

**THE MEDIATING ROLE OF HEDONIC
CONSUMPTION AND MATERIALISM
IN THE EFFECT OF THE
CONSCIENTIOUSNESS
PERSONALITY TRAIT ON
ENVIRONMENTALLY CONSCIOUS
CONSUMPTION¹**



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ABSTRACT

The transition from a production society to a consumption society has increased the destruction of the world's ecosystem. However, a growing number of customers are making efforts to lessen the impact of their purchases on the environment. To identify the determinants of influence on purchasing behavior, the mediating role of materialism and hedonic consumption in the relationship between conscientiousness and environmentally conscious consumption was investigated in this study. Quantitative research was used to collect data from 562 people through a survey technique. While environmentally conscious consumption and hedonism were investigated in one dimension, materialism was investigated in the dimensions of luxury tendency and feeling of deprivation, and the personality trait of conscientiousness was investigated in the dimensions of being planned and careful. Results of the study reveal that the luxury consumption tendency has a mediating impact on the relationship between sub-dimensions of conscientiousness personality traits (being careful, being planned) and environmentally conscious consumption behavior.

Keywords: *Environmental conscious consumption, conscientiousness, hedonic consumption, materialism*

JEL Code: *D91, E21, M14*

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¹ Compliance with the ethical rules of the relevant study has been declared.

SORUMLULUK KİŞİLİK ÖZELLİĞİNİN ÇEVRE BİLİNÇLİ TÜKETİME ETKİSİNDE HEDONİK TÜKETİM VE MATERYALİZMİN ARACI ROLÜ



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ÖZ | Üretim toplumundan tüketim toplumuna geçiş dünya ekosisteminin tahribatını da artırmıştır. Buna karşın satın alma ve tüketim davranışında çevresel kaygılarla hareket eden ve çevreye negatif etkisi olan ürünleri satın almaktan uzak duran tüketicilerin sayısı da gün geçtikçe artmaktadır. Kişilik özellikleri bireyleri çevreci davranışa yönelten en önemli faktörden biri olarak kabul edilmektedir. Bu çalışmada sorumluluk bilinci ile hareket etme kişilik özelliğinin çevre bilinçli tüketime etkisinde hedonik tüketim ve materyalizmin aracı rolü incelenmiştir. Nicel araştırma yöntemi ile gerçekleştirilen çalışmanın verileri anket tekniği ile 562 denekten toplanmıştır. Araştırmada hedonizm ve çevre bilinçli tüketim tek boyut üzerinden; sorumlu kişilik özelliği, planlı ve dikkatli olma boyutları üzerinden; materyalizm ise lüks eğilimi ve yoksunluk hissiyatı boyutları üzerinden ele alınmıştır. Araştırma sonucunda sorumluluk kişilik özelliği alt boyutlarının (dikkatli olma, planlı olma) çevre bilinçli tüketim davranışı üzerindeki etkisinde materyalizmin alt boyutlarından lüks tüketim eğiliminin aracı etkisi olduğu sonucuna ulaşılmıştır.

Anahtar Kelimeler: Çevre bilinçli tüketim, sorumluluk, hedonizm, materyalizm

JEL Kodları: D91, E21, M14

Alan: İşletme

Türü: Araştırma

1. INTRODUCTION

Consumption patterns of people have undergone significant changes as a result of the Industrial Revolution's rapid growth of mass production and the use of machines in manufacturing. Thus, as capitalism has expanded throughout society after 20th century, people's spending has grown, and consequently, consumption has increased in production-focused countries (Fromm, 1989).

In the past, profit-driven companies disregarded the harm they caused to the environment in order to produce more and increase their profits (Brown & Kasser, 2005; Manchanda, 2014). However, in the 1980s, customers started to protest against companies' environmentally damaging production methods, particularly in the United States and Great Britain (Saydan & Kanıbir, 2007). These protests lead customers to change their shopping decisions since these decisions are directly impacted by their growing environmental concern (Aracıoğlu & Tatlıdil, 2009). These protests also indicate that consumers are aware of environmental circumstances when they choose to buy things that are less detrimental to the environment and consider if the products are environmentally friendly. Moreover, this concern has been major reasons for the emergence of the notion of “Environmentally Conscious Consumption.”

“Environmentally conscious consumption” refers to how customers’ purchase decisions reflect their awareness on environmental issues (Ay & Ecevit, 2005). In general, the term “consumption” refers to the act of an individual purchasing, owning, and using products or services in order to fulfill a need (Doğrul, 2012). But in addition to satisfying needs, attempts are now being made to give consumers a sense of joy and excitement from the activities they engage in while satisfying their needs, which is intended to boost consumption (Açıklın, 2017). The starting point of environmentally conscious consumption is accepted as providing pleasure to consumers as a result of purchasing products that are not detrimental to the environment while satisfying their needs.

Materialism is the belief that owning a product is essential to accomplishing one’s objectives beyond just fulfilling one’s needs or enjoying oneself after engaging in a purchase (Good, 2007). The most fundamental characteristics of materialism are demonstrated to be ownership of the purchased goods, a lack of generosity in sharing these goods, and—above all—the belief that material possessions should be the focal point of an individual’s existence (Richins & Dawson, 1992; W. Belk, 1984).

Although the desire to meet needs is one of the basic motivations of purchasing behavior, materialism and hedonism also play a major role in purchasing behavior. For this reason, the effect of materialism and hedonism on purchasing behavior has been the subject of many studies recently (Cheng, Chang

& Lee 2020; Guido, 2006; Manchanda, 2014; Öz & Tatlı, 2021; Solunoğlu & İkiz, 2020; Troisi, Christopher & Marek 2006). Nonetheless, consumers' purchase decisions are influenced by variables besides materialism and hedonism. Individuals' personality traits are accepted to have a significant role in influencing the purchasing behavior of consumers as well (Otero-López & Villardefrancos, 2013).

“Five Factor Personality Traits” developed by Costa and McCrae (1995) is a model that is frequently used to measure the concept of personality, which continues to be shaped from birth to death of the individual. “Five Factor Personality Traits”, consisting of the dimensions of “*extraversion, neuroticism, conscientiousness, agreeableness, and openness to experience*” are used in many fields (Wood & Bell, 2008). For this reason, a variety of studies explore the effect of personality traits on purchasing behavior (Abdollahi et al., 2017; Guido, 2006; Milfont & Sibley, 2012). In addition, the effect of personality traits on environmentally conscious consumption has been studied by many researchers (Hirsh, 2010; Kaynak & Ekşi, 2014; Yılmaztürk & Akdoğan, 2023). In these researches, Abdollahi, Hosseinian, Karbalaei, Pajooh, Kesh & Najafi (2017) examined the mediating role of being individualistic and collective, Cheng et al. (2020) examined the level of environmental concern and consumer ethical belief, and Lu & Chang (2013) examined the effect of personality traits on environmentally conscious consumption. However, studies examining the mediating role of materialism and hedonism in the effect of environmentally conscious consumption and conscientiousness are quite limited in the literature.

Considering the related research, it seems that each factor of the Five Factor personality traits can be positively or negatively associated with environmentally conscious consumption. Nonetheless, the main explanation for selecting the conscientiousness component in this investigation is that individuals possessing a high level of conscientiousness typically exhibit purposeful and structured behavior. They also have a strong sense of duty and pay close attention to their task. These people are determined, they assimilate society norms and ideals, and they engage in peaceful interactions with others (Rae Perry, 2003). Lastly, future-focused activities are typically shown by conscientious people (Zimbardo & Boyd, 1999). Compared to other personality traits, it is thought that this trait will encourage people to take more responsible action in the future to stop environmental degradation. In this regard, this study aims to examine the mediating role of hedonism and materialism in the effect of the conscientiousness personality trait on environmentally conscious consumption.

2. THEORETICAL FRAMEWORK

Conceptual details about the variables are included in this section of the study. First, the notion of environmentally conscious consumption—which is considered the dependent variable—is explained. The “Five Factor Personality Traits” are briefly explained, with particular focus on the conscientiousness personality trait dimension—which is considered to be an independent variable. Finally, the notions of hedonic consumption and materialism—which are supposed to serve as mediating variables—are discussed.

2.1. Environmentally Conscious Consumption

Consumers mostly focus on meeting their needs during their purchasing behavior. However, people now consider how their purchases may affect the environment when making decisions about what to purchase (Akdeniz Ar, 2011). The increased consciousness and sensitivity of consumers towards environmental matters has significantly contributed to the development of the conscious consumption pattern as environmentally conscious consumption.

Environmentally conscious consumption is characterized by customers who consider environmental issues to be significant in their purchasing decisions (Laroche, Barbaro-Forleo & Bergeron 2001). In other words, being environmentally conscious means avoiding the purchase or use of goods that are beneficial but environmentally harmful (Peattie, 2001). Because of this, consumers who care about the environment expect products to be safe to use, have a long shelf life, and be packaged eco-friendly. They also want products to not harm the environment or human health during production (Peattie, 2001).

While it may appear that environmentally conscious consumption is a relatively recent idea, environmentally conscious purchasing practices have been observed among consumers since the 1960s (Lampe & Gazdat, 1995). The primary driver of this purchase activity is customers’ concern about environmental degradation and desire to combat it (Bozpolat, 2021). Although it initially appeared as a personal activity, the great majority of people today are in favor of this activity, which began with individual efforts and has now greatly impacted society’s purchasing behavior (Dikmenli & Konca, 2016). This widespread activity sparked legislation to stop environmental degradation, prompted companies to manufacture fewer environmentally hazardous products, and finally sparked a full-scale environmental protection movement (Kaypak, 2011).

In order to capitalize on the growing trend of environmentally conscious consumption, manufacturers should reorganize their manufacturing, distribution, and marketing strategies and emphasize eco-friendly methods to draw in this customer base (Aytekin, 2007). Nevertheless, companies must incur additional

expenses to manufacture goods that will attract these customers, who still make up a small portion of the overall consumer base. This is mostly due to the expensive nature of the production, distribution, and marketing processes for these products, which have not yet achieved economies of scale (Wong, Turner & Stoneman, 1996). On the other hand, environmentally conscious consumers often bear this cost, even though the products they purchase are more expensive than non-environmentally friendly products (Peattie, 1999; Wong et al., 1996).

2.2. Five Factor Personality Traits

Individual behavior is greatly influenced by the concept of personality, which exists from birth, shapes and develops until death, and helps individuals stand out from each other (Mount, Barric, Scullen & Rounds 2005). Personal traits that influence behavior are categorized using a variety of typologies. Numerous models, including the five-factor personality type of Myers-Briggs, A/B personality types, and Holland and Eysenck personality types, are among the main typologies used in the literature to measure the impact of personality traits on human behavior. The Holland typology discusses people by categorizing them according to six fundamental dimensions: realistic, investigative, artistic, social, entrepreneurial, and conventional (Demirkol & Aslan, 2021). According to Eysenck typology, personality types are discussed through extraversion and neuroticism dimensions (Karancı, Dirik & Yorulmaz 2007). Personality typology also classifies personality traits into two groups: type B (less competitive, less dedicated to work, and less sensitive to time) and type A (more competitive, more dedicated to work, and more sensitive to time) (Durna, 2010). In the Myers-Briggs model, personality structure is discussed through the sub-dimensions of extroversion/introversion, emotionality, judgmental and thinking (Bulgur, 2022). When personality traits were categorized according to shared attributes, researchers concentrated on five variables, which were collectively dubbed “Five Factor Personality Traits” despite the fact that there is no widely recognized theory regarding personality traits (Friedman & Schustack, 1999). The continuity shown in the behaviors displayed as well as the people’s sentiments and thoughts were taken into consideration when developing each dimension of the personality traits studied under the five different dimensions (Limont, Dreszer-Drogorób, Bedynska, Sliwinska & Jastrzebska 2014). “The Five Factor Personality Traits” developed by Costa and McCrae (1995) can be used to categorize personality structure using terms from any language spoken worldwide. Personality traits are discussed through the dimensions of extraversion, neuroticism, conscientiousness, agreeableness and openness to experience (Wood & Bell, 2008). The relationship between environmentally conscious consumption and personality traits has been the focus of several research investigations in the

literature (Abdollahi et al., 2017; Guido, 2006; Milfont & Sibley, 2012). Based on existing research, it appears that the five-factor personality model aligns better with environmentally conscious consumption behaviors.

According to the model, people with extrovert personality traits are warm-blooded, gregarious, energetic, and more adept at forming relationships with other people (Benet-Martinez & John, 1998), people who have a high degree of conscientiousness, behave in a planned way, feel a strong sense of obligation, act attentively at work, are resolute, absorb social norms and values, and interact with others in a harmonious way (Rae Perry, 2003). Individuals who are open to experience enjoy going beyond traditional patterns while being open to different experiences, adventurous and creative (Benet-Martinez & John, 1998; Costa & McCrae, 1995; Somer, Korkmaz & Tatar 2002). In accordance with the model, people who display the personality trait “agreeableness” tend to help others, form close relationships with people around them, express affection, and be understanding. The last dimension in the mode, “neuroticism” is stated to be individuals who do not trust their environment, exhibit anxious attitudes, are easily offended and get angry very easily (Somer et al., 2002).

2.3. Hedonic Consumption

Consumers essentially act with two senses when displaying purchasing behavior. The first of these senses is used for practical purposes to fulfill needs, but the second sense is used to satisfy passions rather than necessities (Batra & Ahtola, 1991). These behaviors are also called hedonic and utilitarian. While hedonic consumption behavior is expressed as the pleasure of the experience of using products, utilitarian consumption can be expressed as the functions of the product meeting the needs of the consumer (Voss, Spangenberg & Grohmann 2003). Additionally, in hedonic consumption, the most important factor that directs individuals to consumption is the entertainment and pleasure to be obtained from consumption (Hirschman & Holbrook, 1982). For this reason, in hedonic consumption—as opposed to materialistic consumption—the enjoyment that buyers derive from the transaction takes precedence over the usefulness of the product (Park, Kim & Forney 2006).

The majority of hedonistic consumers rarely put off their desires (Odabaşı, 2006). Businesses can profit from this scenario since this particular consumer group, which values pleasure in its consumption, searches for goods that will provide the greatest amount of pleasure. For this reason, businesses aim to produce products that appeal to people’s emotions in addition to fulfilling functional needs when developing them, allowing customers to derive the most enjoyment from their purchasing endeavors (Özgül, 2011).

2.4. Materialism

Materialism is studied in many disciplines, including sociology, philosophy, and even religion. Today, psychology, marketing, and economics place a high value on the topic (Karahana & Söylemez, 2019). One of the main reasons why materialism has become one of the research topics of marketing and economics is that materialism plays a highly effective role in consumer behavior (Eastman, Goldsmith & Flynn, 1999).

Having material possessions is often the focal point of the life of those who tend to materialistic behavior. People feel that their possessions contribute to social advancement and that their ownership of these goods makes them happy. While materialistic consumers find joy in owning a product, there is also a significant correlation between the inability to buy a product and negative feelings in people (Parker, Haytko & Hermans 2009).

Rassuli and Hollander (1986) claim that materialism encourages people to spend money and acquire things, as well as leading them to make unneeded purchases. Furthermore, compared to other consumers, materialistic consumers are not hesitant to spend more time or money on the things they wish to purchase (Sevgili, 2012). Materialistic customers may feel the urge to buy more or other things soon after making a purchase, even if it means spending more time and money. They may also forget the satisfaction of the object they already own (Richins & Dawson, 1992).

3. LITERATURE REVIEW AND FUNDAMENTAL HYPOTHESES

A person's behavior is mostly driven by their personality traits, particularly their views, values, and attitudes. In this regard, personality traits have an important place in individuals' environmentally conscious attitudes and purchasing behavior (Pettus & Giles, 1987). According to Wojciechowska's (2017) research, personality traits have a beneficial impact on purchasing behavior when it comes to multicultural values, the desire to buy branded goods. While this beneficial impact was noted on environmentally friendly/green consumption in the studies of Duong (2022), Fraj and Martinez (2006), Fatoki (2020), Yang and Zhang (2021), and Akdoğan and Durmaz's (2021) study, it was also noted on sustainable consumption in the studies of Awais, Samin, Gulzar, Hwang and Zubair (2020), Can and Çağan (2024), Özdemir and Sunaoğlu (2023), Ribeiro, Veiga and Higuchi (2016), as well as on sustainability.

Hirsh (2010) examined how people's personalities affected their attitudes toward environmental issues. He concluded that while people with neurotic and conscientiousness personality traits are relatively less tactful

to environmental degradation, those with agreeable and open-to-experience personality traits are more sensitive to it. Another study examining the relationship between personality traits and environmental awareness was conducted by Kaynak and Ekşi (2014). According to a study which examines the relationship between personal traits, healthy living and environmental awareness, people with agreeableness and conscientiousness personality traits have positive environmental awareness.

Another study investigating the relationship between five-dimensional personality traits and environmental consciousness is conducted by Abdollahi et al. (2017). The authors concluded that people who exhibit higher levels of neuroticism, extroversion, and conscientiousness also tend to behave in more environmentally conscious ways. Finally, Akdoğan and Durmaz (2021) examined the relationship between personality traits extroversion, conscientiousness and agreeableness dimensions, and environmentally conscious consumption. While the personality traits of conscientiousness and agreeableness have a positive and significant effect on environmentally conscious consumption, no statistically significant effect of the personal trait of extroversion on environmentally conscious consumption was found. The H1 hypothesis was established as follows in accordance with the relevant research.

H₁: *Conscientiousness personality trait has a significant impact on environmentally conscious consumption behavior.*

Although the subject of personality traits and environmentally conscious consumption is a subject that has been studied quite frequently, the literature is quite limited in terms of hedonism and environmentally conscious consumption and sustainable consumption. However, Bhardwaj and Manchiraju (2017) examined the effect of unplanned purchasing and hedonism on sustainable consumption in their study and concluded that while unplanned purchasing behavior has a negative effect on sustainable consumption, hedonism has a positive effect on sustainable consumption. Research indicates that the primary factor contributing to hedonism's beneficial impact on sustainable consumption is the way in which people transform sustainable consumption into an enjoyable activity for themselves. Choi and Johnson (2019) also carried out research to investigate the relationship between hedonism and environmentally conscious consumption (intention to purchase green products). The study's findings indicate that hedonic motives have a positive effect on consumers' intentions of purchasing green products. The authors observed that the primary explanation for the positive relationship between hedonism and the desire to buy environmentally friendly items is that people who exhibit hedonistic behavior are drawn to new

products, and environmentally friendly products are relatively new on the market.

H₂: Hedonism has a significant impact on environmentally conscious consumption behavior.

Contrary to hedonism and environmentally conscious consumption, the effect of personality traits on hedonism/hedonic consumption has been studied by many researchers (Guido, 2006; Öz & Tatlı, 2021; Solunoğlu & İkiz, 2020). According to the findings of Solunoğlu and İkiz's (2020) study, there is a negative relationship between hedonism and the personality traits of conscientiousness. Guido's (2006) research revealed a significant relationship between utilitarian consumption and conscientiousness, but no significant relationship was revealed between hedonism and conscientiousness. Lastly, in the study conducted by Öz and Tatlı (2021), a positive and significant relationship was found only between extraversion and hedonism. However, the relationship between conscientiousness and hedonism was not statistically significant.

H₃: Conscientiousness personality traits have a significant impact on hedonism.

People's buying habits and desire to possess goods are strongly influenced by personal traits. However, this effect is not always directly observed (Rose, 2007). In their study, Mowen and Spears (1999) stated that materialism plays a mediating role between individuals' personality traits and purchasing behavior. Moreover, in the study, it is demonstrated how the demand for stimulation, in particular, extroversion and openness, have a positive and indirect impact on materialism. Another study on the mediating role of materialism between personality traits and purchasing behavior was conducted by Otero-López and Villardefrancos (2013) and Bosnjak, Galesic and Tuten (2007). These studies concluded that materialism has a mediating role in the effect of extroversion, openness to new experiences, and agreeableness personality traits on excessive purchasing behavior. They also concluded that conscientiousness personality traits do not exhibit unnecessary purchasing behavior. Accordingly, materialism does not have a mediating effect on these two variables. In the study conducted by Troisi, Christopher and Marek (2006), it was observed that materialism has a negative effect on the unnecessary purchasing behavior of individuals with agreeableness and extroversion personality traits. Finally, in the study conducted by Başlar and Bozbay (2019) the influence of materialism and status consumption on the compulsive buying behavior associated with personality traits was examined. However, no significant relationship was observed between personality traits and materialism.

H₄: The conscientiousness personality trait has a significant impact on materialism.

People are concerned about the limited resources in the ecosystem and the increasing environmental degradation resulting from excessive consumption (Brown & Kasser, 2005; Kilbourne & Pickett, 2008). And materialism is shown as one of the biggest reasons for excessive consumption since it encourages people to continuously acquire and own goods. For this reason, it has been viewed as a sinister and disagreeable idea (Manchanda, 2014). According to Kasser's (2016) research, materialistic people prioritize their enjoyment over their appreciation of the environment, which explains why they do not show environmental concerns. Additionally, Sreen, Purbey and Sadarangani (2020) concluded that materialistic emotions eliminate environmental impulses. Nonetheless, other research concludes that materialism promotes environmentally conscious and environmentally beneficial consumption. When environmentally conscious individuals act with the urge of materialism, this behavior can turn into the concept of having environmentally friendly products for them (Mai, 2019). In this regard, Mai (2019) and Yılmaztürk and Akdoğan (2023) concluded that materialism has a positive and indirect effect on protecting the environment and purchasing behavior of environmentally friendly products.

H₅: Materialism has a significant impact on environmentally conscious consumption behavior.

H₆: Hedonism has a mediating role in the effect of conscientious personality trait on environmentally conscious consumption behavior.

H₇: Materialism has a mediating role in the effect of conscientious personality trait on environmentally conscious consumption behavior.

4. RESEARCH MODEL AND RESEARCH METHOD

The aim of this research is to measure the mediating role of hedonism and materialism in the effect of conscientiousness personality trait on environmentally conscious consumption. The mediating impact can be measured in the literature using either the contemporary approach based on the bootstrap test or Baron and Kenny's causality approach (Gürbüz, 2019). In the traditional approach developed by Baron and Kenny (1986), in order to test the mediator effect, the relationship that exists between the independent and dependent variables, it is necessary for the effect of the independent variable on the mediator variable and the effect of the mediator variable on the dependent variable to be significant. Several academics, most notably Andrew Hayes, have criticized this approach, arguing that the bootstrap test is a more powerful test and that it is

inappropriate to search for these conditions when evaluating the mediating impact (Bozkurt, 2021). According to this approach, the mediator effect can be measured even if the conditions required in the classical model are not met (Gürbüz, 2019). Additionally, it is revealed in the literature that the bootstrap technique gives more reliable and accurate results than the classical approach (Bozkurt, 2021; Hayes & Scharkow, 2013). In this study, the mediating impact was examined using the modern approach, taking into account its advantages over the traditional approach. Accordingly, the study's model was designed as follows.

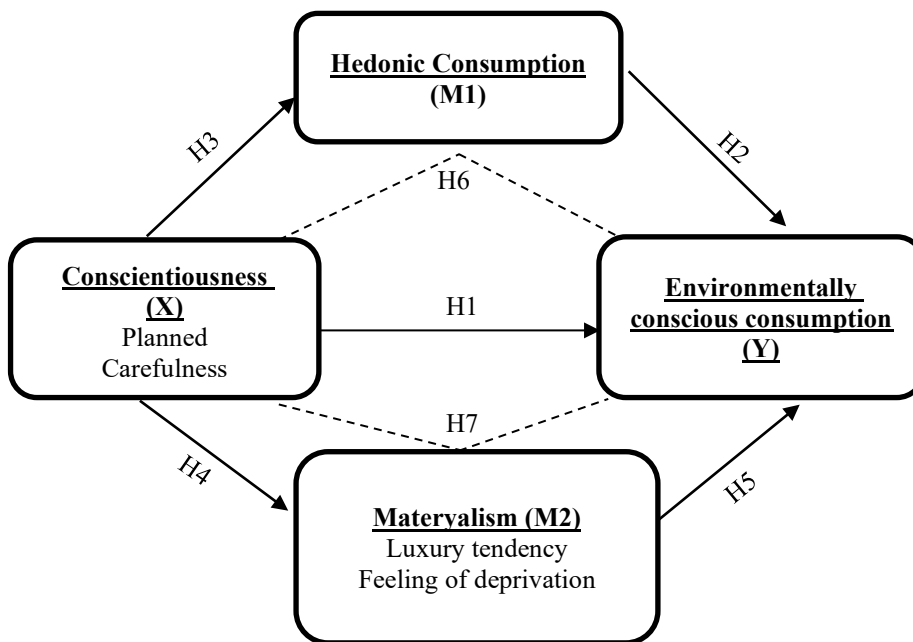


Figure 1: Research Model

According to model sub-hypotheses are as follows:

H_{1a}: Individuals' planned personal traits have a significant impact on environmentally conscious consumption behavior.

H_{1b}: Individuals' carefulness behavior has a significant impact on environmentally conscious consumption behavior.

H_{2a}: Individuals planned personal traits have a significant impact on hedonic consumption behavior.

H_{2b}: Individuals' carefulness personal traits have a significant impact on hedonic consumption behavior.

H_{3a}: Individuals' planned personal traits have a significant impact on the luxury tendency.

H_{3b}: Individuals' planned personal traits have a significant impact on the feeling of deprivation.

H_{3c}: Individuals' carefulness personal traits have a significant impact on the luxury tendency

H_{3d}: Individuals' carefulness personal traits have a significant impact on the feeling of deprivation.

H_{5a}: The luxury tendency has a significant impact on environmentally conscious consumption.

H_{5b}: Feelings of deprivation have a significant impact on environmentally conscious consumption.

H_{6a}: Hedonic consumption has a mediating role in the effect of individuals' carefulness personal traits on environmentally conscious consumption.

H_{6b}: Hedonic consumption has a mediating role in the effect of individuals' planned personal traits on environmentally conscious consumption.

H_{7a}: The feeling of deprivation has a mediating role in the effect of individuals' planned personal traits on environmentally conscious consumption.

H_{7b}: The luxury tendency has a mediating role in the effect of individuals' planned personal traits on environmentally conscious consumption.

H_{7c}: The feeling of deprivation has a mediating role in the effect of individuals' carefulness personal traits on environmentally conscious consumers.

H_{7d}: The luxury tendency has a mediating role in the effect of individuals' carefulness personal traits on environmentally conscious consumption.

4.1. Ethical Permissions for the Research

The ethical evaluation of this study was carried out by the Inonu University Social and Human Sciences Scientific Research and Publication Ethics Committee. Ethical approval was given with decision number 25 dated 12.01.2024.

4.2. Research Population and Sample of the Research

The population of the research was determined as all individuals aged 18 and over living in Turkey. However, sampling was employed because it is challenging to reach the entire universe owing to both time and budgetary constraints and the sample was selected using the convenience sampling technique.

Convenience sampling is one of the non-random techniques used to obtain the data. The idea behind convenience sampling, which is widely

employed in the social sciences, is to include each person who responds to the survey in the sample. Until the required sample size is attained, the subject recruiting procedure is repeated (Altunışık, Coşkun, Bayraktaroğlu & Yıldırım 2010).

The table created by Sekaran (2003) states that if the research population exceeds 100,000, the sample size should be 384 persons or more. Accordingly, analyses were conducted based on the observation that the 562 people that were reached were capable of representing the population.

4.3. Data Collection Tools

Data for testing the relationship between the variables to be used in the research were gathered using scales whose validity and reliability had already been tested in the literature.

Big Five Inventory (BFI) scale developed by Benet-Martinez and John (1998) to measure the conscientiousness personality trait, the scale to measure hedonic consumption behavior was developed by Babin, Darden and Griffin (1994). Materialistic behavior was measured using the scale developed by Richins and Dawson (1992), while environmentally conscious consumption was measured using the 'Purchasing Environmentally Friendly Products' dimension of the scale developed by Roberts and Bacon (1997). The Conscientiousness scale consists of eight items, the Environmentally Conscious Consumption scale consists of eight items, the Hedonic Consumption scale consists of eleven items, and finally the Materialism scale consists of seven items.

A 5-point Likert scale was employed in the survey to gauge respondents' degrees of agreement. In addition to the survey's predefined factors, characteristics like gender, age, and income were added to offer a better understanding of the participants' profiles.

The sample of the study consists of individuals aged 18 and over. The main reason for choosing the sample from these individuals is that individuals who have reached the age of 18 are considered adults in many parts of the world and can be freer in their behavior. The goal of this study, which measures environmentally conscious consumer behavior, is to reduce the likelihood that adult persons may adopt these practices as a result of familial influence.

608 persons were approached within the study's scope, and online questionnaires were filled out between January 5, 2024, and January 28, 2024. Only 562 surveys were determined to be appropriate for the study, and the analyses were carried out within this context. SPSS 22 and IBM AMOS 24 package programs were used in the analysis of the data.

5. RESULTS

5.1. Results on Demographic Statistics

Descriptive statistics regarding the sample that answered the questions within the scope of the research are shown in Table 1.

Table 1: Demographic Statistics

Demographic Statistics	Frequency	Ratio (%)
Gender (N:562)		
Female	332	59,1
Male	230	40,9
Age (N:562)		
18-24	171	30,4
25-34	190	33,8
35-44	74	13,2
45-55	71	12,6
55+	56	10,0
Income (N:562)		
17.002 TL or less	206	36,7
17.003-25.000 TL	89	15,8
25.001-30.000 TL	55	9,8
30.001-35.000 TL	27	4,8
35.001- 40.000 TL	35	6,2
40.001 TL +	150	26,7

According to the results stated in Table 1, it was observed that the majority of the participants in the study (59.1%) were women. When the distribution of participants according to age groups is examined, 30.4% of the participants are in the 18-24 age range, 33.8% of the participants in the 25-34 age range, 13.2% of the participants in the 35-44 age range, 12.6% of the participants in the 45-55 age range and finally, it was determined that participants over the age of 55 constituted 10% of the sample. When the distribution of the research participants according to their income status was examined, it was observed that the majority of the participants (36.7%) had an income of 17,002 TL or less. In addition, those with an income of 17,003-25,000 TL constitute 15.8%, those with an income of 25,001-30,000 TL constitute 9.8%, those with an income of 30.001-35.000 TL, constitute 4.8%, 35,001-40,000 TL constitute 6.2%, while those with an income of 40,001 TL and above constitute 26.7% of the sample.

5.2. Validity and Reliability Analysis

Within the scope of validity and reliability analyses of the scales, the mean, reliability, standard deviation, KMO, Barlett tests, Factor Loadings, df and significant values were examined. These values are shown in Table 2.

Table 2: Reliability and Validity Analysis Results

Scales	Variables	Mean	Cronbach' Alpha Value	St. Dev.	KMO Values	Bartlett Tests Values	Factor Loadings (>0,50)	df/Sig.
Cons.	Planned (PL)	3,94	0,87	,98	0.792	2206.98	0.779-0.870	28/.000
	Carefulness (CR)	3,04	0,85	1,21				
Env. Con. Con.	Env. Con. Con. (ECC)	3,54	0,74	,89	0.688	515.69	0.649-0.841	6/.000
Hed. Con.	Hed. Con. (HC)	2,86	0,85	,95	0.865	1534.41	0.539-0.823	21/.000
Mat.	Luxury Tendency (LT)	2,47	0,82	1,05	0.838	1583.26	0.716-0.866	21/.000
	Feeling of Deprivation (FD)	3,20	0,82	1,17				

Extraction method: Maximum likelihood, Rotation: Varimax

In Table 2, it is seen that the KMO values are above 0.7 and the Bartlett test results are significant. These results indicate that the sample size is sufficient for the analysis (Karagöz, 2019). As a result of the factor analysis, 9 items (HDN1, HDN2, HDN3, HDN9, HDN11, ECC1, ECC2, ECC7, ECC8) were removed because the factor loading value was lower than 0.5 and had close values in more than one factor (the difference between the values is less than 0.1) (Karagöz, 2019). The Cronbach Alpha coefficient of the variables was checked to examine the internal consistency of the scales. The fact that the Cronbach's Alpha Coefficient for the variables is higher than 0.70, which is stated as the lowest acceptable value, indicates that the reliability of the scale is at an acceptable level (Coşkun, Altunışık & Yıldırım, 2019).

In order to determine whether the data showed a normal distribution, skewness and kurtosis values were examined. It was observed that the skewness (0,627/-0,987) and kurtosis (0,384/-1,049) values were within the sufficient range accepted in the literature (Collier, 2020).

5.3. Confirmatory Factor Analysis

The confirmatory factor analysis results for the scales are given in Table 3. Since the data showed a normal distribution, the Maximum Likelihood calculation method was used.

Table 3: Results of Confirmatory Factor Analysis of Scales

Scales	Model Fit Summary				Modified Model Fit Summary			
	CMIN / DF <5	GFI >0,90	CFI >0,90	RMSEA <0,08	CMIN / DF <5	GFI >0,90	CFI >0,90	RMSEA <0,08
Planned (PL)	16,424	0,97	0,972	0,166	0,224	1	1	0,000
Carefulness (CR)	24,587	0,955	0,954	0,205	1,619	0,999	0,999	0,033
Env. Con. Con. (ECC)	21,538	0,961	0,920	0,191	1,746	0,998	0,999	0,036
Hedonic Con.(HC)	5,926	0,971	0,968	0,094	4,355	0,98	0,98	0,077
Luxury Tend.(LT)	3,628	0,993	0,993	0,068	3,628	0,993	0,993	0,068
Feeling of Dep.(FD)	-	1	1	-	-	1	1	-

In the literature, CMIN/DF value < 5, GFI value > 0.90, CFI value > 0.90 and RMSEA value < 0.08 are considered acceptable (Gürbüz, 2021). As a result of CFA, although the p values for the variables are significant, it is seen that some model fit values are not within the range accepted in the literature. Thereupon, the suggested covariance definitions in the modification indices were made and the analysis was repeated. After the modifications, it was observed that the fit values reached acceptable levels. The values before and after the modification are given in Table 3.

As a result of confirmatory factor analysis for the measurement model, it is seen that the p value is significant, but some values are not within the acceptable range. The suggested covariance corrections were made to move the values to the acceptable range. After the modification, the values were within the acceptable limits. The values before and after modification of the measurement model are given in Table 4.

Table 4: Results of Confirmatory Factor Analysis of Measurement Model

	Model Fit Summary						
	CMIN/DF <5	GFI >0,90	CFI >0,90	RMSEA <0,08	SRMR <0,08	NFI >0,90	NNFI/TLI >0,90
Measurement model	2,778	0,901	0,922	0,166	0,0528	0,884	0,910
	Modified Model Fit Summary						
	CMIN/DF <5	GFI >0,90	CFI >0,90	RMSEA <0,08	SRMR <0,08	NFI >0,90	NNFI/TLI >0,90
	2,340	0,918	0,942	0,049	0,0523	0,904	0,932

Convergent validity determines if the indicators for a construct are all measuring the “same” thing (Collier, 2020). Convergent validity is achieved when the items in each factor are related to each other and to the factor they belong to. Convergent validity is determined according to the average variance explained (AVE) and the composite reliability (CR) values. To ensure convergent validity of the factors in a CFA model, $CR > 0.7$, $AVE > 0.5$ and $CR > AVE$ (Gürbüz, 2021). According to Fornell & Larcker (1981), even if the AVE is less than 0.5, if the composite reliability value is greater than 0.6, the convergent validity of the structure is considered sufficient. The calculated values for convergent validity are given in Table 5. It can be seen that all the CR values greater than AVE values in Table 5. In addition, it is seen that all the CR and AVE values are within the range accepted in the literature. According to these results, it is possible to say that the convergent validity of the variables is achieved.

Table 5: Reliability, Average Variance Extracted (AVE) and Composite Reliability (CR)

Scales	Cronbach'		
	Alpha Value	CR	AVE
Planned (PL)	0,87	0,858	0,604
Carefulness (CR)	0,85	0,842	0,576
Environmentally Conscious Con. (ECC)	0,74	0,722	0,414
Hedonic Con. (HC)	0,85	0,860	0,509
Luxury Tend. (LT)	0,82	0,820	0,532
Feeling of Dep. (FD)	0,82	0,825	0,613
CR>0,07, AVE>0,50, CR>AVE, Cronbach' Alpha>0,7			

After the measurement model was validated, the research hypotheses were tested through the structural model. The model fit index values obtained as a result of the analysis indicate that the measurement model is compatible with the data and is acceptable. (CMIN/DF= 3,15, GFI= 0,892, CFI=0,90, RMSEA=0,062). The standardized path diagram for the structural model is given in Figure 2.

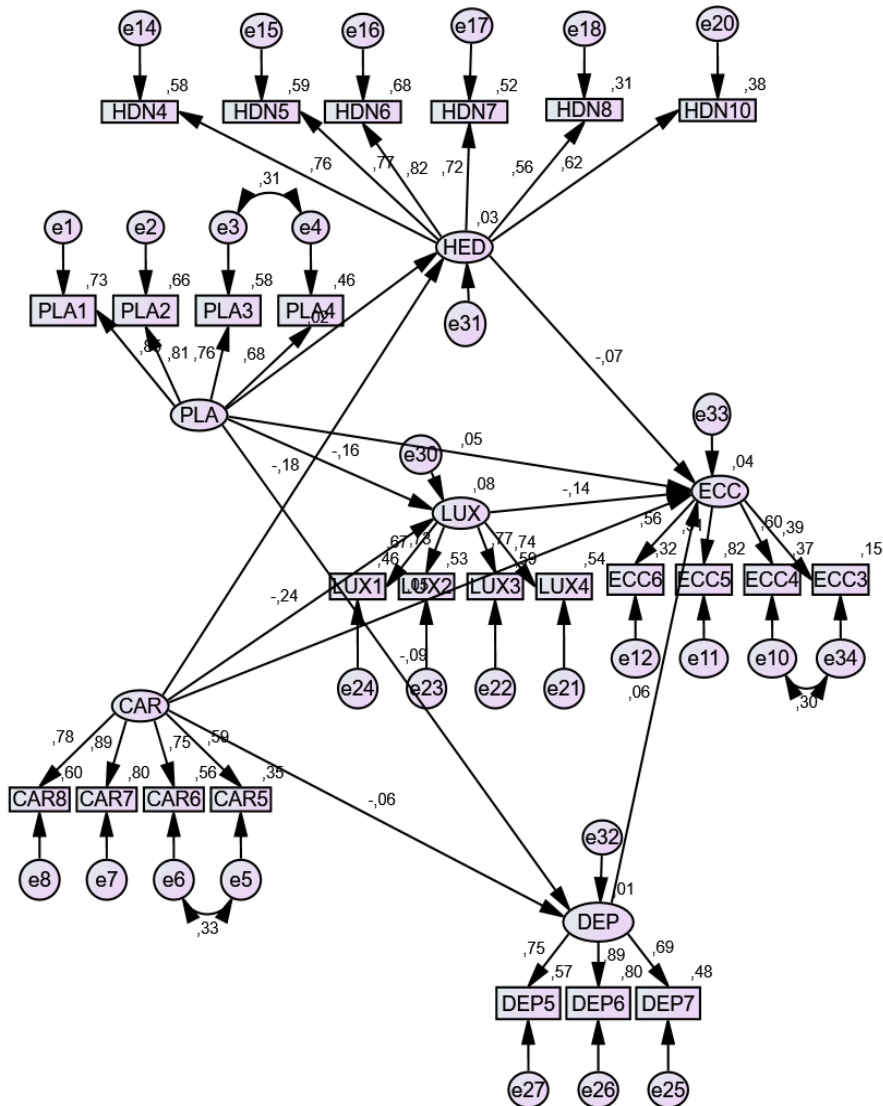


Figure 2: The Standardized Path Diagram for the Structural Model

The direct effect analysis results for the variables are summarized in Table 6.

Table 6: Direct Effect Analysis Results

Hyp.	Direct Effect	Stn. Reg. Weights	Critical Ratios	p values	Test Results
H1a	PL → ECC	0,055	1,097	0,273	Rejected
H1b	CR → ECC	0,054	1,041	0,298	Rejected
H2a	PL → HC	0,024	0,504	0,614	Rejected
H2b	CR → HC	-0,185	-3,741	0,000	Accepted
H3a	PL → LT	-0,161	-3,265	0,001	Accepted
H3b	PL → FD	-0,094	-1,909	0,056	Rejected
H3c	CR → LT	-0,240	-4,665	0,000	Accepted
H3d	CR → FD	-0,062	-1,268	0,205	Rejected
H4	HC → ECC	-0,074	-1,491	0,136	Rejected
H5a	LT → FD	-0,139	-2,561	0,010	Accepted
H5b	FD → FD	0,061	1,239	0,215	Rejected

Upon reviewing the results in Table 6, it is seen that carefulness, one of the sub-dimensions of responsibility, has a significant and negative effect ($\beta=-0,185$; $p=0,000$) on hedonic consumption. Moreover, it is seen that planned behaviour ($\beta=-0,161$; $p=0,001$) and carefulness ($\beta=-0,240$; $p=0,000$) which are the sub-dimensions of responsibility have a significant and negative effect on luxury tendency, one of the sub-dimensions of materialism. In addition, luxury tendency, one of the sub-dimensions of materialism, has a significant and negative effect ($\beta=-0,139$; $p=0,010$) on environmentally conscious consumption. On the other hand, it is seen that there is no significant effect in the remaining direct effect results. According to these results, H2b, H3a, H3c, H5a hypotheses were accepted, while H1a, H1b, H2a, H3b, H3d, H4, H5b hypotheses were rejected.

Mediation effect analyzes were carried out based on the bootstrap method. In the bootstrap analysis, 5000 resampling option was preferred. In order to test the existence of the mediation effect, Boot Lower CI and Boot Upper CI values must be examined (Bozkurt, 2021). The absence of 0 among these values indicates that there is a mediation relationship between the variables (Adıgüzel, Çakır & Atalay, 2021). It is stated that partial mediation is when the indirect and direct effects are significant; full mediation is when the direct effect is insignificant, and the indirect effect is significant (Collier, 2020). The mediating effect analysis results for the variables are summarized in Table 7.

Table 7: Mediating Effect Analysis Results

Hyp.	Mediating Effect	Direct Effect (p)	Indirect Effect	Confidence Interval		p values	Test Results
				Lower	Upper		
H6a	CR → HC → ECC	0,054 (0,298)	0,012	0,000	0,035	0,106	No Mediating Role
H6b	PL → HC → ECC	0,055 (0,273)	0,001	-0,013	0,001	0,249	No Mediating Role
H7a	PL → FD → ECC	0,055 (0,273)	-0,004	-0,024	0,001	0,190	No Mediating Role
H7b	PL → LT → ECC	0,055 (0,273)	0,016	0,002	0,038	0,043	Full Mediating Effect
H7c	CR → FD → ECC	0,054 (0,298)	-0,003	-0,022	0,001	0,253	No Mediating Role
H7d	CR → LT → ECC	0,054 (0,298)	0,030	0,008	0,068	0,023	Full Mediating Effect

When the results in Table 7 are examined, it is observed that the luxury tendency, one of the sub-dimensions of materialism, has a mediating role in the effect of planned ($\beta=0,016$; $p=0,043$) and carefulness ($\beta=0,030$; $p=0,023$) which are the sub-dimensions of responsibility, on environmentally conscious consumption. In the bootstrap technique, the mediator hypotheses were accepted because the values in the 95% confidence interval did not include the value zero (0). Since the direct effect is insignificant and the indirect effect is significant, luxury tendency has a full mediating role (Collier, 2020). On the other hand, it is seen that there is no significant effect in the remaining mediating effect results. According to these results, H7b and H7d hypotheses were accepted, while H6a, H6b, H7a and H7c hypotheses were rejected.

6. DISCUSSION

Customers are becoming more conscious of environmental issues as a result of rising environmental degradation, and this has an impact on people's buying patterns (Aracıoğlu & Tatlıdil, 2009). Consumers tend to purchase products that cause less harm to the environment during production processes or products that create less waste after consumption (Hopkinson & Pujari, 1999). It is stated in the literature that personality traits play an important role in the emergence of this behavior, which is also referred to as environmentally conscious consumption (Akdoğan & Durmaz, 2021).

As a result of this study, it was found that being planned, one of the sub-dimensions of conscientiousness personality trait, has a negative effect on luxury tendency one of the sub-dimensions of materialism. Unlike this finding in the literature, it has been concluded that conscientiousness has a positive effect on materialism (Burhan, Keshminder, Sabri, Salleh, Afthanorhan & Joey, 2022). Some studies in literature have concluded that conscientiousness has no effect on materialism (Başlar & Bozbay, 2019; Otero-López & Villardefrancos, 2013). In this study, it was found that being careful, one of the sub-dimensions of conscientiousness personality trait, has negative effect on feeling of deprivation, one of the sub-dimensions of materialism. Based on these findings obtained in the study, it is possible to state that consumers with conscientiousness personality traits will tend to have a lower level of materialism as they become more planned and show careful behavior.

In the study, it was also found that being careful, one of the sub-dimensions of the conscientiousness personality trait, has a negative effect on hedonism. Based on these results, it is possible to state that the conscientiousness personality trait has a partially negative effect on hedonism. The negative relationship between conscientiousness personality trait and hedonism is similar to the results of the study conducted by Solunoğlu and İkiz (2020). Based on these results, it is possible to state that as the level of conscientiousness of consumers increases, they may tend to have lower levels of hedonism.

Researchers concluded that hedonism has a positive effect on sustainable consumption. However, our research found that the luxury tendency, one of the sub-dimensions of materialism, has a negative effect on environmentally conscious consumption. This finding is similar to the study results discussed in literature by Kasser (2016) and Sreen et al. (2020). Based on this finding in the literature, it is possible to state that as consumers' tendency towards luxury consumption increases, they move away from environmentally conscious consumption behavior. In the study conducted by Yılmaztürk and Akdoğan (2023), unlike these results, it is revealed that there is a positive relationship between materialism and environmentally friendly product purchasing behavior. These findings are assumed to be the consequence of the studies' various sample groups and times of conduct.

Finally, according to the results, it is concluded that hedonism does not have any effect on environmentally conscious consumption. This finding differs from research conducted by Choi and Johnson (2019) and Bhardwaj and Manchiraju (2017). There are a few explanations for this study's finding that hedonism has no impact on environmentally conscious consumption. The income distribution of the population that makes up the sample is the first of these factors.

Results show that 36.2% of survey respondents earn less than what is deemed modest in Türkiye. Low-income people might not purchase green products even if they shop hedonistically. Furthermore, green products are generally more expensive than comparable products on the market, and people might need to give up essential necessities in order to buy green products. Another reason why hedonism has no effect on environmentally conscious consumption is thought to be cultural. Although environmentally conscious consumption has become a shopping habit in developed countries, it is a relatively new concept in Türkiye. The fact that consumers do not fully know green products might cause these products not to be purchased with hedonic motivation.

As a result of the mediating effect analysis in the research, it was concluded that the luxury tendency, one of the sub-dimensions of materialism, has a mediating role in the effect of conscientiousness personality trait sub-dimensions (being planned, being careful) on environmentally conscious consumption. With the luxury tendency—a sub-dimension of materialism—included in the research, it was shown that, despite the lack of a direct effect between the dependent and independent variables, the mediating effect was substantial. The mediating effect of materialism in our study is significant in terms of adding novelty to literature, notwithstanding Hurst, Dimittar, Bond & Kasser (2013) claim that materialist values may generate a negative relationship with environmentally friendly attitudes.

7. CONCLUSION AND POLICY RECOMMENDATION

The main purpose of this research is to measure the mediating effect of hedonism and materialism in the effect of conscientiousness personality traits on environmentally conscious consumption. In the research, hedonism and environmentally conscious consumption are considered on a single dimension; through the sub-dimensions of conscientiousness personality trait, being planned and careful; Materialism is discussed through the dimensions of the luxury tendency and feeling of deprivation.

As a result of the mediating effect analysis in the research, it was concluded that the luxury tendency, one of the sub-dimensions of materialism, has a mediating role in the effect of conscientiousness personality trait sub-dimensions (being planned, being careful) on environmentally conscious consumption. In this study, the observed relationship between the independent variable and the dependent variable indicates that the luxury consumption tendency acts as a full mediator. The mediating effect of luxury tendency between conscientiousness personality traits and environmentally conscious consumption can be explained from two different perspectives. The mediating role of luxury

tendency, one of the sub-dimensions of materialism in the study, requires the examination of the effect of conspicuous consumption on green consumption in different cultures. The first of these is that environmentally conscious consumption is more expensive than classical consumption, so these products are perceived as luxury and consumers with a luxury tendency may be considered to purchase these products. The second reason is that environmentally conscious products differ from other products in terms of content and packaging. It is observed that the underlying motivation of individuals with a tendency towards luxury consumption is the phenomenon of differentiation from society. For this reason, when individuals engage in purchasing behavior, they care more about the product's ability to distinguish individuals from others rather than its environmental sensitivity. People may purchase more green products out of materialistic motivations in countries where there is a notion of luxury consumption and where premium price, and packaging sets them apart from competitors in the market. However, especially in societies where income levels are lower and materialistic motives are more distinct from green products, luxury tendency will have less impact on green product purchasing behavior.

Both consumer behavior and manufacturing practices have changed as a result of customers' growing awareness of environmental issues and the influence of the environment on their purchase decisions. Undoubtedly, the actions of manufacturers will be impacted by consumers' pro-environment purchasing behavior. As a result, in order to get a larger market share and appeal to consumers who prioritize luxury and sustainability, businesses may need to create products that emphasize sustainability, excellent quality, and appealing design. Meeting the demands of consumers and producing environmentally friendly products will also contribute to manufacturers gaining a sustainable competitive advantage by distinguishing themselves from their competitors.

Although the study contributes to literature, it has many limitations. The first limitation of the study is the collection of data from the sample since it is not possible to contact the complete population within the constraints of time and money. In this particular setting, studies on Turkish consumers were carried out. A similar study can be carried out in different countries depending on the level of development and the results can be compared. Additionally, in this study, the impact of the conscientiousness personality trait on environmentally conscious consumption was measured using the variables of materialism and hedonism. These variables considered within the scope of the research constitute a limitation in the study. Future research can investigate the impact of factors including social responsibility, environmental concern, and lifestyle on environmentally conscious consumption.

8. CONFLICT OF INTEREST STATEMENT

There is no conflict of interest between the authors.

9. FINANCIAL SUPPORT

No funding or support was used in this study.

10. AUTHOR CONTRIBUTIONS

EÖ, SS, KÇ: Idea;

EÖ, SS, KÇ: Design;

KÇ: Supervision;

EÖ, SS: Collection and/or processing of resources;

SS, EÖ: Analysis and/or interpretation;

EÖ, SS: Literature review;

EÖ, SS: Written by;

KÇ: Critical review

11. ETHICS COMMITTEE STATEMENT AND INTELLECTUAL PROPERTY COPYRIGHTS

In this study, all rules specified within the scope of the "Higher Education Institutions Scientific Research and Publication Ethics Directive" were followed. None of the actions specified under the second part of the directive, "Actions Contrary to Scientific Research and Publication Ethics", have been carried out. The ethical evaluation was made by İnönü University Social and Human Sciences Scientific Research and Publication Ethics Committee. Ethics approval was given with decision number 25 dated 12.01.2024.

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