0.354 | 0.600 |
| SuppSRBus -> ClaimCR           | 0.508 | 0.509 | 0.378 | 0.617 |
| SuppSRBus -> EnergCons-EnvrPro | 0.569 | 0.572 | 0.461 | 0.672 |
| SuppSRBus -> FRG               | 0.353 | 0.352 | 0.240 | 0.440 |
| SuppSRBus -> ModCons           | 0.541 | 0.542 | 0.432 | 0.636 |
| SuppSRBus -> NFU               | 0.142 | 0.152 | 0.063 | 0.271 |
| SuppSRBus -> ResIRBus          | 0.675 | 0.674 | 0.574 | 0.758 |
| SuppSRBus -> SEsteem           | 0.217 | 0.220 | 0.117 | 0.333 |
| SuppSRBus -> SuppNB            | 0.380 | 0.375 | 0.265 | 0.498 |
| SuppSRBus -> SuppSME           | 0.244 | 0.247 | 0.126 | 0.368 |

Table 12

*Last Results for Internal Consistency*

### Construct Reliability and Validity

| Matrix           | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance E          |
|------------------|------------------|-------|-----------------------|-----------------------------|
|                  | Cronbach...      | rho_A | Composite Reliability | Average Variance Extract... |
| AnimPro          | 0.703            | 0.760 | 0.830                 | 0.623                       |
| ClaimCR          | 0.788            | 0.812 | 0.853                 | 0.538                       |
| EnvrPro-EnrgCons | 0.697            | 0.716 | 0.814                 | 0.524                       |
| FRG              | 0.855            | 0.856 | 0.896                 | 0.633                       |
| ModCons          | 0.740            | 0.747 | 0.852                 | 0.658                       |
| NFU              | 0.776            | 0.815 | 0.867                 | 0.684                       |
| ResIRBus         | 0.814            | 0.883 | 0.913                 | 0.839                       |
| SEsteem          | 0.795            | 0.816 | 0.864                 | 0.614                       |
| SuppNB           | 0.767            | 0.860 | 0.842                 | 0.574                       |
| SuppSME          | 0.691            | 0.699 | 0.827                 | 0.615                       |
| SuppSRBus        | 0.909            | 0.923 | 0.932                 | 0.734                       |



Collinearity problem will incur if the indicator in formative measurement model has a tolerance value of 0.20 or lower and a VIF value of 5 and higher (Hair et al., 2011). In our model none of the indicators has 5 and higher VIF value. Therefore, we do not have any collinearity problem for the formative model.

**Table 13**

**Collinearity**

|              | VIF   |              | VIF   |             | VIF   |            | VIF   |
|--------------|-------|--------------|-------|-------------|-------|------------|-------|
| animProtect1 | 1.45  | energyCons1  | 1.372 | resisIRBus1 | 1.89  | suppSME2   | 1.332 |
| animProtect2 | 1.531 | energyCons3  | 1.425 | resisIRBus2 | 1.89  | suppSME3   | 1.299 |
| animProtect3 | 1.259 | envrProtect1 | 1.367 | selfEsteem1 | 1.572 | suppSME4   | 1.508 |
| claimCR2     | 1.717 | envrProtect2 | 1.196 | selfEsteem2 | 1.699 | suppSRBus1 | 2.492 |
| claimCR3     | 1.731 | frugal1      | 1.843 | selfEsteem6 | 2.08  | suppSRBus2 | 3.203 |
| claimCR4     | 1.48  | frugal3      | 2.089 | selfEsteem7 | 2.192 | suppSRBus3 | 3.259 |
| claimCR5     | 1.801 | frugal4      | 1.719 | suppNB1     | 1.561 | suppSRBus4 | 2.683 |
| claimCR6     | 1.532 | frugal5      | 2.558 | suppNB2     | 1.71  | suppSRBus5 | 2.346 |
| creatChoice2 | 1.526 | frugal6      | 1.883 | suppNB3     | 1.657 |            |       |
| creatChoice3 | 1.691 | modCons1     | 1.404 | suppNB4     | 1.288 |            |       |
| creatChoice4 | 1.603 | modCons2     | 1.53  |             |       |            |       |
|              |       | modCons3     | 1.494 |             |       |            |       |

**Significance of Path Coefficients**

The path coefficients demonstrate the estimated relations among the constructs under the structural model. The strongly positive relations are close to +1 whereas the strongly negative relations are close to -1. The zero level or the coefficients close to zero show very weak relation or insignificant relation, around 0.3 medium,  $\geq 0.5$  high relation (Kline 2010:185)

In order to assess the formative indicator has a significant relationship with its corresponding construct the bootstrapping should be run. The bootstrapping shows the empirical  $t$  value that is more than the critical value (1.96 for two-tailed test) at 5% significance level is statistically significant. Besides the  $p$  value below 0.05 at 5% level is considered significant. The results are as follows:

Table 14

*Significance of Path Coefficients*

|                                 | Original<br>Sample<br>(O) | Sample<br>Mean (M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P<br>Values  |
|---------------------------------|---------------------------|--------------------|----------------------------------|-----------------------------|--------------|
| AnimPro -> SEsteem              | 0.073                     | 0.076              | 0.071                            | 1.021                       | <b>0.308</b> |
| ClaimCR -> SEsteem              | 0.063                     | 0.065              | 0.065                            | 0.970                       | <b>0.332</b> |
| EnergCons-EnvrPro -><br>SEsteem | 0.042                     | 0.044              | 0.079                            | 0.529                       | <b>0.597</b> |
| FRG -> AnimPro                  | 0.428                     | 0.430              | 0.047                            | 9.170                       | <b>0.000</b> |
| FRG -> ClaimCR                  | 0.306                     | 0.306              | 0.060                            | 5.123                       | <b>0.000</b> |
| FRG -> EnergCons-EnvrPro        | 0.692                     | 0.695              | 0.038                            | 18.402                      | <b>0.000</b> |
| FRG -> ModCons                  | 0.601                     | 0.599              | 0.050                            | 12.060                      | <b>0.000</b> |
| FRG -> ResIRBus                 | 0.382                     | 0.384              | 0.053                            | 7.151                       | <b>0.000</b> |
| FRG -> SEsteem                  | 0.357                     | 0.358              | 0.078                            | 4.569                       | <b>0.000</b> |
| FRG -> SuppNB                   | 0.196                     | 0.204              | 0.050                            | 3.912                       | <b>0.000</b> |
| FRG -> SuppSME                  | 0.172                     | 0.178              | 0.061                            | 2.831                       | <b>0.005</b> |
| FRG -> SuppSRBus                | 0.311                     | 0.317              | 0.046                            | 6.727                       | <b>0.000</b> |
| ModCons -> SEsteem              | -0.018                    | -0.025             | 0.070                            | 0.261                       | <b>0.794</b> |
| NFU -> AnimPro                  | 0.140                     | 0.141              | 0.055                            | 2.546                       | <b>0.011</b> |
| NFU -> ClaimCR                  | 0.235                     | 0.238              | 0.053                            | 4.414                       | <b>0.000</b> |
| NFU -> EnergCons-EnvrPro        | 0.147                     | 0.146              | 0.041                            | 3.602                       | <b>0.000</b> |
| NFU -> ModCons                  | 0.121                     | 0.122              | 0.047                            | 2.593                       | <b>0.010</b> |
| NFU -> ResIRBus                 | 0.192                     | 0.194              | 0.051                            | 3.789                       | <b>0.000</b> |
| NFU -> SEsteem                  | 0.103                     | 0.106              | 0.052                            | 1.978                       | <b>0.048</b> |
| NFU -> SuppNB                   | 0.010                     | 0.017              | 0.067                            | 0.157                       | <b>0.875</b> |
| NFU -> SuppSME                  | 0.046                     | 0.048              | 0.070                            | 0.658                       | <b>0.511</b> |
| NFU -> SuppSRBus                | 0.118                     | 0.120              | 0.057                            | 2.070                       | <b>0.039</b> |
| ResIRBus -> SEsteem             | 0.178                     | 0.175              | 0.068                            | 2.634                       | <b>0.009</b> |
| SuppNB -> SEsteem               | 0.071                     | 0.078              | 0.055                            | 1.283                       | <b>0.200</b> |
| SuppSME -> SEsteem              | -0.063                    | -0.061             | 0.056                            | 1.124                       | <b>0.261</b> |
| SuppSRBus -> SEsteem            | -0.110                    | -0.116             | 0.065                            | 1.697                       | <b>0.090</b> |

The  $p$  values  $<0.05$  show significant path coefficients. All significant relations positively related in their respective paths.

Frugality has a positively significant relation with AnimPro, ClaimCR, EnergyCons-EnvrPro, ModCons, ResIRBus, SEsteem, SuppNB, SuppSME and SuppSRB.

CreativeChoice has a positively significant relation with AnimPro, ClaimCR, EnergyCons-EnvrPro, ModCons, ResIRBus, SEsteem and SuppSRB.

ResIRBus has a positively significant relation with SEsteem.

### Coefficient of Determination $R^2$ value

The coefficient of determination measures the predictive power of the structural model. The  $R^2$  range is between 0 and 1. The value closer to 1 shows the higher predictability. As a rule of thumb, for dependent variables, the prediction of the structural model with  $R^2$  values of 0.75 described as substantial, 0.50 as moderate, or 0.25 as weak (Hair et al., 2011; Henseler et al., 2009). The results of  $R^2$  values show that the prediction of structural model for Self Esteem is weak (0.284).

The prediction of EnergyCons-EnvrPro is moderate (0.504). The prediction of ModCons is also close to moderate (0.379).

**Table 15**

*$R^2$  Value*

|                    | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|--------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| AnimPro            | 0.204               | 0.213           | 0.042                      | 4.854                    | 0.000    |
| ClaimCR            | 0.151               | 0.160           | 0.039                      | 3.920                    | 0.000    |
| EnergyCons-EnvrPro | 0.504               | 0.512           | 0.049                      | 10.194                   | 0.000    |

|                  |              |       |       |       |              |
|------------------|--------------|-------|-------|-------|--------------|
| <b>ModCons</b>   | <b>0.379</b> | 0.381 | 0.055 | 6.936 | <b>0.000</b> |
| <b>ResIRBus</b>  | 0.185        | 0.193 | 0.045 | 4.159 | <b>0.000</b> |
| <b>SEsteem</b>   | <b>0.284</b> | 0.312 | 0.051 | 5.537 | <b>0.000</b> |
| <b>SuppNB</b>    | 0.038        | 0.049 | 0.021 | 1.849 | <b>0.065</b> |
| <b>SuppSME</b>   | 0.032        | 0.043 | 0.020 | 1.625 | <b>0.105</b> |
| <b>SuppSRBus</b> | 0.112        | 0.122 | 0.031 | 3.591 | <b>0.000</b> |

### The effect size $f^2$

The effect size shows how much there is an effect on the  $R^2$  of dependent variable if an independent variable omitted from the model.

The assessment of  $f^2$  values represented as values of 0.02 has small, 0.15 medium, and 0.35 large effects (Cohen, 1988) of the independent variable. The values less than 0.02 indicate that there is no effect.

In the model, FRG has *large effect* on EnergCons-EnvrPro and ModCons, *medium effect* on AnimPro, ResIRBus, *small to medium effect* on ClaimCR, SuppSRBus, and SEsteem.

CreativeChoice has *small to medium effect* on ClaimCR.

**Table 16**

### Effect Size $f^2$

|                                        | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values     |
|----------------------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|
| <b>AnimPro -&gt; SEsteem</b>           | 0.005               | 0.010           | 0.012                      | 0.411                    | <b>0.682</b> |
| <b>ClaimCR -&gt; SEsteem</b>           | 0.004               | 0.008           | 0.009                      | 0.401                    | <b>0.689</b> |
| <b>EnergCons-EnvrPro -&gt; SEsteem</b> | 0.001               | 0.005           | 0.006                      | 0.173                    | <b>0.862</b> |
| <b>FRG -&gt; AnimPro</b>               | <b>0.230</b>        | 0.240           | 0.063                      | 3.634                    | <b>0.000</b> |
| <b>FRG -&gt; ClaimCR</b>               | <b>0.110</b>        | 0.117           | 0.048                      | 2.294                    | <b>0.022</b> |
| <b>FRG -&gt; EnergCons-EnvrPro</b>     | <b>0.964</b>        | 1.008           | 0.208                      | 4.646                    | <b>0.000</b> |

|                          |       |       |       |       |       |
|--------------------------|-------|-------|-------|-------|-------|
| FRG -> ModCons           | 0.581 | 0.594 | 0.151 | 3.852 | 0.000 |
| FRG -> ResIRBus          | 0.179 | 0.188 | 0.061 | 2.951 | 0.003 |
| FRG -> SEsteem           | 0.078 | 0.084 | 0.039 | 2.007 | 0.045 |
| FRG -> SuppNB            | 0.040 | 0.047 | 0.023 | 1.764 | 0.078 |
| FRG -> SuppSME           | 0.031 | 0.037 | 0.021 | 1.440 | 0.151 |
| FRG -> SuppSRBus         | 0.109 | 0.118 | 0.036 | 2.989 | 0.003 |
| ModCons -> SEsteem       | 0.000 | 0.004 | 0.006 | 0.039 | 0.969 |
| NFU -> AnimPro           | 0.025 | 0.029 | 0.020 | 1.202 | 0.230 |
| NFU -> ClaimCR           | 0.065 | 0.071 | 0.032 | 2.022 | 0.044 |
| NFU -> EnergCons-EnvrPro | 0.044 | 0.047 | 0.025 | 1.749 | 0.081 |
| NFU -> ModCons           | 0.024 | 0.027 | 0.019 | 1.254 | 0.210 |
| NFU -> ResIRBus          | 0.045 | 0.050 | 0.026 | 1.735 | 0.083 |
| NFU -> SEsteem           | 0.013 | 0.018 | 0.014 | 0.956 | 0.340 |
| NFU -> SuppNB            | 0.000 | 0.005 | 0.008 | 0.015 | 0.988 |
| NFU -> SuppSME           | 0.002 | 0.008 | 0.010 | 0.219 | 0.827 |
| NFU -> SuppSRBus         | 0.016 | 0.020 | 0.017 | 0.939 | 0.348 |
| ResIRBus -> SEsteem      | 0.024 | 0.027 | 0.018 | 1.284 | 0.200 |
| SuppNB -> SEsteem        | 0.006 | 0.010 | 0.011 | 0.522 | 0.602 |
| SuppSME -> SEsteem       | 0.005 | 0.008 | 0.010 | 0.458 | 0.647 |
| SuppSRBus -> SEsteem     | 0.010 | 0.014 | 0.014 | 0.710 | 0.478 |

### Blindfolding and predictive relevance $Q^2$

This measure is an indicator of the model's out-of-sample predictive power.

Stone-Geisser's  $Q^2$  values greater than zero for a specific reflective endogenous variable show that the path model has predictive accuracy (Geisser, 1974; Stone, 1975).

Since the below  $Q^2$  values are higher than zero, we validate that the path model has high predictive power. Precisely, EnergyCons-EnvrPro (0.257) and ModCons (0.242) have highest  $Q^2$  values.

**Table 17**

*Predictive Accuracy  $Q^2$*



The predictive relevance ( $q^2$  effect size) for FRG- Mod Cons and Frugality-EnvrPro- EnergyCons relationship can be considered *large*; FRG-ResIRBus can be considered *medium*; CreativeChoice-AnimPro, FRG-SuppSRBus, FRG-ClaimCR can be considered *small to medium*; CreativeChoice-ClaimCR, CreativeChoice-ResIRBus, FRG-SuppSME and FRG-SEsteem relationships can be considered *small*.

#### 4.2.4. Mediator analysis

Mediation explains why a relationship between an independent and a dependent variable exists. This relationship explained with the existence of an intervening variable that receives the inputs from the independent variable and provide an output that we call dependent variable. The theory of uniqueness indicate that there is a relation between the NFU and the SEsteem and this can be through a mediator. In this research, the mediation factor considered as Consumer's Socially Responsible Consumption and each of its subcontracts.

The existence of mediation observed through total indirect effects as shown in Table 18. There is a significant complementary mediation on the relation between NFU (Creative Choice) and SEsteem and direct-only nonmediation between FRG and SEsteem. Complementary mediation exists when indirect and direct effects both are significant and point the same direction. Direct-only nonmediation exists when the direct effect is significant but the indirect effect is not (Hair et al., 2017, p.237).

#### Table 19

##### *Total Indirect Effects (Mediation)*

## Total Indirect Effects

Mean, STDEV, T-Values, P-Values

|                              | Original Sample | Sample Mean ( | Standard Deviat | T Statistics ( O/ | P Values |
|------------------------------|-----------------|---------------|-----------------|-------------------|----------|
| AnimPro -> SEsteem           |                 |               |                 |                   |          |
| ClaimCR -> SEsteem           |                 |               |                 |                   |          |
| EnergCons-EnvrPro -> SEsteem |                 |               |                 |                   |          |
| FRG -> AnimPro               |                 |               |                 |                   |          |
| FRG -> ClaimCR               |                 |               |                 |                   |          |
| FRG -> EnergCons-EnvrPro     |                 |               |                 |                   |          |
| FRG -> ModCons               |                 |               |                 |                   |          |
| FRG -> ResIRBus              |                 |               |                 |                   |          |
| FRG -> SEsteem               | 0.105           | 0.109         | 0.056           | 1.866             | 0.063    |
| FRG -> SuppNB                |                 |               |                 |                   |          |
| FRG -> SuppSME               |                 |               |                 |                   |          |
| FRG -> SuppSRBus             |                 |               |                 |                   |          |
| ModCons -> SEsteem           |                 |               |                 |                   |          |
| NFU -> AnimPro               |                 |               |                 |                   |          |
| NFU -> ClaimCR               |                 |               |                 |                   |          |
| NFU -> EnergCons-EnvrPro     |                 |               |                 |                   |          |
| NFU -> ModCons               |                 |               |                 |                   |          |
| NFU -> ResIRBus              |                 |               |                 |                   |          |
| NFU -> SEsteem               | 0.048           | 0.048         | 0.022           | 2.221             | 0.027    |
| NFU -> SuppNB                |                 |               |                 |                   |          |
| NFU -> SuppSME               |                 |               |                 |                   |          |
| NFU -> SuppSRBus             |                 |               |                 |                   |          |
| ResIRBus -> SEsteem          |                 |               |                 |                   |          |
| SuppNB -> SEsteem            |                 |               |                 |                   |          |
| SuppSME -> SEsteem           |                 |               |                 |                   |          |
| SuppSRBus -> SEsteem         |                 |               |                 |                   |          |

In order to understand which of the constructs have mediation, the specific indirect effects are checked. The significant mediator on the relation between NFU (CreativeChoice) and SEsteem is ResIRBus.

Table 20

## Specific Indirect Effects

## Specific Indirect Effects

| Mean, STDEV, T-Values, P...         | Confidence Intervals | Confidence Intervals Bia... | Samples      | Copy           |          |
|-------------------------------------|----------------------|-----------------------------|--------------|----------------|----------|
|                                     | Original ...         | Sample ...                  | Standard ... | T Statistic... | P Values |
| NFU -> SuppSME -> SEsteem           | -0.003               | -0.003                      | 0.006        | 0.475          | 0.635    |
| FRG -> ResIRBus -> SEsteem          | 0.068                | 0.068                       | 0.026        | 2.621          | 0.009    |
| NFU -> AnimPro -> SEsteem           | 0.010                | 0.010                       | 0.010        | 1.013          | 0.312    |
| FRG -> SuppSME -> SEsteem           | -0.011               | -0.010                      | 0.011        | 1.023          | 0.307    |
| FRG -> ModCons -> SEsteem           | -0.011               | -0.011                      | 0.043        | 0.257          | 0.797    |
| NFU -> ModCons -> SEsteem           | -0.002               | -0.002                      | 0.009        | 0.250          | 0.802    |
| NFU -> EnergCons-EnvrPro -> SEsteem | 0.006                | 0.007                       | 0.011        | 0.542          | 0.588    |
| NFU -> SuppNB -> SEsteem            | 0.001                | 0.001                       | 0.007        | 0.113          | 0.910    |
| FRG -> SuppNB -> SEsteem            | 0.014                | 0.015                       | 0.011        | 1.222          | 0.222    |
| FRG -> AnimPro -> SEsteem           | 0.031                | 0.033                       | 0.029        | 1.085          | 0.278    |
| NFU -> ResIRBus -> SEsteem          | 0.034                | 0.034                       | 0.016        | 2.183          | 0.030    |
| FRG -> EnergCons-EnvrPro -> SEsteem | 0.029                | 0.030                       | 0.050        | 0.576          | 0.565    |
| FRG -> ClaimCR -> SEsteem           | 0.019                | 0.020                       | 0.021        | 0.921          | 0.357    |
| NFU -> ClaimCR -> SEsteem           | 0.015                | 0.016                       | 0.017        | 0.891          | 0.374    |
| NFU -> SuppSRBus -> SEsteem         | -0.013               | -0.013                      | 0.010        | 1.269          | 0.205    |
| FRG -> SuppSRBus -> SEsteem         | -0.034               | -0.037                      | 0.021        | 1.667          | 0.096    |

Table 21

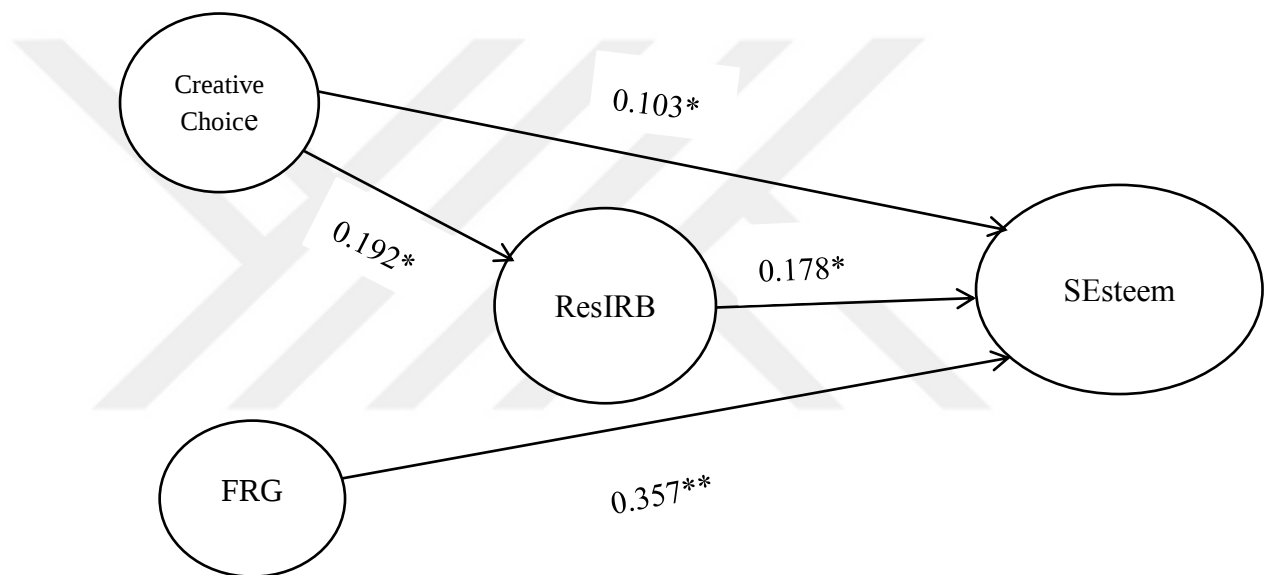
*Direct Effects*

|                                 | Original<br>Sample<br>(O) | Sample<br>Mean<br>(M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P<br>Values |
|---------------------------------|---------------------------|-----------------------|----------------------------------|-----------------------------|-------------|
| AnimPro -> SEsteem              | 0.073                     | 0.074                 | 0.063                            | 1.147                       | 0.252       |
| ClaimCR -> SEsteem              | 0.063                     | 0.066                 | 0.065                            | 0.964                       | 0.335       |
| EnergCons-EnvrPro -><br>SEsteem | 0.042                     | 0.044                 | 0.072                            | 0.579                       | 0.563       |
| FRG -> AnimPro                  | 0.428                     | 0.431                 | 0.049                            | 8.734                       | 0.000       |
| FRG -> ClaimCR                  | 0.306                     | 0.307                 | 0.059                            | 5.182                       | 0.000       |
| FRG -> EnergCons-EnvrPro        | 0.692                     | 0.694                 | 0.036                            | 19.211                      | 0.000       |
| FRG -> ModCons                  | 0.601                     | 0.602                 | 0.047                            | 12.697                      | 0.000       |
| FRG -> ResIRBus                 | 0.382                     | 0.389                 | 0.052                            | 7.389                       | 0.000       |
| FRG -> SEsteem                  | 0.357                     | 0.348                 | 0.075                            | 4.724                       | 0.000       |
| FRG -> SuppNB                   | 0.196                     | 0.203                 | 0.054                            | 3.590                       | 0.000       |
| FRG -> SuppSME                  | 0.172                     | 0.180                 | 0.057                            | 3.021                       | 0.003       |
| FRG -> SuppSRBus                | 0.311                     | 0.317                 | 0.047                            | 6.674                       | 0.000       |
| ModCons -> SEsteem              | -0.018                    | -0.019                | 0.070                            | 0.261                       | 0.794       |
| NFU -> AnimPro                  | 0.140                     | 0.138                 | 0.054                            | 2.572                       | 0.010       |
| NFU -> ClaimCR                  | 0.235                     | 0.241                 | 0.056                            | 4.192                       | 0.000       |
| NFU -> EnergCons-EnvrPro        | 0.147                     | 0.148                 | 0.039                            | 3.751                       | 0.000       |
| NFU -> ModCons                  | 0.121                     | 0.120                 | 0.049                            | 2.496                       | 0.013       |
| NFU -> ResIRBus                 | 0.192                     | 0.192                 | 0.051                            | 3.751                       | 0.000       |
| NFU -> SEsteem                  | 0.103                     | 0.104                 | 0.052                            | 1.984                       | 0.048       |
| NFU -> SuppNB                   | 0.010                     | 0.014                 | 0.076                            | 0.138                       | 0.891       |
| NFU -> SuppSME                  | 0.046                     | 0.052                 | 0.065                            | 0.709                       | 0.479       |
| NFU -> SuppSRBus                | 0.118                     | 0.118                 | 0.057                            | 2.063                       | 0.040       |

|                                |        |        |       |       |              |
|--------------------------------|--------|--------|-------|-------|--------------|
| <b>ResIRBus -&gt; SEsteem</b>  | 0.178  | 0.177  | 0.067 | 2.644 | <b>0.008</b> |
| <b>SuppNB -&gt; SEsteem</b>    | 0.071  | 0.075  | 0.055 | 1.295 | <b>0.196</b> |
| <b>SuppSME -&gt; SEsteem</b>   | -0.063 | -0.055 | 0.055 | 1.130 | <b>0.259</b> |
| <b>SuppSRBus -&gt; SEsteem</b> | -0.110 | -0.116 | 0.063 | 1.759 | <b>0.079</b> |

**Figure 6**

*Mediation and Direct Relation between the Variables*



#### 4.2.5. Moderator analysis

The moderator variable exists when the relationship between two constructs in the model is not constant and its strength or its direction can change due to this variable. In this model, the demographics gender, age, marital status, education level and household income assumed as moderators in the relation of two constructs that have higher predictiveness.

**Table 22***Moderation*

|                                    | Original<br>Sample (O) | Sample<br>Mean | Standard<br>Deviation | T Statistics<br>( O/STDE | P Values |
|------------------------------------|------------------------|----------------|-----------------------|--------------------------|----------|
| Gender*FRG -> EnvrEnergy           | 0.069                  | 0.063          | 0.166                 | 0.418                    | 0.676    |
| Gender*NFU -> EnvrEnergy           | 0.017                  | 0.018          | 0.092                 | 0.186                    | 0.852    |
| Gender*FRG -> ModCons              | -0.127                 | -0.116         | 0.159                 | 0.801                    | 0.424    |
| Gender*NFU -> ModCons              | 0.012                  | 0.017          | 0.093                 | 0.124                    | 0.902    |
| Age*FRG -> EnvrEnergy              | 0.174                  | 0.18           | 0.161                 | 1.077                    | 0.282    |
| Age*NFU -> EnvrEnergy              | -0.032                 | -0.022         | 0.08                  | 0.403                    | 0.687    |
| Age*FRG -> ModCons                 | -0.145                 | -0.134         | 0.142                 | 1.019                    | 0.309    |
| Age*NFU -> ModCons                 | 0.071                  | -0.014         | 0.106                 | 0.667                    | 0.505    |
| Marital Status*FRG -> EnvrEnergy   | 0.023                  | -0.067         | 0.188                 | 0.123                    | 0.902    |
| Marital Status*NFU -> EnvrEnergy   | -0.158                 | 0.173          | 0.126                 | 1.257                    | 0.209    |
| Marital Status*FRG -> ModCons      | 0.052                  | 0.043          | 0.164                 | 0.314                    | 0.754    |
| Marital Status*NFU -> ModCons      | 0.15                   | 0.157          | 0.085                 | 1.769                    | 0.077    |
| Education*FRG -> EnvrEnergy        | -0.116                 | -0.101         | 0.193                 | 0.598                    | 0.550    |
| Education*NFU -> EnvrEnergy        | -0.083                 | -0.082         | 0.126                 | 0.662                    | 0.508    |
| Education*FRG -> ModCons           | 0.138                  | 0.159          | 0.144                 | 0.963                    | 0.336    |
| Education*NFU -> ModCons           | -0.092                 | -0.109         | 0.099                 | 0.936                    | 0.350    |
| Household Income*FRG -> EnvrEnergy | -0.203                 | -0.121         | 0.285                 | 0.713                    | 0.476    |
| Household Income*NFU -> EnvrEnergy | -0.224                 | -0.197         | 0.161                 | 1.39                     | 0.165    |
| Household Income*FRG -> ModCons    | -0.095                 | -0.111         | 0.282                 | 0.335                    | 0.738    |
| Household Income*NFU -> ModCons    | -0.08                  | -0.095         | 0.12                  | 0.669                    | 0.504    |

The results showed that none of the demo variables moderates the large predictiveness of the relation between two exogenous variables NFU (CreativeChoice) and FRG and the endogenous variables ModCons and EnvrPro-EnergCons.

## 5. DISCUSSIONS OF RESULTS

This research aimed to enlighten the relation between two lifestyle traits of people; need for uniqueness and frugality, and Consumer's Socially Responsible Consumption. It also aims to discover the relationship between consumer's socially responsible consumption and his/her self-esteem. It also aims to support the mediation effect of Consumer's Socially Responsible Consumption between need-for-uniqueness and consumer self-esteem. On the overall most of the hypotheses are supported in this research.

The relation between need-for-uniqueness and consumer socially responsible consumption is mostly supported for subdimensions of consumption behavior. The only not supported relations are between the need-for-uniqueness and responsible consumptions for supporting small and medium size enterprises (H1a) and supporting national brands (H1b) those lie under the national benefit oriented responsibility. Besides the direct positive relation between need-for-uniqueness and self-esteem is also supported (H3).

The relation between frugality and consumer's socially responsible consumption is fully supported for all of the subdimensions of responsible consumption (H2). As Antil (1984) defined, the socially responsible consumer shows concerns for the wellbeing of society, environment and protection of the resources, it is supported that their frugal lifestyle aiming the careful usage of resources with minimizing the waste nurtures their concerns. As a result, all of the hypotheses constructed in this research to look for a positive relation between the frugality and consumer's socially responsible consumption are fully supported.

Besides the direct positive relation between frugality and self-esteem is also supported (H5). On the other hand, the mediation effect of consumer's socially responsible consumption on the relation between frugality and self-esteem is not supported (H6).

The research results showed that there is no direct relation between consumer's socially responsible consumption and his/her self-esteem (H7) unless the mediation effect of consumption behavior towards resisting to irresponsible businesses (H7f).

Joergens (2006) arguments about consumers in developing countries unify Consumer's Socially Responsible Consumption with working practices supported with this research in Turkey that is a developing country. As a result of the research, the mediation effect of consumer's socially responsible consumption on self-esteem, occurs only through the resistance towards the irresponsible businesses whom exploit employees and discriminate against women in their working practices. The resistance to irresponsible businesses mediated also the relation between need-for-uniqueness and self-esteem (H4) under the construct of having a creative choice to differentiate one from the others.

The research assumed that the lifestyle traits such as frugality and need-for-uniqueness drive people to motive themselves to reach a positive outcome for their consumption. Hence, the results supported that this positive outcome positively reflected in self-esteem through the mediation of resisting to consume from irresponsible business as being frugal and unique consumer.

The Table 23 below summarizes the results of the hypothesis.

**Table 23***Summary of Hypothesis Results*

| <b>Hypothesis</b>                                                                                                                                                                   | <b>Result</b>    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| H1a: consumer Need-for-Uniqueness (cNFU) and Support Small and Medium Size enterprises (SuppSME) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.    | not supported    |
| H1b: consumer Need-for-Uniqueness (cNFU) and Support National Benefit (SuppNB) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                      | not supported    |
| H1c: consumer Need-for-Uniqueness (cNFU) and Claiming Consumer Rights (ClaimCR) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                     | <b>supported</b> |
| H1d: consumer Need-for-Uniqueness (cNFU) and Moderate Consumption (ModCons) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                         | <b>supported</b> |
| H1e: consumer Need-for-Uniqueness (cNFU) and Supporting Socially Responsible Businesses (SuppSRBus) as a Consumer's Socially Responsible Consumption (cSRC) are positively related. | <b>supported</b> |

|                                                                                                                                                                               |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| H1f: consumer Need-for-Uniqueness (cNFU) and Resisting to Irresponsible Businesses (ResIRBus) as a Consumer's Socially Responsible Consumption (cSRC) are positively related. | <b>supported</b> |
| H1g: consumer Need-for-Uniqueness (cNFU) and Animal Protection (AnimPro) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                      | <b>supported</b> |
| H1h: consumer Need-for-Uniqueness (cNFU) and Energy Conservation (EnergyCons) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                 | <b>supported</b> |
| H1i: consumer Need-for-Uniqueness (cNFU) and Environmental Protection (EnvrPro) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.               | <b>supported</b> |
| H2a: Frugality (FR) and Support Small and Medium Size enterprises (SuppSME) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                   | <b>supported</b> |
| H2b: Frugality (FR) and Support National Benefit (SuppNB) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                                     | <b>supported</b> |
| H2c: Frugality (FR) and Claiming Consumer Rights (ClaimCR) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                                    | <b>supported</b> |
| H2d: Frugality (FR) and Moderate Consumption (ModCons) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                                        | <b>supported</b> |
| H2e: Frugality (FR) and Supporting Socially Responsible Businesses (SuppSRBus) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                | <b>supported</b> |
| H2f: Frugality (FR) and Resisting to Irresponsible Businesses (ResIRBus) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.                      | <b>supported</b> |

|                                                                                                                                            |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| H2g: Frugality (FR) and Animal Protection (AnimPro) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.        | <b>supported</b> |
| H2h: Frugality (FR) and Energy Conservation (EnergyCons) as a Consumer's Socially Responsible Consumption (cSRC) are positively related.   | <b>supported</b> |
| H2i: Frugality (FR) and Environmental Protection (EnvrPro) as a Consumer's Socially Responsible Consumption (cSRC) are positively related. | <b>supported</b> |
| H3: Consumer NFU has a positive relation with SEsteem.                                                                                     | <b>supported</b> |
| H4: Consumers NFU positively related to SEsteem to make a difference through Consumer's Socially Responsible Consumption (cSRC).           | <b>supported</b> |
| H5: FRG and SEsteem are positively related.                                                                                                | <b>supported</b> |
| H6: FRG positively related to SEsteem to make a difference through Consumer's Socially Responsible Consumption (cSRC).                     | not supported    |
| H7a: Support Small and Medium Size enterprises (SuppSME) and SEsteem are positively related.                                               | not supported    |
| H7b: Support National Benefit (SuppNB) and SEsteem are positively related.                                                                 | not supported    |
| H7c: Claiming Consumer Rights (ClaimCR) and SEsteem are positively related.                                                                | not supported    |
| H7d: Moderate Consumption (ModCons) and SEsteem are positively related.                                                                    | not supported    |
| H7e: Supporting Socially Responsible Businesses (SuppSRBus) and SEsteem are positively related.                                            | not supported    |
| H7f: Resisting to Irresponsible Businesses (ResIRBus) and SEsteem are positively related.                                                  | <b>supported</b> |
| H7g: Animal Protection (AnimPro) and SEsteem are positively related.                                                                       | not supported    |
| H7h: Energy Conservation (EnergyCons) and SEsteem are positively related.                                                                  | not supported    |

|                                                                             |               |
|-----------------------------------------------------------------------------|---------------|
| H7i: Environmental Protection (EnvrPro) and SEsteem are positively related. | not supported |
|-----------------------------------------------------------------------------|---------------|

The researches on the effects of need-for-uniqueness on socially responsible consumption in the literature were rarely held. The research of Andrei et al. (2017) found that there is a positive relation between the need-for-uniqueness and consumer's socially responsible consumption. This study also supported this relation. However, the findings showed that there is a weak positive relation (0.103) between these two variables. Besides, it cannot be considered that all the factors that represent need-for-uniqueness such that; creative choice, unpopular choice and avoidance of similarity do exist in this relation. The only representative factor is the conformity of having creative choices have a positive relation with consumer's socially responsible consumption. This creative choice of the person also creates a positive effect on one's self worth considered as the self-esteem.

The uniqueness theory suggest that uniqueness perception of an individual by others have a positive impact on its identity, self worth. The behavioral manifestation of uniqueness motive reflects in acquisition of unique consumer products, services and experiences (Tian et al. 2001, Lynn and Snyder, 2002). This study supported that this uniqueness motive positively relates with self-esteem thorough the individual's experience on socially responsible consumption resisting buying from irresponsible businesses.

The results of this study also sustained with the findings of Agbuga (2014) on his research examining the relationship between self-esteem and personal and social responsibility in young boxers. The findings indicated that people who appreciate themselves improve also their socially responsible and personal behavior. In our

study, there is not a positive relation between this self worth or self esteem that impact on one's socially responsible behavior. However, it is found that when someone resists purchasing from an irresponsible business he thinks through himself making a socially responsible consumption and it creates a significant positive relation on his self-esteem.

In some of the research, the impact of the gender and age on socially responsible behavior found to be significant. Lee and Cho (2019) claimed that the older people have more corporate social responsible behavior than the younger ones. However, in this study, neither gender nor age found to have a significant impact to make a consumption on socially responsible way. Unfortunately, that argument is not supported when personal consumption is in question.

## 6. IMPLICATIONS AND CONCLUSIONS

### 6.1. Implication of the Study

The availability of the information on the benefits and costs of the consumption create people's intention to make a behavior. In this case, when businesses provide such an information to their customers it is highly probable that consumers will prefer their proposed goods and services. Respectively, the awareness of the consumers about the firms' socially responsible acts enhance their reputation and in return increase the firm value.

As Fromkin and Snyder (in press) argument claims, people need to fulfill their uniqueness motivation through different means. Moreover, it is expected this motivation drives them to reach higher level of their self worth and competence, increase self-esteem. This study revealed that the customers have potential to reach this higher self-esteem level with the satisfaction of uniqueness motive through their socially responsible consumption. This consumption merely regarded when they presume not to buy from companies they think discriminate against women and exploit their employees. The uniqueness motive nurtured from being socially different while making choices considered good by the others. These choices are also considered as socially responsible behaviors rather than environmentally responsible behaviors. Here once again it should be noted that people are intended to behave if they are informed. Therefore, the marketer and the policy makers should give importance to notify their customers about their proper behavior on employees and fairness without discriminating women under the understanding that their customers care on those issues.

The customers also prefer to show their uniqueness with their consumption preferences in man nature oriented (environmental) and social progress oriented (social) dimensions of responsibility. It helps marketers and policy makers that they can nurture their customer's uniqueness motive and alert them to behave socially responsible for the wellbeing of the others and future of new generations. In the meantime the frugality lifestyle of the customers fully positively relate to socially responsible consumption. Moreover, Lastovicka et al. (1999) conceptual definition of frugality collapsed in this study as a similar concept with energy conservation, moderate consumption and environmental protection dimensions of socially responsible consumption. The marketers and policy makers in our country may consider their frugal customers are the ones who have capability to purchase but will not consume more than their limits, care to save energy and protect the environment for the long-run benefits of the society.

Even the frugality is a lifestyle of a socially responsible consumer, its predictiveness for self-esteem is small. Still, it reinforces the argument of DeYoung (1986) claiming the person tendency to careful usage of resources and avoidance of waste enhance his satisfaction from himself. It should be noted that this lifestyle more influence the consumption behavior when the matter is more about environmentally or socially responsible consumption.

## **6.2. Limitations**

The purpose of this study was fulfilling the gap in the literature about the consumer's socially responsible consumption drivers and results on self-worth, but the limitations remain. The consumer's claimed behavior is not necessarily actual behavior. Several concerns would need to be examined in order to quantify actual

behavior. Geiger et al. (2018) describe one challenge as finding “a reasonable cut-off point between comprehensiveness and a manageable length” when developing behavioral scales for sustainable consumption. They say “to capture the full impact of food-related behaviors of a person, a lot of information would have to be recorded; e.g., for the ecological impact the quantity of food eaten, the distance of food travelled etc.” (p. 28). To better represent actual consumption behavior, researchers are also using innovative approaches such as the experimental auction methodology (de-Magistris and Gracia 2016) and scanner data (Van Doorn and Verhoef 2015). Our scales for assessing socially responsible conduct, for example, can be used in these types of studies.

### **6.3. Recommendations for Further Research**

This research integrates Snyder and Fromkin’s (1980) desire for uniqueness theory and Lastovicka’s (1999) frugality theory to explain their driving power for Yan and She’s (2011) consumer’s socially responsible consumption model. In the future, other possible driving constructs, such as personality traits, could be added to the model to improve its completeness and explanation power. The most widely used personality traits, included in the Five-Factor Model, can be remembered with the acronym OCEAN: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. They can provide a fruitful extension of this study.

Finally, while this study incorporates socially responsible consumption from a psychological standpoint as well as uniqueness from the perspective of social wants, it primarily focuses on consumer psychology from a micromarketing

perspective. The topic of social component may be taken into account in future research.

#### **6.4. Conclusions**

Socially responsible consumption has evolved over a 40-year span in terms of conceptualization. Scholars are currently interested in SRC, which is a relatively novel construct that extends outside the environmental area. The environmental dimension of the concept was far more researched than social dimension (Hosta and Zabkar, 2020). However, the curiosity on the social dimensions enlarged the scope of socially responsible consumption in recent years.

If consumers were more driven to consider social responsibility when making purchase decisions, companies would likely be more willing to incorporate social responsibility into the marketing of their product offers. The global companies' recognition on the socially responsible consumers' impact on individuals from local, national and global context drove them to direct their operations onto those consumers. They would like to create an awareness and provide information about their responsible behaviors. As a result, understanding the variables that drive socially responsible consumption is critical for both businesses and policymakers (Prendergast and Tsang, 2019).

According to the literature (Gilg et al., 2005), individual characteristics and personal values are some of the most influential factors in determining a responsible approach to consumption, suggesting that psychological characteristics be used as potential predictors of socially responsible consumption.

The results of this study supported the assumption of need-for-uniqueness and frugality are the lifestyle traits (psychological characteristics) of socially responsible

consumers. Both of those traits have positive relation with the self-esteem in another word self-value of those consumers. This relation is mediated with the responsible consumption through resisting to irresponsible businesses discriminating the women and misbehaving towards employees.

In this study, the use of SEM to investigate the anticipated links allowed for a thorough testing and evaluation of the conceptual model, confirming the different antecedents and implications of driving positive change.



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## APPENDICES

## Appendix A. Questionnaire

| Değerli Katılımcı,<br>Bu anket Yeditepe Üniversitesi Sosyal Bilimler Enstitüsü Doktora Öğrencisi Ceyda İnanlı Tan'ın 'Sosyal Sorumlu Tüketici Davranışı ve Özsaygı' konulu tez çalışmasına veri toplamak amacıyla hazırlanmıştır.<br>Anketi cevaplayarak vermiş olduğunuz katkılarınıza çok teşekkür ederiz. |                                                                                                        |                         |                       |                                |                       |                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------|-----------------------|--------------------------------|-----------------------|------------------------|
|                                                                                                                                                                                                                                                                                                              |                                                                                                        | Kesinlikle Katılmıyorum | Katılmıyorum          | Ne Katılıyorum Ne Katılmıyorum | Katılıyorum           | Kesinlikle Katılıyorum |
| 1                                                                                                                                                                                                                                                                                                            | Her ihtiyacımı büyük şirketlerden karşılamaktan kaçınırım.                                             | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 2                                                                                                                                                                                                                                                                                                            | Genellikle mahalledeki küçük esnaftan alışveriş yaparım.                                               | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 3                                                                                                                                                                                                                                                                                                            | Genellikle kırsal kesimden gelen ürünleri alırım.                                                      | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 4                                                                                                                                                                                                                                                                                                            | Genellikle küçük yerel firmalardan veya dükkanlardan satın alırım.                                     | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 5                                                                                                                                                                                                                                                                                                            | Ev gereçleri satın alırken her zaman yabancı markaların yerine yerli markaları seçerim.                | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 6                                                                                                                                                                                                                                                                                                            | Ayakkabı ve kıyafet satın alırken her zaman yabancı markaların yerine yerli markaları seçerim.         | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 7                                                                                                                                                                                                                                                                                                            | Günlük ihtiyaç ürünleri satın alırken her zaman yabancı markaların yerine yerli markaları seçerim.     | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 8                                                                                                                                                                                                                                                                                                            | Türkiye'ye dostça tutum sergilemeyen firmalardan satın almam.                                          | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 9                                                                                                                                                                                                                                                                                                            | Ürün satın aldığında, firmanın vergi ödemesini teşvik etmek için her zaman fatura isterim.             | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 10                                                                                                                                                                                                                                                                                                           | Çocuk işçi kullandığını öğrendiğim firmayı her zaman yetkililere bildiririm.                           | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 11                                                                                                                                                                                                                                                                                                           | Yasal olmayan endüstriyel atık salınımı yapan firmayı her zaman çevre koruma yetkililerine bildiririm. | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 12                                                                                                                                                                                                                                                                                                           | Aldığım mal düşük kaliteli çıkarsa her zaman satıcıya döner tazmin ettirim.                            | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 13                                                                                                                                                                                                                                                                                                           | Yanılıcı beyanda bulunulan ürünleri her zaman tüketici hakem heyetine şikayet ederim.                  | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 14                                                                                                                                                                                                                                                                                                           | Satış sonrası kötü hizmetleri medyada her zaman şikayet ederim.                                        | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 15                                                                                                                                                                                                                                                                                                           | Misafirimi dışarda yemeğe davet ettiğimde yiyebileceğimizden daha fazlasını sipariş etmem.             | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 16                                                                                                                                                                                                                                                                                                           | Günlük hayatta her zaman makul miktarda tüketim yapılmasından yanayım.                                 | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 17                                                                                                                                                                                                                                                                                                           | Özellikle başkalarına gösteriş olsun diye ürün satın almam.                                            | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 18                                                                                                                                                                                                                                                                                                           | Her zaman hayır kurumlarını desteklediğini bildiğim firmalardan satın alırım.                          | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 19                                                                                                                                                                                                                                                                                                           | Her zaman eğitimi desteklediğini bildiğim firmalardan satın alırım.                                    | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 20                                                                                                                                                                                                                                                                                                           | Her zaman çalışanlarının koşullarını iyileştirdiğini bildiğim firmalardan satın alırım.                | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 21                                                                                                                                                                                                                                                                                                           | Her zaman engellilere iş imkanı sağladığını bildiğim firmalardan satın alırım.                         | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 22                                                                                                                                                                                                                                                                                                           | Her zaman çevreyi koruma amacıyla olduğunu bildiğim firmalardan satın alırım.                          | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |

|    |                                                                                            | Kesinlikle Katılmıyorum | Katılmıyorum          | Ne Katılıyorum Ne Katılmıyorum | Katılıyorum           | Kesinlikle Katılıyorum |
|----|--------------------------------------------------------------------------------------------|-------------------------|-----------------------|--------------------------------|-----------------------|------------------------|
| 23 | Çalışanlarını sömürdüğünü bildiğim firmalardan satın almam.                                | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 24 | Kadına karşı ayrımcılık yaptığını bildiğim firmalardan satın almam.                        | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 25 | Alışveriş torbalarını saklar farklı sebepler için tekrar kullanırım.                       | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 26 | Plastik kirliliğine sebep olacak kullan-at ürünleri kullanmam.                             | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 27 | Her zaman fosfat içermeyen çamaşır deterjanı satın alırım.                                 | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 28 | Yakınlarımı ve arkadaşlarımı çevreye zarar veren ürünler almamaları konusunda ikna ederim. | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 29 | Hiçbir zaman nesli tükenmekte olan hayvanlardan elde edilen ürün satın almam.              | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 30 | Besin zincirini bozacak canlıların etini yemem.                                            | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 31 | Av hayvanlarının etini yemem.                                                              | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 32 | Her zaman enerji tasarrufu yapan ev gereçleri tercih ederim.                               | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 33 | Gündelik hayatta kaynatılmış suyu tekrar kullanırım.                                       | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 34 | İhtiyaç olmadığı her zaman elektriği kapatırım.                                            | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 35 | Malınıza mülkünüze iyi bakarsanız uzun vadede mutlaka tasarruf edersiniz.                  | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 36 | Hala kullanılabilir durumda olmasına rağmen atılan pek çok şey vardır.                     | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 37 | Sahip olduklarımı iyi/güzel kullanmak beni iyi hissettirir.                                | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 38 | Sahip olduğun bir şeyi tekrar kullanabiliyorsan yenisini almanın bir anlamı yoktur.        | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 39 | Paramı nasıl harcayacağım konusunda dikkatli olmam gerektiğine inanırım.                   | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 40 | Kendimi disipline ederek elimdeki parayı en verimli şekilde kullanırım.                    | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 41 | Para tasarrufu yapabilmek için satın alacaklarımı ertelerim.                               | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 42 | Gelecek için tasarruf etmek amacıyla bazı şeyleri bugün satın almaktan geri dururum.       | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 43 | En azından eşit şartlarda, kendimi diğer insanlar kadar değerli bulurum.                   | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 44 | Birçok olumlu özelliğimin olduğunu düşünüyorum.                                            | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 45 | Genelde kendimi başarısız bir kişi olarak görme eğilimindeyim.                             | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 46 | Ben de başkalarının yapabildiği kadarını yapabilirim.                                      | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 47 | Kendimde gurur duyacak fazla birşey olmadığını hissediyorum.                               | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 48 | Kendime karşı olumlu bir tutum içindeyim.                                                  | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 49 | Genel olarak kendimden memnunum.                                                           | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 50 | Kendime daha fazla saygı duymayı isterdim.                                                 | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 51 | Zaman zaman hiç işe yaramadığımı düşünüyorum.                                              | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 52 | Zaman zaman yetersiz olduğumu hissediyorum.                                                | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |

|    |                                                                                                                      | Kesinlikle Katılmıyorum | Katılmıyorum          | Ne Katılıyorum Ne Katılmıyorum | Katılıyorum           | Kesinlikle Katılıyorum |
|----|----------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------|--------------------------------|-----------------------|------------------------|
| 53 | Sahip olduğum özelliklerimi öyle bir bütünleştiririm ki yarattığım kişisel imaj kopyalanamaz.                        | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 54 | Sıradan ürünlerin bile daha ilginç olanını bulmaya çalışırım çünkü özgün olmaktan hoşlanırım.                        | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 55 | Özel ürünler ve markalar satın alarak kendi özgünlüğümü sürekli geliştiririm.                                        | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 56 | İlginç ve sıradışı ürünlerden anlamam özgün bir imaj yaratmama yardımcı olur.                                        | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 57 | Söz konusu olan benim satın alacağım ve kullanacağım ürünler ise kural ve gelenekleri gözardı ederim.                | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 58 | Satın alınması veya sahip olunması gereken ürünlerle ilgili sosyal çevrem kurallarına genellikle uymam.              | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 59 | Belirli ürünlerin ne zaman ve nasıl kullanılacağına dair sosyal çevrem algıladığı kurallara genellikle ters düşerim. | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |
| 60 | Normalde kabul etmeyecekleri bir ürün satın alarak tanıdıklarımın zevklerini zorlamaktan keyif alırım.               | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/>  |

|                                                                           |                           |                       |                       |                       |
|---------------------------------------------------------------------------|---------------------------|-----------------------|-----------------------|-----------------------|
| Cinsiyetiniz                                                              | Erkek                     | <input type="radio"/> | Kadın                 | <input type="radio"/> |
| Yaşınız                                                                   | 18-26                     | <input type="radio"/> | 27-35                 | <input type="radio"/> |
|                                                                           | 36-44                     | <input type="radio"/> | 45-53                 | <input type="radio"/> |
|                                                                           | 54-62                     | <input type="radio"/> | 63 ve üstü            | <input type="radio"/> |
| Medeni Durumunuz                                                          | Evli                      | <input type="radio"/> | Bekar                 | <input type="radio"/> |
|                                                                           | Dul                       | <input type="radio"/> | Boşanmış              | <input type="radio"/> |
| Eğitim Durumunuz                                                          | İlkokul, Ortaokul ve altı | <input type="radio"/> | Lise                  | <input type="radio"/> |
|                                                                           | Önlisans, Lisans          | <input type="radio"/> | Yüksek Lisans ve üstü | <input type="radio"/> |
| Haneinize giren toplam aylık net TL geliriniz (maaş, faiz, kira vb dahil) | 1000 ve altı              | <input type="radio"/> | 5.001-6.000           | <input type="radio"/> |
|                                                                           | 1.001-2.000               | <input type="radio"/> | 6.001-7.000           | <input type="radio"/> |
|                                                                           | 2.001-3.000               | <input type="radio"/> | 7.001-8.000           | <input type="radio"/> |
|                                                                           | 3.001-4.000               | <input type="radio"/> | 8.001-9.000           | <input type="radio"/> |
|                                                                           | 4.001-5.000               | <input type="radio"/> | 9.001 ve üzeri        | <input type="radio"/> |