

Relationship among Socially Responsible Consumption Behavior, Anxiety, Values and Moral Philosophies

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ABSTRACT

The long-range outlook for the world's ecosystems depends on the course taken by global development in the coming decades. Current global trends and ecological dynamics are consistent with very different outcomes, defined by alternative assumptions about the technological, economic, demographic, geopolitical, and social aspects of development and the ways in which institutions, personal and public values, and natural systems may be expected to respond to historically novel stressors. All recognize the importance of families around the world enhancing their conscious, rational, environment-friendly purchasing and consumption behaviors to levels that are sustainable. Activities for environmental protection have therefore triggered consumption behaviors of socially responsible people. Socially responsible consumption behaviors and the anxiety level toward social issues are related to moral philosophies and value orientations that are accepted and applied by individuals. According to our research results, two groups: one with a low level of collectivist and idealist values and one with a high level of collectivist and idealist values- emerged.

Keywords: Anxiety, Collectivism, Clusters, Idealism, Individualism, Consumption Behavior

INTRODUCTION

In the last twenty years, social and political anxieties regarding the environment have increased. Therefore, the importance of the environmental and environmentalism topics has thus increased. Authors, who study marketing and other social science fields, have researched this topic extensively (Alvitt & Pitts, 1996; Berger, 1997; Berger & Corbin, 1992; Pieters et al, 1998; Shrum, McCarty & Lowrey 1995). The work of Bagozzi and Dabholkar (1994) regarding the determination of the sources of motivation effective in purchasing of environment-friendly products and services of consumers is an example of several studies undertaken on the topics. Attempts to reveal the relationship between general psychological structures and environmentalist behaviors have triggered studies regarding the exploration of relationships between values, approaches, beliefs and environmentalist behaviors (Berger & Corbin, 1992; Biswas et al, 2000; Dietz, Stern & Guagnano, 1998). Furthermore, there are also studies about domestic waste, recycling and re-utilization of products (Alwitt & Pitts, 1996; Shrum, McCarty & Lowrey, 1995). The main purpose of this research is to define socially responsible consumption behaviors and anxiety levels of respondents regarding social issues, the disclosure of how they value orientations (individualism/collectivism) and their moral philosophies (idealism and/or relativism), and whether different clusters of consumers who have socially responsible consumption behavior, value orientations and moral philosophies and anxieties about social issues at different levels exist.

LITERATURE REVIEW

The long-range outlook for the world's ecosystems depends on the course taken by global development in the coming decades. Current global trends and ecological dynamics are

consistent with very different outcomes, defined by alternative assumptions about the technological, economic, demographic, geopolitical, and social aspects of development and the ways in which institutions, personal and public values, and natural systems may be expected to respond to historically novel stressors (Raskin, 2005). Consumers are the most important group in that system. Households affect the environment through their energy and water consumption, waste generation, transport patterns and food choices (King *et al.*, 2006; OECD, 2002, in Şener & Hazer, 2008). For many years, environmental policies were focused on the production side, mainly through pollution control and eco-efficiency. Consumer consumption patterns, and the drivers behind them, were poorly understood (OECD, 2002). All recognize the importance of families around the world enhancing their conscious, rational, environment-friendly purchasing and consumption behaviors to levels that are sustainable (Dünya Bilim Akademileri, 2002; Christensen, 1997, in Şener & Hazer, 2008). It is quite difficult to predict and understand environmentalist behaviors. Almost everybody asked questions about this topic tend to claim that they had engaged in some form of environmentalist behavior. Accordingly almost all of the society can be said to have been engaged in environmentalist activities and environmentalist purchasing and selling; and have positive attitudes or beliefs about these issues. It is not always possible to uncover differences between people who engage in environmentalist behaviors and those who do not. In many research studies, the majority of the respondents express their purchasing as environmentalist (Chase & Smith, 1992; Dagnoli, 1991). Similarly, respondents state that they can voluntarily pay more to purchase environment-friendly products/services (Dagnoli, 1991; Hume & Strnad, 1989). The number of people who perceive and define themselves as environmentalist cannot be underestimated (Gutfeld, 1991). It is said that the

market for environment-friendly products has not grown much and do not have enough share in the market, and studies on recycling is not yet at the desired level (Porter *et al.*, 1995).

It is difficult to predict and understand the sources of motivation and nature of human behaviors that make people demonstrate environmentalist behaviors. The motivations may differ depending on the consumer purchasing stage and decision. When the consumer decides purchasing product and/or service for him/herself and/or his/her family, he/she compares the price that he/she would pay with the utility and the value that he/she would desire from the product/service. Even though the individual maybe interested in environment-friendly products and think that those products are beneficial both for themselves and their families and for the entire society by means of environmentalism, they are loyal to their first choice when they are in the price evaluation phase (Auger *et al.*, 2003). Products that are made of recycled materials also have the potential to be perceived as expensive and/or low quality by consumers. Consumers, frequently can perceive performing activities that would contribute to recycling processes inconvenient. People, who have shaped their consumption behaviors in line with the socially responsible-environmentalist approach however, are used to employing environmentalist value judgments during their cost-benefit comparisons (Thøgersen, 1996). Although they pay more for environment-friendly products, high prices could provide them an emotional utility and they would feel more satisfied. Consumers, who have environmentalist value judgments, do not expect to come up with the direct utility of their behavior. They tend to think of the next generations, and are used to behave by taking into consideration the benefit of others and are therefore pleased to be doing this. These are individuals who desire to keep their environmentalist and responsible purchasing judgments.

The values that are shared by members of society make up the collective value system. Individual values serve as the guide to the goals and behaviors of the person. Similarly collective values guide collective goals, policies and strategies. In the mutual and social relations of the person, behaving considerate and respectful of others may vary depending on whether the person has an individualist or collectivist perspective. In this context, it is possible to state that individualism and collectivism concepts are the value orientations that people accept and apply in their physical and social environments and in their cultural surroundings they live in (Kluckhohn, 1951). Although the concepts mentioned have been researched by sociologists in the context of culture, this research study aims to reveal the relationship between anxiety with environment and socially responsible consumption behaviors. These relationships are analyzed from a psychological perspective as personal value judgments (Kluckhohn, 1951).

Hofstede (1980) introduced the individualism and collectivism concepts into the psychology literature. By working on individualism and collectivism, Triandis (1995), Markus & Kitayama (1994) with Hofstede (2001), contributed a new dimension to cultural psychology (Fiske, 2002). Individualism is defined by the autonomy of the person (Ramamoorthy & Flood, 2004). It may be explained as valuing himself/herself more in the group he/she is in or as considering his/her own goals above the goals of the group (Triandis, 1989; Mukherji & Hurtado, 2001). It may also be defined as individuals who are fond of their independence (Markus & Kitayama, 1994) or are focused on performing their personal desires (Schwartz, 1994). In societies that are generally thought of as accepting of individualist value orientations, people behave in their and their families' best interests (Singhapakdi, Marta, Rao & Cicic, 2001).

Contrary to individualism, collectivism can be defined as people who believe they belong to the group they are in (Schwartz, 1994), consider the goals of the group above the goals of themselves, and obey rules of society. Other people are expected to obey them as well, tradition is respected and harmony of society is maintained (Triandis, 1995). A person, who was born in a society that is mostly responsive to collectivist value orientations, would accept the rules of the society that he/she was raised in and would reflect those rules onto his/her behaviors. This is perceived as the acceptance of the person by society and proof of this person's loyalty to the society (Singhapakdi, Marta, Rao & Cicic, 2001). Citizens of countries that have collectivist value orientations are hardworking, obedient people to rules of authority, and do not perform long term actions without taking into consideration its future impact. These properties can be said to exist for many of the Mediterranean countries including Turkey. Hofstede stated that the USA and Turkey have opposite characteristics in his typology. While the individualist value judgment score of the USA is (92/100), it is (34/110) for Turkey (Hofstede et al, 1990).

It is stated that individualism and collectivism are opposites (Hui, 1988; Robert, Lee & Chan, 2006). There may be individuals who have individualist and collectivist value orientations in the same society (Sinha & Tripathi, 1994; Triandis, 1994), and those individuals may exhibit both individualist and collectivist characteristics under different circumstances (Trafimow *et al.*, 1991). The person could desire to be in harmony with the society that he/she is living in while maintaining his/her personal independency. Using individualist and collectivist characteristics while revealing personal differences between the individuals, who live in a certain culture, is considered as beneficial (Triandis et al, 1988). Humankind lives in a physical world as a living

creature, but lives in a metaphysical world as a human. The metaphysical world that human lives in is the world of morals and values. Theoretically, we may accept that the physical objects that surround us exist independent of us and we live in the world of those objects as well. However; these objects are meaningful relative to some values (Ural, 1998). There is probably no human behavior that has no connection with values (Mengüsoğlu, 1997).

Individualism and collectivism and characteristics of both greatly influence an individuals' behavior (Singelis *et al.*, 1995). In individualist societies, approaches that emerged due to individual characteristics turn into behaviors; however, in collectivist societies, approaches that are regulated by in-group norms turn into behaviors (Triandis, 1994). In accordance with the nature of collectivist and individualist value orientations, people can view environmentalist activities from different perspectives. Before performing a behavior, individualists evaluate the positive and the negative outcomes for themselves assuming that they perform the behavior (McCarty & Shrum 2001). Individualists pay a lot of attention to the relationship between their behaviors, personal needs and beliefs (Leung & Bond, 1984). On the other hand, collectivists perform their behaviors by evaluating the possible effects on others. Since the behavior of collectivist individuals are shaped in accordance with societal templates, they would voluntarily sharing limited resources with others (Sinha & Verma, 1987). While individualism directs the attention of the person into the utility that he/she will obtain in exchange for the price when he/she purchases a product or a service, collectivism directs the attention of the person into behaviors that prepare the basis for utilities which will be in the interest of group that the person belongs to and which would not be revealed in short term. Therefore, collectivists would execute more socially responsible behaviors since according to this argument collectivists will

tend to be more anxious about the environment and the welfare of future generations (McCarty & Shrum, 2001).

Socially responsible behaviors are considered ethical behaviors (Rawwas *et al.*, 2005). There are theoretical models that analyze the ethical decision making process in detail in marketing and management sciences. Ferrell and Gresham, 1985; Hunt and Vitell, 1986, 1993 and Trevino, 1992, are three most popular among the models relevant to this context (Rawwas *et al.*, 2005). However, to analyze consumers' behaviors and to define ethical consumer behaviors, the model that has the most appropriate scale is Hunt and Vitell's (Vitell, 2003). This model introduces two main ethical evaluation criteria that can be used for solving an ethical dilemma. These are deontological and/or teleological evaluations. Deontological theory evaluates by checking certain basic rules; to the contrary, teleological theory focuses on result oriented evaluations. While deontologists differentiate moral issues from other issues, teleologists do not. They prefer to allow peoples' preferences to make judgements on moral issues just as in the judgement of other issues (Vasquez - Parraga & Kara, 1995). The decisions of deontologists are guided by religious and cultural characteristics, whereas teleologists are in search of results which may be beneficial for everybody (Brady, 1985). According to the results of the research based on Hunt and Vitell's model, people may decide to make decisions on ethical issues by using deontolgia and teleological reasoning at the same time. Hunt and Vasques - Parraga (1993) state that people prefer their deontological principles to a greater extent than their teleological principles when making decisions on ethical value judgments. According to deontology, people first internalize moral principles and take them as a basis in decisions. However; according to teleology, people act by considering behaviors which would maximize his/her interest level. Vitell and

Singhapakdi, in their work conducted in 1993, disclosed that deontological norms are positively affected by idealism and negatively affected by relativism (Vitell & Singhapakdi, 1993).

Two key rules, which are known to be related to deontology and teleology, guide consumer decision making process; idealism and relativism. According to people who are morally idealist, the behaviors of the person must not harm anybody under any circumstances (Forsyth, 1992). However, for people who embrace the relativist approach, it is wrong to have rules that show how to treat others. What is true or what is false may differ from one society to another. The templates that are thought true for one may be false for another (Schlenker & Forsyth, 1977). Different truths cannot be accepted as the truths of all.

Many researchers found that idealism and relativism have significant effects on ethical decision making of consumers. Rawwas (1996) found that the main identifiers of ethic-related beliefs are ethic-related ideologies. Vitell and Singhapakdi (1993) state that moral approaches contribute to explanation of ethical decisions and norms. Singhapakdi *et al.*, (1995) found out that ethical and socially responsible behaviors of marketers are related with their moral approach. Once it was determined that moral approaches of consumers are related to ethical beliefs, comparative works between different societies were conducted to define the ethical beliefs of individuals of the same society with different moral approaches (Rawwas *et al.*, 2005).

Differences between people cause different ethical approaches and hence their transformation into behaviors. People may behave differently depending on the roles they carry in society. The true and the ethical behavior of one society might not be true in the other. A person, who generally thinks through an idealist approach, may show behaviors at the far ends of relativism

depending on place and time (Forsyth, 1992). In order to connect these two distinct perspectives of moral approaches, other ethical intellectual structures are created such as theology, pragmatism, skepticism and egoism. Ethical Approaches Research of Hogan (1970), Cognitive Moral Development of Kohlberg (1976) are examples of such works. In his work in 1980, Forsyth defended that idealism and relativism together included many other moral philosophies (Karande *et al.*, 2002). Therefore; in this research only idealism and relativism were studied; and other moral structures not considered within the scope of this research.

Although frequently elaborated upon in contemporary life, waste of limited natural resources, continuation of industrial activities that may cause greenhouse effects, pollution of water resources, acceleration of thinning of ozone layer, acid rains, global warming and similar concepts are clearly undesirable. Consumption without social responsibility leads these problems to gradually intensify. Consumers should engage in behaviors that contribute to solution of these problems. Certain changes may cause additional or alternative costs to the consumers at the beginning. Facilities that would decrease the amount of water spent while taking a shower can be an example of such additional costs. It can be considered preferable for one to use public transportation instead of an automobile as a contribution to prevent air pollution and traffic problem. However, people would be abandoning the pleasure and comfort of driving his/her car and sacrificing mobility. Some may perceive this as the downfall of the person's individuality (Becker & Kals, 1997). As the importance of environment problems increase, consumers tend to perform environmentalist activities to a greater extent. There is a connection between environmentally responsible behaviors-socially responsible consumption and the anxiety level of social events (Sconthonsmai, 2001). The reason for people to perform

environmentally-socially responsible consumption and similar behaviors is their unwillingness for possible outcomes which may harm the welfare of the society due their behaviors (Syme *et al.*, 2006). Behaviors not aimed at personal goals, but aimed at society's goals are characteristics that belong to the society's value patterns. Also, environmentally-socially responsible consumption behaviors increase as people's anxiety level of social events increase. Linking these two groups together, people, who have collectivist value orientations and high level of anxiety about social events, are expected to engage in environmentally-socially responsible consumption behaviors.

PURPOSE, SCOPE AND LIMITATIONS OF THE RESEARCH

The main purpose of this research is to define socially responsible consumption behaviors and anxiety levels of respondents regarding social issues, the disclosure of how they value orientations (individualism/collectivism) and their moral philosophies (idealism and/or relativism), and whether different clusters of consumers who have socially responsible consumption behavior, value orientations and moral philosophies and anxieties about social issues at different levels exist. Exploration of differences between demographic and socio-cultural characteristics of the clusters is one of the other main purposes of the research.

In order to contribute to the main purpose of the research, differences in clusters was also analyzed with respect to socially responsible consumption behaviors and anxiety level of social issues. It is not the aim of this research to generalize the 636 face to face surveys conducted in Istanbul to the whole of Turkey. Testing of the reliability of the measures and the relationship between different variables should form the basis for future research. Therefore; this research is

descriptive in scope. After the clusters are revealed, definition of the characteristics of these clusters will be undertaken. It is possible to conduct a confirmatory research with an alternate sample in future research.

RESEARCH METHODS:

In order to demonstrate which constructs were considered in this research, the model is presented in Figure.1. In the research model, the variables that explain socially responsible consumption behaviors of the consumers include collectivist or individualist, idealist and/or relativist moral philosophies and variables that identify anxiety about environmental issues. Moreover, demographic and socio-cultural variables are also included in the model.

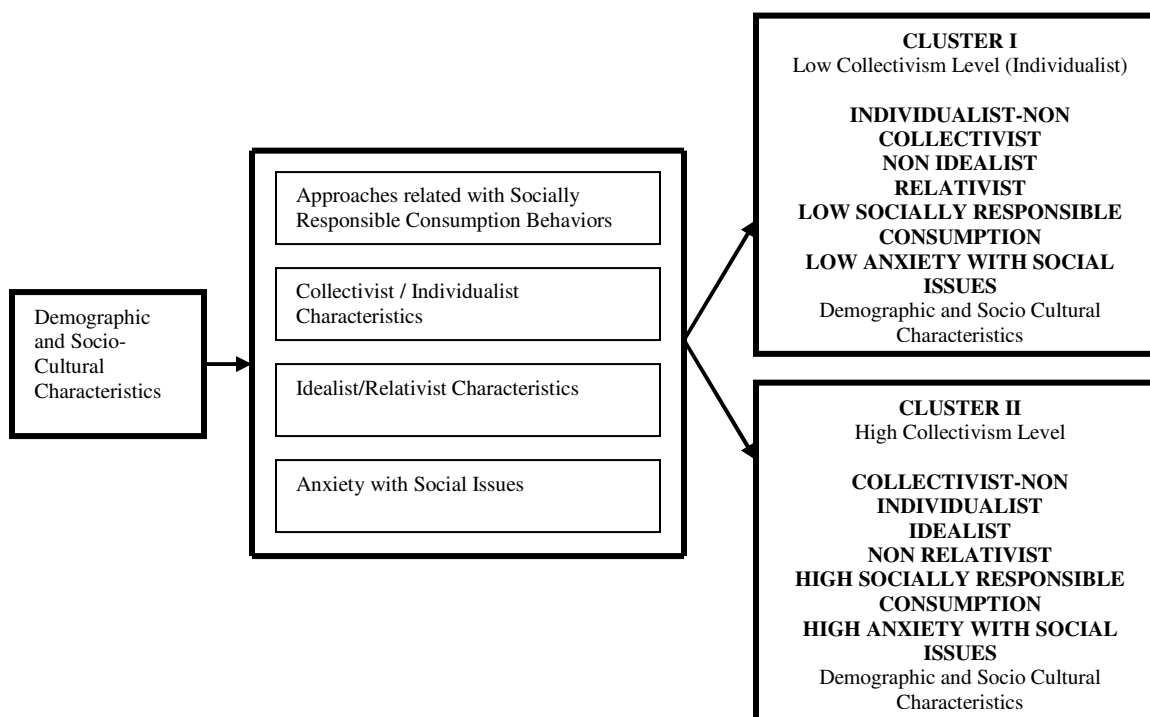


Figure.1 Model of the Research

Scale for Defining Socially Responsible Consumption Behaviors of Consumers:

The scale which consists of 40 statements to define socially responsible consumption behaviors (SRCB) of consumers was adapted from the study of Antil and Bennet (1979) and Antil (1984). The scale that is used to identify socially responsible consumption behaviors of consumers is the forced Likert scale. Following the results of the preliminary research, it was decided to abolish the mid. point of the Likert scale. In the survey conducted on 636 respondents, Cronbach Alpha reliability result for the 40 statements was found to be 90.4%. In accordance with the average for the responses of each statement, grand mean was calculated as $X = 2.9654$ (highly socially responsible consumption behavior). The distribution of the categorical variable can be seen in Table.1. It is observed that 83% of the respondents had high, 10% of them had low and 6.6% of them had very high socially responsible consumption behaviors.

Table.1 Socially Responsible Consumption Behaviors

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Low socially responsible consumption behavior	64	10.1	10.1	10.1
	High socially responsible consumption behavior	530	83.3	83.3	93.4
	Very high socially responsible consumption behavior	42	6.6	6.6	100.0
	Total	636	100.0	100.0	

Scale for Defining Consumer Collectivist Orientation

In order to identify the collectivist characteristic of consumers, the scale belonging to Hofstede (1980) was employed. The scale that is used to identify the collectivist characteristic is forced Likert scale. Cronbach Alpha was found to be 64.3%. A categorical collectivism variable, with a cumulative variance percentage of 58.569%, was obtained with the help of factor analysis from the collectivism measure used. KMO and Bartlett's Test (Kaiser – Meyer - Olkin Measure of Sampling Adequacy.: .634), Bartlett's Test of Sphericity: (Approx. χ^2 : 258.151), (df: 3), (Significance:0 .000). Principal component analysis was performed. The model explained 58.569% of the variance. 60% level of reliability level condition for exploratory studies (Hair *et al.*, 1998, p.118) and 60% explained variance level conditions are proposed to be adequate in research with limited information (Hair *et al.*, 1998, p:104). The scale that is used to define whether consumers have individualist orientation: In order to identify individualist characteristic of consumers, the scale that is proposed by Hofstede (1980) was employed. The scale that is used to identify the individualist characteristic is forced Likert scale. Cronbach Alpha was found to be 55.7%. A categorical collectivism variable, with a cumulative variance percentage of 52.733%, was obtained with the help of factor analysis from the individualism measure used. KMO and Bartlett's Test (Kaiser – Meyer - Olkin Measure of Sampling Adequacy.: .595),

Bartlett's Test of Sphericity : (Approx. χ^2 : 158.445), (df: 3), (Significance: .000). The analysis indicates explained variance to be 52.733%. Since 60% explained variance level could not be provided, the scale, which would explain whether consumers have individualist characteristics or not, is excluded from the rest of the analysis (Hair *et al.*, 1998, p. 118). However; in accordance to research of Robbins (2003) and Ramamoorthy and Flood, published 2004, it is stated that individuals, who appeared at the opposite end of collectivism, were individualists and individualism and collectivism were defined as the opposite poles of each other (Ramamoorthy & Flood, 2004 quoted from Robbins, 2003). Hence, the assumption that respondents, who are at the opposite end of collectivism, have individualist characteristics will be made in the remainder of the research.

The scale that is used to define whether consumers have idealist moral philosophy: In order to identify idealist moral approach of consumers; the scale employed from Forsyth (1980) was used. The scale that is used to identify the idealist characteristic is forced Likert scale. Reliability analyses indicated Cronbach Alpha to be **82.6%**. Since the variable “Behaviors that are though moral are ideal behaviors that are accepted the most perfect” has a correlation coefficient with the scale lower than 0.85, it was taken out of the scale and after deletion Cronbach Alpha rose to **84.6%**. Three idealism factors explain a cumulative variance percentage of 55.887%. The contributions of these factors in the explained variance percentages are 20.610%, 18.562%, 16.715% respectively. KMO and Bartlett's Test (Kaiser-Meyer-Olkin Measure of Sampling Adequacy.: .841), Bartlett's Test of Sphericity: (Approx. χ^2 : 2336.681), (df: 66), (Significance: .000).

Table.2 Dimensions of Idealism Patterns based on Factor Loadings after Varimax Rotation

	Component		
	1	2	3
One should avoid behaviors that may hurt others' honor and disrupt others' peace.	.755	-.061	.267
One should not behave in a way that would disrupt others' comfort.	.698	.117	.289
Interest and honor of people should be the most important value of the society.	.581	.264	-.070
A behavior that may be to the bad of others should not be performed on purpose.	.524	.312	.355
Behaviors that would make people feel bad psychologically should be avoided.	-.042	.765	.246
Innocent people should not be hurt with no reason.	.533	.632	-.126
Behaviors that would affect others physically negatively should be avoided.	.498	.570	.135
Behaviors that would put the others –at least to a little risk- should be avoided.	.149	.499	.185
One should not harm others for his/her own interest.	.220	.427	.419
Others should not be disturbed even in the behaviors that were performed without noticing.	.134	.024	.838
We should not bother others with the behaviors that we performed without realizing.	.104	.409	.691
No one should be hurt on purpose –even very little.	.414	.366	.486

As observed in Table.2, the first factor is focused on avoiding behaviors that may hurt others' honour and disrupt others' peace. The second factor is a factor that focuses on the necessity to avoid behaviors that would psychologically make people worse off and would make them feel physically uncomfortable and would put them at risk. The third and last factor emphasizes the necessity to not harm others even if it is unintentional (unnoticed). The factor analysis application was performed using a Varimax Rotation. The results indicate explained variance at 55.887%. In other words, questions grouped into three basic dimensions and these questions were found to relate to the three underlying dimensions by 56%. 60% level of reliability (Hair *et al.*, 1998, p. 118) and 60% explained variance level conditions are expected for exploring relationships with limited information and even in some cases below that level, are provided as well (Hair *et al.*, 1998, 1998, p. 104).

Scale for Identifying Consumers Relativist Moral Philosophy

In order to identify the idealist moral philosophy of consumers; the scale that is proposed by Forsyth (1980) was employed after some adaptations to the Turkish culture were made. The scale that is used to identify the relativist characteristic is also forced Likert scale. Reliability analysis indicated Cronbach Alpha to be **48.3%**. Since the variable “Nothing can be built on lie” has a low correlation coefficient with the measure (-.207), it was taken out of the scale and Cronbach Alpha was raised to **55.3%**. After the second iteration, since the variable “May the snake live a millennium as long as it does not touch me is a proper proverb” had a low correlation coefficient with the scale (.032), it was taken out of the scale and Cronbach Alpha was raised to **58.5%**. However; after the third iteration, since the variable “There should be cases that lies can be tolerated” had a low correlation coefficient with the scale (.041), it was taken out of the scale and Cronbach Alpha raised to **61.3%**. Three relativism factors, have a cumulative explained variance of 51.908%. The contribution of these factors in the explained variance percentages are 21.281%, 16.155%, 14.472% respectively. KMO and Bartlett's Test (Kaiser-Meyer-Olkin Measure of Sampling Adequacy: .698), Bartlett's Test of Sphericity : (Approx. χ^2 : 847.495), (df: 45), (Significance: .000).

Table.3 Dimensions of Relativism based on Factor Loadings after Varimax Rotation

	Component		
	1	2	3
Moral rules are not for judging others, but for regulating how people should behave.	.701	-.229	-.028
Different truths cannot be accepted as the truth of all.	.645	-.020	.363
Moral templates that are thought true by one can be found false by another.	.633	.077	.271
What is true should change from case to case and from society to society.	.611	.261	-.132
People should set their own rules in their relations with others.	.403	.218	.255
It depends on the situation that required lie whether lie is moral or immoral.	-.039	.752	.330
One does not have to think about others for his/her own interest.	-.068	.710	-.279
What is true or what is false vary depending on people. Therefore; it is unnecessary to set the truths.	.380	.587	-.098
Limiting interpersonal relations with strict rules prevents the development of the relations.	-.014	-.145	.810
How one should treat others at any time should not be molded.	.365	.077	.555

As seen in Table.3, in the first factor, it is clear that moral rules are not set for judging others, everybody may have his/her own truths and those truths may change depending on circumstances. When the second factor is analyzed, it is observed that lies could be resorted to if necessary and protection of self interest is the focus. However, results for the third factor reveal that opinions about not strictly limiting inter-personal behaviors and not putting them into templates are found. Principal Component Analysis was performed using Varimax Rotation. Results of the analysis indicate that explained variance is 51.908%. 60% level of reliability condition for exploratory research is usually necessary (Hair *et al.*, 1998, p.118) and 60% explained variance level conditions, which are expected for exploratory studies usually not having certain information and even in some cases below that level, are provided as well (Hair *et al.*, 1998, p. 104).

Measure for Identifying Consumers Anxiety for Social Issues

This scale, which consists of 16 statements aimed at defining the anxiety levels of consumers toward social issues (Sego & Stout 1994). The scale that is used to identify the anxiety level of

consumers about social issues is forced Likert scale. Based on the results of the preliminary analysis, it was decided to eliminate the mid point of the Likert scale from all scales. Cronbach Alpha for the scale was **75.4%**. The grand mean of the composite scale was $X^{\bar{}} = 2.8569$ (i.e. high anxiety level). The distribution of the categorical variable prepared in accordance with this can be seen in Table.4. The results indicate that 74.1% of the respondents had high, 20.1% of them had low and 5.8% of them had very high anxiety about social issues.

Table.4 Anxiety Levels for Social Issues

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Low anxiety	128	20.1	20.1	20.1
	High anxiety	471	74.1	74.1	94.2
	Very high anxiety	37	5.8	5.8	100.0
	Total	636	100.0	100,0	

Scale for Identifying Customer Demographic and Socio-Cultural Characteristics

Questions regarding demographic and socio-cultural characteristics of consumers, gender, age, total monthly family income, family size, education level, occupation, automobile ownership, whether there is an environmentalist institution that they have sympathy for and would like to join/support to, and their political views were asked. The majority of the consumers who participated in the survey reside in Istanbul. Sample size of the research, based on $e=0.04$ and $\alpha=0.05$ level and $n=(p*q)/(e/z)^2$, $n=(0.5*0.5)/(0.04/1.96)^2$, is $n=600$. Face to face interviews, using a structured questionnaire were administered to 636 respondents. A pretest was conducted to ensure clarity and communicability of the questionnaire with 30 respondents. Since the results indicated accumulation at the neither agree/nor disagree, the mid point was abolished in the remaining phases. Necessary changes based in the pretest were made. Data analysis was conducted using the SPSS 15.0 statistics packet program.

RESEARCH HYPOTHESES

This hypothesis of the research is constructed through the research model at hand and tested at the $\alpha = .010$ significance level.

H₁: Consumers form different groups according to their socially responsible consumption behavior, collectivist or individualist value orientations, idealist or relativist moral philosophies and anxiety with social issues.

H₂: Consumers who belong to different clusters have different demographic ve socio-cultural characteristics.

DEMOGRAPHIC PROPERTIES OF THE RESEARCH SAMPLE

The demographic and socio-cultural distribution of the respondents can be seen in Table 5. According to the results, the gender distributions of the respondents are quite close to each other. Those who are 20 years of age and younger correspond to 51% of the respondents and those who are in between 21 and 41 years old span 32.7% of the respondents. These results suggest that the sample is mostly composed of young people. When the income levels are considered, there are 245 people (38.5%) earning within the 751 - 1500 YTL income interval and 198 people (31. %) earning within the 1501 - 2250 YTL income interval. Also, individuals earning 2251 YTL and above form 16.8% of the whole sample. Overall one could conclude that this research sample is mostly composed of middle - class and above. People with family size 4 - 6 comprise a significant part of this research sample with a ratio of 73.3%. College graduates (389 people) form %61.2 of the whole sample, students constitute the majority with 37.7%, with housewives following at 14.8%. Self-employed people are close to housewives in terms of percentage.

Center-leftists own the majority with 40.6%, while center-rightist compose only 27.7% of the whole sample. On the other hand, when it comes to analyzing car ownerships, it seems that 63.4% of the respondents do not own any car at all. In addition 31.4% of the respondents have their own cars and 5.2% of them are driving cars that belong to the firms they work for. The TEMA Foundation is the leading environmental organization with the support of 23.6% of the respondents. The runner-up is GREENPEACE at 15.7%. However, 58.2% of the respondents do not support any environmental organizations.

Table 5. Properties of the research sample

<u>GENDER</u>	<u>Frequency</u>	<u>Percent</u>	<u>OCCUPATION</u>	<u>Frequency</u>	<u>Percent</u>
Female	301	47.3	Self-employed	80	12.6
Male	335	52.7	Artisan	45	7.1
Total	636	100.0	Merchant/Manufacturer	28	4.4
			Civil Servant	56	8.8
<u>AGE</u>	<u>Frequency</u>	<u>Percent</u>	Retired	17	2.7
20 and younger	325	51.1	Worker	26	4.1
21-41	208	32.7	House Wife	94	14.8
42-62	91	14.3	Not Working	50	7.9
63 +	12	1.9	Student	240	37.7
Total	636	100.0	Total	636	100.0
<u>INCOME</u>	<u>Frequency</u>	<u>Percent</u>	<u>EDUCATION</u>	<u>Frequency</u>	<u>Percent</u>
0-750 YTL	86	13.5	Uneducated	5	.8
751-1500 YTL	245	38.5	Primary/Secondary School	73	11.5
1501-2250 YTL	198	31.1	High School	130	20.4
2251 +	107	16.8	College	389	61.2
Total	636	100.0	Master/PhD	39	6.1
			Total	636	100.0
<u>POLITICAL VIEW</u>	<u>Frequency</u>	<u>Percent</u>	<u>CAR OWNERSHIP</u>	<u>Frequency</u>	<u>Percent</u>
Left	78	12.3	Yes, belongs to me	200	31.4
Central Left	124	19.5	Yes, assigned by my firm	33	5.2
Center	258	40.6	No, don't own one.	403	63.4
Central Right	94	14.8	Total	636	100.0
Right	82	12.9			
Total	636	100.0			
<u>FAMILY SIZE</u>	<u>Frequency</u>	<u>Percent</u>	<u>Environmental organization that I would like to support/participate</u>	<u>Frequency</u>	<u>Percent</u>
1-3	140	22.0	Tema Foundation	150	23.6
4-6	466	73.3	Greenpeace	100	15.7
More than 6	30	4.7	Other	16	2.5
Total	636	100.0	Doesn't exist	370	58.2
			Total	636	100.0

DATA ANALYSIS

In order to test differences in consumers amongst groups according to their socially responsible consumption behavior, collectivist or individualist value orientations, idealist or relativist moral philosophies and anxiety with social issues” hypothesis, cluster analysis was conducted using k

means. When setting K number as two, the paper aims to construct a group of collectivist and idealist people that has features of high socially responsible consumer behavior and high anxiety level in social issues. Similarly, for individualist and relativists, one can setup a second group with low social responsible consumption behavior, and low anxiety level in social issues. Consequently the paper aims to explicate two groups under the name of collectivist and individualist. As seen in Table.6, there are 636 people and 232 of them allocated to the first group and 404 people to the second. In Table.6 the F - statistics, significance levels and final cluster centers are presented. The variables that are included in the cluster analysis are analyzed at the $\alpha = .010$ significance level. According to the results obtained in the analysis, each cluster shows statistically significant differences.

In order to observe the differentiating qualities of the variables and their ranking, this paper uses discriminant analysis to explain final cluster center table. Discriminant coefficients show the contribution of each variable to the cluster in the obtained functions. With the purpose of demoting the discriminant functions, the canonical discriminant functions are used. In order to increase the variance variability and to reduce the number of functions, new linear combinations (i.e canonical cluster functions) are obtained. After the necessary tests, a canonical discriminant function is obtained.

Table.6 Final Cluster Centers, Number of Cases in Each Cluster and ANOVA

VARIANCE ANALYSIS		CLUSTER ANALYSIS <u>Final Cluster Centers</u>		
Significance	F	<u>VARIABLES</u>	<u>1st Cluster</u>	<u>2nd Cluster</u>
.000	422.437	Collectivism Factor	-.83380	.47882
.000	165.416	Idealism 1.F	-.59980	.34444
.000	103.219	Idealism 2.F	-.49339	.28333
.000	115.954	Idealism 3.F	-.51848	.29774
.000	231.663	Relativism 1.F	-.68212	.39171
.062	3.487	Relativism 2.F	.09752	-.05600
.000	80.514	Relativism 3.F	-.44262	.25418
.000	47.801	Socially Responsible Consumption Behavior	2.82	3.05
.000	28.050	Anxiety level in Social Issues	2.72	2.93
<u>Number of Cases in Each Cluster</u>			<u>1st Cluster</u>	<u>2nd Cluster</u>
Valid: 636 Missing: 0			232	404

As seen in Table 7(a), Canonical discriminant function explains 100% of the total variance and its canonical correlation is .805. In Table 7(b), Wilks' Lambda check on the function gives Wilks' Lambda value .352. Also in Table 7, the significance level of the function can be seen (.000). The F-test used to determine if the variables that are subject to discriminant analysis show significant difference in between the clusters, when there are more than two groups. Also the result of the Wilks' Lambda test statistics and single variable F statistics are ordered (according to their sizes in the structure matrix) variables (factors) in Table 7(c). This summarizes Tests of Equality of Group Means that is used to significantly separate the two clusters. Variables (factors) that have the highest correlation level and discriminant function that is obtained through the analysis results of the research are ordered in the structure matrix. According to the results, "Collectivism" is the most important factor to separate those two clusters and stands out to be the leading variable. Relativism first factor "moral laws are not to judge others, everyone can have a different opinion, and these may change relative to the states of the world" is the second variable used to differentiate samples. Third variable to differentiate clusters, Idealism first factor, is

defined as “one must avoid taking actions that may damage other’s honor and disturb their peace.” The differentiation power of the other variables can be seen in the structure matrix of the Table.7 (d).

Considering the highest coefficient in absolute value, one can see it’s best distinctive feature among the clusters in Table.7(e1). According to this table, those in the first cluster do not have collectivist characteristics. Idealism factors have low values such as; “one must avoid taking actions that may damage other’s honor and disturb their peace,” “one must avoid taking actions that may make other’s feel psychologically bad and physically uncomfortable and actions that bring risk,” “even unintentional harm must be avoided at all times.” Relativism first factor “moral laws are not to judge others, everyone can have a different opinion, and these may change relative to the states of the world” and relativism third factor “personal relations with other people shall not be restricted or categorized” assign low values to their variables. It is seen that socially responsible consumer behavior is low compared to the second cluster and anxiety level of the social issues is lower than the ones in the second cluster.

Table. 7 The Results of Cluster Analysis

(a) Summary of Canonical Discriminant Functions						(b) Test of Function(s)						
(c) Tests of Equality of Group Means						(d) Structure Matrix obtained as a result of Discriminant Analysis						
(e1) Classification Function Coefficients (e2) Group Statistics Based on Clusters												
(f) Classification Results												
(c) Tests of Equality of Group Means						Individualist – Non Idealist Cluster n=232			Collectivist – Idealist Cluster n=404			(d)
						(e1)		(e2)		(e1)		
	Wilks' Lambda	F	df1	df2	Sign.	1 st Cluster	Mean	Std. Dev.	2 nd Cluster	Mean	Std. Dev.	Function (1)
Collectivism Factor	.600	422.437	1	634	.000	-5.072	-.8338045	.87852092	-3.103	.4788184	.70937921	.602 1.
Idealism 1.Factor	.793	165.416	1	634	.000	-1.388	-.5998005	1.09450733	.204	.3444399	.75031809	.377 3.
Idealism 2.Factor	.860	103.219	1	634	.000	-3.625	-.4933861	1.12964747	-1.981	.2833306	.78968659	.298 5.
Idealism 3.Factor	.845	115.954	1	634	.000	-1.484	-.5184774	1.14131586	-.391	.2977395	.76511873	.315 4.
Relativism 1.Factor	.732	231.663	1	634	.000	-.750	-.6821174	.83812264	.593	.3917110	.86681226	.446 2.
Relativism 2.Factor	.995	3.487	1	634	.062	.969	.0975168	.89778871	1.182	-.0559997	1.05121363	-.055 9.
Relativism 3.Factor	.887	80.514	1	634	.000	-2.273	-.4426233	1.03273188	-1.578	.2541797	.88701225	.263 6.
Socially Responsible Consumption Behaviour	.930	47.801	1	634	.000	21.895	2,8232759	.46409765	19,623	3,0470297	.34550081	.203 7.
Anxiety Level of the Social Issues	.958	28,050	1	634	.000	7,276	2,7241379	.44791401	8,554	2,9331683	.49612780	.155 8.
(a) Summary of Canonical Discriminant Functions					(f) Classification Results				Predicted Group Membership		Total	
Eigenvalues					1 st Cluster		2 nd Cluster					
Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation	Original Group Membership	Number	1	221	11	232		
1	1.838(a)	100.0	100.0	.805			2	3	401	404		
a First 1 canonical discriminant Function was used in the analysis.						%	1	95.3	4.7	100.0		
(b) Test of Function(s)							2	.7	99.3	100.0		
Wilks' Lambda					97.8% of Original Grouped Cases Correctly Classified							
Function(s)	Wilks' Lambda	X ²	df	Significance								
1	.352	656.710	9	.000								

When the distinguishing factors of the second cluster is considered , it is seen that relativism second factor variable “one can tell lies if needed and one has to protect his/her own interest” has a low value. However, anxiety level of the environmental issues has higher values compared to the first cluster. Collectivism, idealism factors, and socially responsible consumption behaviors have high values. After the cluster analyses is used to observe differences of the two clusters regarding their anxiety level about environmental issues, discriminant analysis is employed to see how much the two clusters reflect the original sample. With the assistance of the constructed function, the true value of the categorization ratio is 97.8% as in seen Table.7(f).

The hypothesis “Demographic and socio-cultural characteristics of the consumers that belong to the different clusters are different from each other” is tested with Chi-square analysis in order to discern differences between individuals (their demographic and socio-cultural characteristics) belonging to different clusters. According to the analysis results, the distribution between the clusters is significantly different on the variables gender, family monthly income, education level, occupation, political view, environmental organizations that he/she would like to support and car ownership. There is no significant difference between the distribution of the two clusters in “age” and “family size”.

As seen in Table.8, the individuals who belong to the first cluster are mostly composed of males. The second cluster is mostly populated by females. When one compares the clusters according to their income levels, it is clear that the second group’s income level is higher than the first. Most of the college graduates and master/PhD graduates are in the second cluster. Also there is high number of college graduates in the first cluster, but lower than the second.

When one compares the clusters according to their occupation status, student, housewives and self-employed people are densely located in the second cluster. However, merchants and manufacturers have higher density in the first group than the second. The majority of those who believe in leftists and central leftist political ideologies are located in the second cluster. Respondents in the first cluster indicated Greenpeace as their preferred environmental organization to support whereas the second cluster preferred Team Foundation as their first choice. The majority of people not supporting environmental organizations are located in the second cluster. Comparing the clusters according to car ownership it is observed that car owners and the ones who get a car from their firms are mainly in the second cluster. Also, the majority of the individuals who do not own a car are mostly located in the second cluster.

Table. 8 The Distribution of Demographic and Socio-Cultural Characteristics

Gender		1	2	Total	Pearson χ^2 8.623 Significance.002
Male	Number%	140(22.0%)	195(30.7%)	335(52.7%)	
Female	Number%	92(14.5%)	209(32.9%)	301(47.3%)	
0 cells (.0%) have expected Number less than 5. The minimum expected Number is 109.80.					
Total Monthly Income of Family		1	2	Total	Pearson χ^2 12.178 Significance.007
0-750 YTL	Number%	32(5.0%)	54(8.5%)	86(13.5%)	
751-1500 YTL	Number%	107(16.8%)	138(21.7%)	245(38.5%)	
1501-2250 YTL	Number%	66(10.4%)	132(20.8%)	198(31.1%)	
More than 2251 YTL	Number%	27(4.2%)	80(12.6%)	107(16.8%)	
0 cells (.0%) have expected Number less than 5. The minimum expected Number is 31.37.					
Education level		1	2	Total	Pearson χ^2 14.679 Significance.005
Uneducated	Number%	2(.3%)	3(.5%)	5(.8%)	
Primary Education	Number%	30(4.7%)	43(6.8%)	73(11.5%)	
High School	Number%	39(6.1%)	91(14.3%)	130(20.4%)	
Bachelor/College	Number%	156(24.5%)	233(36.6%)	389(61.2%)	
Master/PhD	Number%	5(.8%)	34(5.3%)	39(6.1%)	
2 cells (20.0%) have expected Number less than 5. The minimum expected Number is 1.82.					
Occupation		1	2	Total	Pearson χ^2 15.135 Significance.057
Self Employment	Number%	28(4.4%)	52(8.2%)	80(12.6%)	
Artisan	Number%	12(1.9%)	33(5.2%)	45(7.1%)	
Merchant/Manufacturer	Number%	15(2.4%)	13(2.0%)	28(4.4%)	
Civil servant	Number%	23(3.6%)	33(5.2%)	56(8.8%)	
Retired	Number%	1(.2%)	16(2.5%)	17(2.7%)	
Worker	Number%	7(1.1%)	19(3.0%)	26(4.1%)	
Home maker	Number%	32(5.0%)	62(9.7%)	94(14.8%)	
Not working	Number%	20(3.1%)	30(4.7%)	50(7.9%)	
Student	Number%	94(14.8%)	146(23.0%)	240(37.7%)	
0 cells (.0%) have expected Number less than 5. The minimum expected Number is 6.20.					
Political View		1	2	Total	Pearson χ^2 26.823 Significance.000
Left	Number%	37(5.8%)	41(6.4%)	78(12.3%)	
Center Left	Number%	38(6.0%)	86(13.5%)	124(19.5%)	
Center	Number%	85(13.4%)	173(27.2%)	258(40.6%)	
Center Right	Number%	52(8.2%)	42(6.6%)	94(14.8%)	
Right	Number%	20(3.1%)	62(9.7%)	82(12.9%)	
0 cells (.0%) have expected Number less than 5. The minimum expected Number is 28.45.					
Environment foundation what he/she has sympathy on and wanted to attend/support its actions		1	2	Total	Pearson χ^2 8.247 Significance.041
Tema	Number%	41(6.4%)	109(17.1%)	150(23.6%)	
Greenpeace	Number%	36(5.7%)	64(10.1%)	100(15.7%)	
Other	Number%	5(.8%)	11(1.7%)	16(2.5%)	
None	Number%	150(23.6%)	220(34.6%)	370(58.2%)	
0 cells (.0%) have expected number less than 5. The minimum expected number is 5.84.					
Car ownership		1	2	Total	Pearson χ^2

I have my own car	Number%	81(12.7%)	119(18.7%)	200(31.4%)	8.247 Significance .090
I am using	Number%	7(1.1%)	26(4.1%)	33(5.2%)	
Does not have car	Number%	144(22.6%)	259(40.7%)	403(63.4%)	
0 cells (.0%) have expected number less than 5. The minimum expected number is 12.04.					

RESULT AND PROPOSALS

As a result of the increasing number of socially responsible consumers, marketing managers are targeting the green segment of the population. Recycled paper, plastic goods, and dolphin-safe tuna are some examples of products positioned on the basis of environmental appeal (Banerjee, *et al.*, 1995). Marketers are also incorporating the environment into many marketing activities, including product and package design (Polonsky, *et al.*, 1997) and pricing (Kapelianis & Strachan, 1996). Marketers have even gone as far as to develop specific models for the development of green advertising and green marketing strategies (Menon & Menon, 1997). According to the research hypotheses there are two consumer segments found. Marketing managers in Turkey will use the results of this study for clarifying their target consumers and their marketing strategies.

Characteristics of the Clusters

Low Level Collectivism & Idealism (Individualist – Non -Idealists)

The members of this group whose collectivist properties are low have individualist properties. Idealism variables such as “the requirement of avoiding the behaviors which can hurt someone’s feelings or comfort,” “the requirement of avoiding the behaviors which can affect people psychologically badly or which can physically disturb or risk somebody,” “even at unintentional attitudes, it should be considered not to hurt anybody” have less value for these individuals. Overall, they can be termed non-idealist individuals. It is seen that individualist and non -

idealist individuals subscribe to values, albeit few, on the secondary factor of relativism, “if it is needed, people can lie and they should protect their benefits.” These individuals attach little value to the first factor of relativism which is “The goal of the code of ethics is not judging someone, everyone can have his/her own correctness and they can change according to the situations” and on the third factor of the relativism which is “the idea of the behaviors between people should not be limited with restrictive rules and somebody’s conduct should not be patterned.” Although this sample attaches lesser value to the necessity of protecting own benefits and lying if it is needed, they do not attach value to the idea that ethic rules are not set in order to judge somebody, there exists common truths and they can change according to the situations. In other words, it can be claimed that this sample focuses on protection of their own benefits and can lie if it is needed accept the common code of ethics and the common truths.

The general socially responsible consumption behaviors of group one members who are non - collectivist individuals are less than the general social responsible consumption of group two members who are collectivist individuals. In order to define subdimensions, discriminant analysis was performed. As seen in Appendix 1, in order to make the difference between socially responsible consumption behavior level between collectivist and non - collectivist individuals visible, a discriminant function to control wilks’ lambda (.495) at significance level (.000) is used. Correct classification rates based on the results of discriminant analysis reveal differences between socially responsible consumption behaviors of the two groups. The prediction level for original group memberships of those two groups depending on the function obtained, is 87.7% (see Appendix 1(f)).

“To embolden the producers to use recyclable package materials by consumers” (mean 3.0216 std. dev. .76417), “not to have necessary precautions to protect the limited resources” (mean, 2.9957 std 0.76446), “to protect the limited resources by disclaiming the use of some products” (mean 2.7457 std.dev. .86789), “to take required notice of having environmentalist characteristics of the products” (mean 2.9267 std.dev. .76660), “to reach against the governments that do not set precautions to control the environmental pollution” (mean 2.7672 std.dev. .91979), “to insist the prohibition of usage of non-recyclable containers in beverages sector” (mean 2.8233 std.dev. .97978), “I voluntarily join to environmentalist demonstrations and collective signing campaigns” (mean 2.6207 std.dev. .72858), “to convince acquaintances to consume less of products that are produced by using limited resources” (mean 2.8190 std.dev. .79063), “not to produce by polluting the environment”(mean 3.1379 std.dev. .68877), “to want to put courses about protecting the environment in primary schools”(mean 2.8578 std.dev..81199), and “to stop buying the products of a company that is fined of environment polluting production although the product is beneficial for him/herself”(mean 2.6810 std.dev. .80689) are the variables that is used to differentiate the collectivist group from the non-collectivist group. While the non-collectivist group does not agree with these statements, they remain behind the collectivist group with regards to their agreement means (Appendix 1(e)).

“Thinking that the cost of precautions to prevent water pollution is higher than the utility expected” (mean 2.3664 std.dev. .86754) variable is another differentiating characteristic of the non-collectivist group. It is seen that members who do not agree with the idea of the cost of precautions to prevent water pollution is not higher than the utility expected are the majority. In other words, it is believed that investments to keep water clean would not bring enough utility.

“Continuous donation to the institutions that are involved in environment protection activities” (mean 2.4181 std.dev. .75720) variable is another differentiating property of the non-collectivist group. Majority of the group members state that they do not want to donate continuously to the institutions that are involved in environment protection activities. These people have low possibility to join mass movements due to individualism, and they donate very little to environmentalist organization when compared to the group. Finally, an interesting characteristic of non-collectivist group is that group members tell that they and their families are not affected by air pollution.

It is observed that non - collectivist individuals who are in the first group have lower anxiety level for environmental issues than collectivist individuals who are the second group. Although it cannot be defined as having completely socially irresponsible consumption behavior and not having anxiety for environmental issues, it can be said that they are behind with respect to the individuals of the second group. In order to define the subdimensions that played a role on not having negative anxiety for environmental issues of non - collectivist and non - idealist individuals and to reveal the differences from collectivist individuals, discriminant analysis was performed. As seen in Appendix 2, in order to make visible the difference of anxiety level for environmental issues between collectivist and non - collectivist individuals, discriminant function that are used to control wilks' lambda (.776) and significance (.000) are employed. Correct classification rate based on the result of discriminant analysis, which is held to reveal the differences between anxiety levels for social issues of two groups and is for the predictability level for original group memberships of those two groups depending on the function obtained, is 70.1% as seen in Appendix 2(f).

According to these results, significant differences are observed in the tests of equility of group means section of Appendix 2 (c) and classification function coefficients section of Appendix 2 (e). According to this, “becoming impatient about problems related with environment pollution,” “becoming uneasy when thought environment pollution,” “increasing blood pressure and pulse when thought about environment pollution,” “being calm and easy when thought environment pollution” variables are distinctive characteristics of the cluster that is defined as non-collectivist and non-idealist. This cluster, which has positive values through the variables “becoming impatient about problems related with environment pollution” and “becoming uneasy when thought environment pollution,” is behind collectivist and idealist respondents. Same variables have higher values in the second cluster. Attaching higher value to the “increasing blood pressure and pulse when thought about environment pollution” variable can be due to the individualist characteristic of the members of this cluster. These people may think that environment pollution would affect them negatively and create risk for their futures.

Majority of the respondents in the first group are males. When compared with regards to their income levels, it is clear that members of the first cluster have lower income level than members of the second. Although university/college graduates are the majority, they are still fewer than the ones in the second cluster. Traders and industrialists are the majority of the first cluster. In terms of political views, although those who define themselves on the left and on the central left more than the ones who define themselves on the right and on the central right, they are not as dense as in the second cluster. The favorite environmentalist organization of members of the first cluster is Tema Foundation. However; this rate is lower when compared to the second

cluster. There are individuals who drive cars in the first cluster though not as many as in the second cluster.

High Level Collectivism & Idealism (Collectivist – Idealists)

This cluster can be defined as the cluster of respondents who are collectivist. Idealism factors have high values due to “necessity for avoiding behaviors that may hurt others’ honor and disrupt others’ peace,” “necessity of avoiding behaviors that would psychologically make people bad and would make them physically feel uncomfortable and would put risk on them,” “necessity of not harming others was emphasized even though it happens without noticing.” The second cluster can be defined as a group that consists of collectivist and idealist individuals. It is observed that the variable “if necessary and people should protect their own interests” received a lower rating as the second factor of relativism.

General socially responsible consumption behaviors of collectivist respondents who are in the second cluster are higher than socially responsible consumption behaviors of non - collectivist (individualist) respondents who are in the first cluster. In order to define the subdimensions that played a role on higher general socially responsible consumption behavior level of collectivist and idealist respondents and to reveal the differences between collectivist respondents, discriminant analysis was performed. As seen in Appendix 1, in order to make the difference of socially responsible consumption behavior level between collectivist and non-collectivist respondents visible, a discriminant function that is used to control Wilks’ lambda (.495) with significance (.000) is used. Correct classification rate based on the result of discriminant

analysis, used to reveal differences between socially responsible consumption behaviors of the two clusters are 87.7% as seen in Appendix 1 (f).

“Showing necessary understanding not to cause noise in society” (mean 3.6114 std.dev. .68299), “thinking that governments should support companies in order to develop the technology to recycle the waste materials” (mean 3.5322 std.dev. .54700), “demanding legal mandatory precautions that are required not to cause environmental pollution during production” (mean 3.5223 std.dev. .57835) variables are the distinctive characteristics of the collectivist cluster. Majority of the collectivist cluster states that they agree completely with these statements. Majority of the non - collectivist cluster indicated that they agree with the statements while they express their opinions about the same context. It can be asserted that the collectivist cluster is more sensitive towards these issues. “Thinking that environmental pollution is one of the most significant problems of contemporary world” (mean 3.2252 std.dev. .67663), “being affected by environmental pollution physically” (mean 3.2079 std.dev. .81630), “being thought that chemicals used in agriculture cause environmental pollution” (mean 3.0718 std.dev. .73027), “being thought that the issues related with environmental pollution is exaggerated” (mean 3.2525 std.dev. .75587), “demanding to convince acquaintances not to purchase products that pollute or harm environment” (mean 3.2847 std.dev. .69430), “demanding to inform people about the disadvantages of the product in the advertorials mandatory” (mean 3.1584 std.dev. .70423), “demanding public authorities to whom consumers might complain about environmental pollution” (mean 3.4950 std.dev. .68481), “thinking that the cost of precautions to prevent water pollution is higher than the utility expected” (mean 2.9703 std.dev. .89338), “being nervous about the harms of pollution to natural life” (mean 3.2550 std.dev. .71624), “thinking that

everybody should use natural gas instead of coal in order to prevent air pollution” (mean 3.2376 std.dev. .74419), “thinking that it is a proper action for the government to spare more budget for activities to protect environment” (mean 3.2401 std.dev. .74838), “demanding higher taxation for the products which harm environment when they are produced or consumed” (mean 3.1807 std.dev. .79360), “thinking that comfort of going work by car is not dominant to environmental pollution” (mean 2.6559 std.dev. .97255), “not avoiding sacrifices to protect environment although it is known that the outcomes would not be visible in the short term” (mean 3.2426 std.dev. .61863), “rarely thinking that air pollution would affect him/herself and his/her family negatively” (mean 2.3936 std.dev. .86053), variables differentiate the collectivist cluster from the non - collectivist cluster. Although non - collectivist cluster also agrees with these statements, it is behind in terms of averages from the collectivist group (Appendix 1 (e)).

“Thinking often that resources that are necessary for next generations’ usage are consumed” (mean 3.2550 std.dev. .65090) and “thinking that membership of an association which has activities for protecting the environment is acceptable” (mean 2.7475 std.dev. .86315) variables are distinctive characteristics of the collectivist cluster. Many of the members of collectivist cluster state that they agree with these issues whereas the majority of the non - collectivist group state that they do not. It is seen that these two opposite ends have two different approaches. When the variable “avoiding unnecessary consumption in order to prevent the decline in limited resources” (mean 3.5223 std.dev. .63559) was analyzed, it is seen that the gap between opposite poles increases. While the majority of the collectivist group members insist on avoiding unnecessary consumption to prevent the decline of limited resources, the majority of non-collectivist members state that they completely disagree with this approach. “Finding it

unnecessary to buy new ones as long as clothes do not get older” (mean 2.44551 std.dev. .00347) variable is the last one that differentiates the collectivist cluster from the non - collectivist cluster. Collectivist group thinks buying new clothes is unnecessary before they get older. Though it is not statistically tested, this result could be explained by the number of women in the collectivist cluster. Moreover, higher income level of individuals of this cluster can also be another potential explanation for this result. In the high income level crowd, it may be worthwhile to explore whether women are in the majority or not and find it unnecessary to change clothes before they get old enough. Although the collectivist, idealist, even if necessary, is against telling a lie, and the individuals, who do not always mind their interests, they maintain higher anxiety levels toward environmental issues compared to the non - collectivist individuals who make up the first cluster. In order to define the subdimensions that play a role in higher anxiety level towards environmental issues and to reveal the differences from non-collectivist individuals, discriminant analysis was performed. As seen in Appendix 2, in order to make the difference of anxiety level towards social issues between collectivist and non-collectivist individuals visible, a discriminant function is used to control wilks’ lambda (.776) and significance (.000).

Besides the use of cluster analyses to discern differences between groups regarding anxiety levels toward social issues, discriminant analysis is used to explore to what extent these two clusters reflect the original sample. A constructed function indicates a result of %70.1 (see Appendix 2(f). The outcomes indicate, significant ones in tests of equality of group means part of Appendix 2(c) of the issues that are felt anxious by collectivist individuals represent the differences in classification function coefficients sections of Appendix 2 (e). According to this,

“disturbing him/herself affected by environmental pollution,” “boring him/herself due to the environmental issues,” “able to think reasonably about the problems that are related with environment,” “always having the energy that would solve the problems he/she encountered about environmental pollution,” “thinking that nothing could be done personally when thought what could decrease environmental pollution,” “thinking that personal effort would be in vain to decrease the general environmental pollution” and “thinking environment would be luxurious when compared to the other problems of the country” variables are distinguishing characteristics of the second cluster. These individuals do not want to be disturbed by the pollution. So, these imply that they are ready to join actions against the sources of the environmental problems if these problems and the solutions are well defined. They see individual acts as impossible and meaningless. They prefer collectivist acts rather than individual acts. This result can be explained due to their collectivist characteristics.

Female respondents comprise the majority of the second sample. When one compares the clusters according to their income levels, it is observed that the second group’s income level is higher than the first. Most of the college graduates and master/PhD graduates are in the second cluster. When one compares the clusters according to their occupation status, students, housewives and self-employed people are densely located in the second cluster. Research results show similarities to the research results of Schwartz and Miller. This research shows that; women and highly educated people are more environmentally - socially responsible, compared to men and low educated people (Schwartz & Miller, 1991). Gender plays a crucial role when it comes to differences between individualist or collectivist moral values. In most societies, males have higher mobility and more rights than females. In such a society, males adopting

individualist moral values are more common. Under same circumstances, female are more responsible regarding requirements of their children than their husbands. As a result of this, women adopt collectivist moral behaviors and acts much more than males (Huda, 2001). The majority of those who believe in leftists and central leftist political ideologies are located in the second cluster. The individuals preferred Tema Foundation as the environmental organizations that they would like to support. Comparing clusters according to car ownership, it can be observed that car owners and the ones who drive the car the company they work for gives are mainly in the second cluster. Also, the majority of the individuals who do not own a car are mostly located in the second cluster.

Appendix 1 Socially Responsible Consumption Behavior Differences Between Clusters

(a) Summary of Canonical Discriminant Function						(b) Test of function(s)						
(c) Tests of Equility of Group Means						(d) Structure Matrix Obtained as a Result of Discriminant Analysis						
(e1) Classification Function Coefficients (e2)Group Statistics Based on Clusters												
(f) Classification Results												
(c) Tests of Equility of Group Means						Individualist – Non-Idealist Cluster n=232			Collectivist-Idealist Cluster n=404			(d)
						(e1)	(e2)		(e1)	(e2)		
	Wilks' Lambda	F	df 1	Df2	Sign	1 st Cluster	Mean	Std. Dev.	2 nd Cluster	Mean	Std. Dev	
Required understanding should be shown in order to prevent noise in society.	.892	76.441	1	634	.000	3.361	3.0603	.89044	3.434	3.6114	.68299	.3449.
Unnecessary consumption should be avoided in order to prevent the decrease in limited resources.	.869	95.667	1	634	.000	1.469	2.9871	.71157	2.737	3.5223	.63559	.3855.
Environmental pollution is one of the biggest problems we encounter in our contemporary world.	.949	34.035	1	634	.000	-1.783	2.8621	.87680	-2.583	3.2252	.67663	.22922.
Consumers do not perform behaviors to embolden producers to use recyclable material for packages	.993	4.268	1	634	.039	1.899	3.0216	.76417	1.323	3.1460	.71215	.08132.
We do not get enough precaution to protect limited resources	.893	76.160	1	634	.000	4.134	2.9957	.76446	4.072	3.4851	.62795	.34310.
We should protect limited resources by abandoning to use some products	.922	53.301	1	634	.000	-2.088	2.7457	.86789	-1.949	3.2079	.70541	.28716.
Required significance should be provided to the products to make them environmentalist	.929	48.355	1	634	.000	1.976	2.9267	.76660	1.855	3.2995	.57396	.27317.
I am affected physically from environmental pollution	.949	33.903	1	634	.000	1.297	2.8190	.80150	1.621	3.2079	.81630	.22923.
People should be reactive against the governments that do not set precautions to control environmental pollution.	.913	60.659	1	634	.000	1.424	2.7672	.91979	1.328	3.2624	.67237	.30615.
It should be prohibited to use non-recyclable containers in beverages sector	.947	35.708	1	634	.000	-1.248	2.8233	.97978	-1.199	3.2525	.80360	.23521.
I join voluntarily environmentalist demonstrations and signature campaigns	.942	39.118	1	634	.000	-2.766	2.6207	.72858	-2.760	3.0198	.79988	.24619.
I often think that we consume the resources that are necessary for next generation	.887	80.703	1	634	.000	2.380	2.7198	.83430	3.128	3.2550	.65090	.3537.
Governments should provide necessary support to the companies to develop technologies recycling of waste products	.854	107.998	1	634	.000	3.698	2.9397	.89044	4.961	3.5322	.54700	.4093.
I can be a member of environment protecting association	.959	27.250	1	634	.000	1.589	2.3793	.84418	1.864	2.7475	.86315	.20526.
I think that chemicals used in agriculture cause environmental pollution	.950	33.532	1	634	.000	1.547	2.7069	.82196	1.843	3.0718	.73027	.22824.
I think that the issues related to environmental pollution are exaggerated	.911	61.952	1	634	.000	1.069	2.7759	.69738	1.073	3.2525	.75587	.31014.
I continuously donate to the institutions that have actions to protect environment	.979	13.634	1	634	.000	4.372	2.4181	.75720	4.249	2.1807	.79360	-.14528.

Necessary mandatory measures should be set in order not to cause environmental pollution even during the production .	.842	119.020	1	634	.000	1.332	2.9698	.67352	2.386	3.5223	.57835	.4291.
People should convince acquaintances not to purchase products that pollute or harm	.943	38.075	1	634	.000	1.883	2.9181	.76573	2.210	3.2847	.69430	.24320.
It should be mandatory to inform people about the disadvantages of the product during advertorials.	.965	23.057	1	634	.000	-2.440	2.8534	.87539	-3.494	3.1584	.70423	.18927.
There should be public authorities that consumers can complain about environmental pollution	.889	79.116	1	634	.000	4.275	2.9698	.76952	5.084	3.4950	.68481	.3508.
The cost of precautions to prevent the pollution of water is higher than the utility expected.	.902	68.772	1	634	.000	-1.976	2.3664	.86754	-1.717	2.9703	.89338	.32612.
It makes me nervous to think about the harm of pollution to the natural life.	.882	84.812	1	634	.000	2.226	2.6724	.85052	2.718	3.2550	.71624	.3626.
People should convince acquaintances to use less of the products that are produces with limited resources.	.910	62.629	1	634	.000	-1.505	2.8190	.79063	-1.009	3.2921	.68579	.31113.
Everybody should use natural gas instead of coal since it does not pollute air.	.898	71.864	1	634	.000	1.705	2.7155	.75370	2.018	3.2376	.74419	.33311.
Government should allocate more funds for the organizations which aims to protect environment	.934	44.718	1	634	.000	-1.225	2.8319	.72805	-1.572	3.2401	.74838	.26318.
The taxes of products whose manufacturing damage environment should be high.	.988	8.015	1	634	.005	-.117	2.9914	.84254	-.327	3.1807	.79360	.11129.
The comfort of going work with car is not more important environment pollution	.994	3.522	1	634	.061	2.272	2.5216	.65098	3.008	2.6559	.97255	.07433.
Producers should not manufacture products by polluting th environment	.951	33.003	1	634	.000	2.714	3.1379	.68877	2.257	3.4307	.57461	.22625.
Courses about environment protection should be taught at primary schools.	.864	99.507	1	634	.000	-2.374	2.8578	.81199	-2.281	3.4158	.58969	.3924.
Although its products are beneficial for me. I will give up to buy the products of the company which is punished because it pollutes environment at manufacturing.	.996	2.786	1	634	.096	-.968	2.6810	.80689	-0.859	2.8020	.91873	.06634.
Although I believe that results can not be archived in short term. still I can make a sacrifice to do actions for environment protection	.850	111.669	1	634	.000	3.292	2.6509	.77493	4.684	3.2426	.61863	.4162.
I rarely think that air pollution does not affect me and my family badly.	.988	7.416	1	634	.007	5.155	2.5819	.80163	4.920	2.3936	.86053	-.10730.
I find it unnecessary to buy new cloths although they are quite old.	.993	4.445	1	634	.035	-.055	2.6078	.79855	-.777	2.4455	1.00347	-.08331.

(a) Summary of Canonical Discriminant Functions					(f) Classification Results			Predicted Group Membership		Total
Eigenvalues					Number	1 st Cluster		2 nd cluster		
Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation		Original Group Membership	1	189	43	232
1	1.020(a)	100.0	100.0	.711	2		35	369	404	
a First 1 canonical Cluster Functions were used in the analysis.					%	1	81.5	18.5	100.0	
(b) Test of Function(s)						2	8.7	91.3	100.0	
Wilks' Lambda					%87.7 of Original Grouped Cases Correctly Classified					
Test of Function(s)	Wilks' Lambda	X ²	df	Sig.						
1	.495	431.689	40	.000						

Appendix 2 Anxieties About Social Issues Differences Between Clusters

(a) Summary of Canonical Discriminant Functions						(b) Test of function(s)						
(c) Tests of Equility of Group Means						(d) Structure Matrix Obtained as a Result of Discriminant Analysis						
(e1) Classification Function Coefficients (e2)Group Statistics Based on Clusters												
(f) Classification Results												
(c) Tests of Equility of Group Means						Individualist – Non-Idealist Cluster n=232			Collectivist-Idealist Cluster n=404			Structure Matrix (d)
						(e1)	(e2)		(e1)	(e2)		Function 1
	Wilks' Lambda	F	df1	DF2	Sign.	1 st Cluster	Mean	Std. Dev.	2 nd Cluster	Mean	Std. Dev.	Function 1
It disturbs me to face with environment pollution.	.935	44.032	1	634	.000	.316	2.8017	.91850	.808	3.2673	.81110	.490 2
I am ambitious about the problems related to the environmental problems.	.994	3.614	1	634	.058	2.474	2.4655	.71992	2.163	2.5842	.77833	.140 11
I am becoming uneasy while thinking about environmental issues.	.972	18.198	1	634	.000	-.720	2.5431	.76608	-.308	2.8218	.80810	.315 6
When I think about environmental pollution. my blood pressure and pulse increase	.986	9.239	1	634	.002	2.165	2.1983	.77538	1.695	2.0099	.73879	-.224 9
I am considering so much environment	.984	10.510	1	634	.001	.040	2.4052	.76705	.465	2.6287	.87466	.239 8
I can think about the issues related to the environment problems rationally.	.958	27.547	1	634	.000	8.831	2.7069	.73875	9.309	2.9901	.60182	.388 4
I always have required energy for the actions which can help to protect nature.	.935	43.829	1	634	.000	.052	2.4181	.81236	.736	2.8416	.75523	.489 3
While thinking about environment problems. I am calm and comfortable.	.993	4.208	1	634	.041	-.188	2.5388	.70757	-.004	2.6708	.82036	.151 10
While thinking about the possible solutions of protecting environment. I believe that I can not do something individually.	.966	22.598	1	634	.000	4.161	2.4310	.81357	4.225	2.7500	.81510	.351 5
It is useless to individually spend effort in order to decrease environment pollution.	.927	49.880	1	634	.000	6.342	2.6034	.86168	6.920	3.0569	.72818	.522 1
It is luxury to care about environmental problems while comparing with the other problems of our country	.978	14.507	1	634	.000	3.146	2.7155	.92868	3.209	3.0000	.89387	.281 7
(a) Summary of Canonical Discriminant Functions						Classification Results (f)			Predicted Group Membership		Total	
Eigenvalues									1 st Cluster	2 nd Cluster		

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation	Original Group Membership	Number	1	97	135	232
1	.289(a)	100.0	100.0	.474			2	55	349	404
a First 1 canonical cluster Functions were used in the analysis.						%	1	41.8	58.2	100.0
(b) Test of Function(s)							2	13.6	86.4	100.0
Wilks' Lambda					%70.1 of Original Grouped Cases Correctly Classified					
Test of Function(s)	Wilks' Lambda	X ²	df	Sign.						
1	.776	159.049	16	.000						

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