

CONSCIOUS CONSUMER SCALE: THE STUDY OF VALIDITY AND RELIABILITYⁱ

Esna Betül Buğday¹, Müberra Babaoglu²

Department of Family and Consumer Sciences, Faculty of Economics and Administrative Science Hacettepe University, TURKEY.

¹esna_b@yahoo.com, ²muberra@hacettepe.edu.tr

ABSTRACT

The aim of this study was to develop a valid and reliable scale that measures the conscious consumption level. Using data gathered from 800 consumers living in three district of Ankara with different socio-economic level conscious consumer scale consists of four dimensions which are environmentally conscious consumption, ethical, consumption, simple consumption, and socially responsible consumption was developed. The draft scale items written based on the literature and necessary corrections were made in accordance with the field experts' explanations. The finale item pool was consisted of 25 items. Appropriateness of the data for EFA tested with KMO value. The KMO value was found as .914 and the Bartlett's Test of Sphericity score was significant ($p < .05$). Eigen values, total variances explained, and scree plot graphic was used to decide the number of factors. A four factor construct accepted explaining the 53,073 % of the total variance. Factor Analysis conducted to test the structural validity of the scale. Cronbach's alfa score for total scale was .856. To establish meaningful factor structure that fit the data well confirmatory factor analyses were utilized. According to confirmatory factor analyses fit indices of the model were accepted to be satisfactory for model-data fit. Based on all these findings, it is decided that Conscious Consumer Scale is a valuable and reliable scale with its four dimensions.

Keywords: Conscious consumption, conscious consumer, environmentally conscious consumption, ethical consumption, simple living, socially responsible consumption

INTRODUCTION

It is not possible for the consumer behaviors of the individuals not to affect every aspect of life. In consumer society in which the concept of consuming for the sake of consumption is adapted and individualist ideology comes to the forefront, the fact that the individuals consume irresponsibly and without thinking makes people face many risks and problems in environmental, social and ethical aspects. Seeking happiness in material and considering consumption as the solution to everything, mankind increasingly loses his spiritual values, succumbs to egoism and his ambitions, becomes selfish and leads to vital problems by exploiting nature with a growing greed.

First of all, the sense of unlimited consumption in the consumption society leads to misuse of resources and waste rather than human's living in harmony with nature (Tolan, 1991, p.297-298). The concept of consumption based on waste caused limited resources to be gradually destroyed, and gives damage to the environment. (Kahvecioğlu, 2004). Just making changes in policies will not be enough in order to be able to solve the environmental problems. There

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is a need for consumers who have adopted a new lifestyle based on sustainable consumption, and who have become conscious with regard to the environment.

Another dimension of consuming excessively without questioning is the social issues caused by consumption. The consumer culture in which all tangible and intangible commodities are subconsciously consumed makes community and social environment uninhabitable. First of all, mass consumption requires mass production. In order to realize more consumption, running of child labor in production activities, obliging workers in poor working conditions and low wages, ignoring workers' health and work safety and accordingly, labor exploitation especially in the less developed and underdeveloped countries is the most important of these problems (Rey andRitzer, 2008, p. 449). In addition to this, whereas waste economy continues its existence in certain countries of the world, people struggle with "global hunger" in the less developed countries (Ünay, 2010, p. 73). In other words, merchandise is not shared equally in the world. Ethnic minorities, women, the unemployed, children, young people, the elderly and the population living in third world countries do not have equal opportunities when it comes to access to resources. This disparity in resource distribution can cause conflict between individuals by combining with poverty and ignorance. The main reason for this is consumption culture capturing a universal consumption language based on the visual perception of the logos (Weber, 1999, p.40). The point at which social justice discourse intersects with consumption is just in the solution of the aforementioned problems. The mass which will play a key role in the solution of these problems is the socially conscious consumers who are aware of the effects of consumption activities on the community, who can use its right not to buy or boycott in order to provide direction to the activities of enterprises when necessary, and who are aware of its power.

Another problem arising from excessive consumption is the fact that a large number of goods are produced in a wide range of quality, features and price in order to meet any need, and this can make it difficult for the consumer to make the right choice and it makes the protection of consumer rights more complex in terms of product information and safety. In today's world, a very rapid process of change is being experienced. Production on one side, and distribution and sales methods on the other, have crossed the national boundaries and reached the international boundaries with the expansion of enterprises. In the face of this variety of goods and services, the desire of the consumers that they already have intrinsically increase even more with the effect of mass communication means, fashion and advertisements (Çinar and Çubukçu, 2009). Ignoring the distinction between needs and wishes, the consumers started considering needs deemed as luxury as essential needs in a short time. In such an environment, the consumers need to act more consciously and to question their behavior of purchase.

Furthermore, the fact that even individuals who live in the poorest section of the community see and envy the rich section of the community for the life style they have by means of the technological developments, the fact that the perception of wealth stands out in society, the concepts such as luxury and brand taking place among the vital values cared about by all individuals, commodification of objectives with respect to life, measuring success through the money and commodities that have been acquired, replacement of solidarity and sharing with a sense of individuality carry individuals to an absolute unhappiness and unsatisfaction, and requires a consumption model that is simpler and more responsive to the community.

In addition to this, as a result of the market structure that is becoming increasingly complex and the developing marketing activities, consumers are being manipulated easily, and concepts such as price, quality and fashion can take precedence over the responsible and ethical behaviors in consumers' buying behavior with also the influence of the mass media.

As a result, unethical behaviors such as shoplifting and use of counterfeit goods or pirated products can be seen in consumers. Consumers may shop from enterprises that do not comply with ethical trade policies or do not carry social responsibility in order to be able to buy a commodity that is tempting to them. This spoils the reliability of the market. Without virtuous consumers, it is not possible for the virtuous enterprises to exist.

In summary, the lifestyle stipulated and imposed by the consumer society drag the individuals into unhappiness and prepares the ground for many ecological, ethical and social risks by damaging and polluting the eco system we live in and by changing the structure of the society. However, the continuation of the current functioning of the capitalist system and the profitability of large multinational companies depends on the continuity of the consumption activities. For this reason, the system uses all the mechanisms aimed at increasing and sustaining consumption, and tries to prevent the individuals' noticing the negative situation which they are in, and deludes them by presenting imaginary and luminous lives. This situation causes the amount of consumption to increase with each passing day even in the underdeveloped countries of the world (Yaniklar, 2010)

Because of all these reasons, there is a need for trained consumers who are conscious and the generation of a new concept of consumption based on awareness, responsibility and ethics in order to be able to both raise the life standards of individuals as consumers and to be able to maintain this by meeting their needs and also for the development of society. The concept of consciousness is the ability of man to recognize itself and its surroundings. A human is aware of its activities and behaviors and he can criticize himself through consciousness. A conscious action means an action under control. The phenomenon of consumption also becomes a behavior that can be controlled when it is handled together with consciousness. A conscious consumer will enable the economy and society to change due to the fact that he or she has been trained. A conscious consumer is a consumer who is aware of his/her power of its orientation of the market. With this awareness, a conscious consumer shows himself/herself with his/her behaviors such as opposition to excessive consumption, sustainable consumption behavior, the necessity of minimizing toxic waste, saving in the use of resources, avoiding the use of luxury products, buying the products of enterprises that gives importance to social responsibility and that is beneficial to the society, avoiding to buy the products of the enterprises which give harm to society, boycotting companies which do not act ethically, eco-friendly and socially responsible when necessary (Zureik and Mowshowitz, 2005).

The issue that should be emphasized is how a "consciousness and social responsibility-based" consumption structure should be and what kind of features a "conscious consumer" should have both for the protection of natural resources, and avoidance of the disruption of the social stability and prosperity, and also being able to establish an optimum balance between the unlimited needs of the consumers and the limited resources. Within the social structure of the present day in which consumption culture has been spreading all over the world with also the influence of globalization, it should not be limited to only defending one's right or purchasing goods of high quality and those which are reliable, but making a new definition of the "conscious consumer" covering also all the aforementioned social, environmental and ethical activities and adoption of this definition by also the consumers is required.

The conscious consumer whose limits are being tried to be drawn within the scope of this study can be defined as an open-minded individual who takes all the problems that have been mentioned to its focal point, giving priority to his/her basic needs while buying a product or a service, giving importance to the fact that the goods and services he/she will buy are of high quality, reliable, with a high standard, healthy and eco-friendly, aware of the fact that he/she

is not the object of shopping, but he/she is the subject of it, knowing his/her rights as a consumer, laying a claim on his/her rights and defending them, not making wrong choices by being influenced by the media and the advertisements, avoiding waste and luxury consumption, acting ethically, aware of the effects of his/her consumption behavior on the society and the environment, and supporting all kinds of changes for the improvement of the society in which he/she lives.

In addition to the concept of the conscious consumer, definitions such as "environmentally conscious consumer", "socially responsible consumer" and "ethical consumer" "rational consumer" are also included in the literature. However, it is observed that all of these definitions actually unite in certain points or express the same concept. In other words, the concept of "conscious consumer" contains much more than a person who acts in a planned and rational way or who does shopping rationally while purchasing a commodity or service. Because, the rapid process of change in the world continuously renews the consumption patterns, and the profile of the conscious consumer is shaped in accordance with the renewed situations.

The main objective of this study is to create the framework of a consumption behavior that gives particular importance to human and the concept of environment by taking all these issues into consideration, that is conscious, sensitive to the nature and social environment, ethical and social responsibility-based and to determine its limits. Within the scope of the study, a multidimensional and comprehensive scale of conscious consumer has been developed in a way that will contain the dimensions of "socially responsible consumption", "ethical consumption", "simple consumption", and "eco-friendly consumption".

In the literature review conducted, we have encountered scale development studies aiming to put forward the identity of this conscious consumer mentioned both in our country and also abroad. (Dunlap and Van Liere, 1978; Antil, 1984; Leight et al., 1988; Muncy and Vitell, 1992; Pickett et al., 1993; Roberts, 1993; Stone et al., 1995; Altunışık et al., 2004; Çavuşoğlu, 2006; Ecer, 2006; Nart, 2008) However, the majority of these studies is limited to topics such as the concept of "conscious consumer", knowledge of consumer rights, and the principles of conscious shopping. Some of them have concentrated only on "ethical consumer" or only on "environmentally conscious consumer". Nevertheless, the concept of "conscious consumer" includes all of these concepts. In literature, there is not a multidimensional "conscious consumer" scale study covering all of these roles. Development of the conscious consumer behavior and attitude scale, the individuals' noticing the power of consumption behavior in shaping the society and the environment and the creation of conscious consumption behavior with this awareness will be an accurate starting point for the creation and dissemination of the conscious consumption behavior, and changing for the better of the existing consumption habits. With the conscious consumer scale, recommendations and applications will be able to be developed in order to determine the positive and negative behaviors in the consumers and improve them.

METHOD

Population and Sample

The population of the study comprises of 800 individuals residing in Çankaya, Keçiören and Altındağ townships in Ankara, showing difference in terms of their socio-economic levels. In the selection of the individuals that will be taken into the scope of the research, population information in the data base of Turkey Statistics Institution for the province of Ankara has been benefited from. This list contains information related to the population census of the Çankaya, Keçiören and Altındağ townships between the ages 18 and 65. The number of

individuals in this list is 2.146.999. In the calculation of the sample size, "Neyman Distribution" has been made for each town, "Stratified Random Sampling" method has been used, and n sample width has been calculated (Çingi, 1994). In Stratified Random Sampling, the sample width was calculated under Neyman Distribution and n=800 number has been attained.

48, 1% of the consumers who were taken into the scope of the research are females, and 51, 9% are males. 26,8% of the consumers are in the 25-34 age group, 13,0% of them are in 18-24 age group, 58.0% of them are married, and 30.0% of them are single. 43, 1% of them live with their spouse and children. It has been determined that 38, 4% of the participants are university graduates and 25.2% of them are high school graduates. It has been detected that 28,3% have an income of 2000-2999 TL, 23,6% have an income of 3000-3999 TL and 22,3%, however, in 1000-1999 TL. 14,9% of the participants are civil servants/administrative staff, 11,1% of them are housewives and 11.0% of them are retired.

Scale Development Process

In literature, the stages of scale development studies have been structured in different ways. According to Churchill (1979), scale development process is a process with 8 stages. These stages are the determination of the field of structure – concept, creation of the item pool, collection of data, simplification of the scale, recollection of data with the simplified scale, reliability analysis (with new data), testing the validity of the structure, and development of norms. Schwab (1980), however, states that the process comprises of three stages as the creation of a pool of questions, configuring the scale and evaluation of the scale. Within the scope of this study, the road that has been followed is seen in Table 1.

Table 1. Stages of the Scale Development Process

Stage	Method
The creation of the item pool	Scanning the relevant literature in order to draw the theoretical and conceptual framework
Elimination of non-conforming items and configuring the scale	Referring to the expert's opinion Pilot application
Application and the final version of the scale	Exploratory factor analysis Confirmatory factor analysis / goodness of fit indices (gfi)

When literature was scanned with respect to the conscious consumption behavior, it was seen that this consumption behavior is studied under the name of different concepts such as "Socially Responsible Consumption", "Ethical Consumption", "Environmentally Conscious Consumption", and "Rational Consumption" (Leigh, 1988; Roberts, 1993; Tilikidou et al., 2002; Webb et al., 2008; Roux and Nantel, 2009; Balderjahnet al., 2013). "Simple (Life) Consumption" method rejecting the consumption aimed at status or prestige, and emphasizing the importance of consumption on the basis of needs have also been added to these existing dimensions, and a scale study consisting of five sub-dimensions has been carried out. As a result of the literature review carried out, a 122-point item pool has been created that will contain 32 items for environmentally conscious consumption behavior, 16 items for ethical consumption behavior, 22 items for simple consumption, 32 items for rational consumption (with three stages as before buying the product, while buying the product and after buying the product), and 20 items for socially responsible consumption. The items that have been created were examined and the necessary arrangements were made by 7 academicians specialized in consumer behavior and consumption and knowledgeable in terms of scale development.

The pilot scheme of the study was made with 55 academic and administrative staff working at Hacettepe University Faculty of Economics and Administrative Sciences in January 2015. As a result of the pilot application made, it was concluded that the questionnaire and the items prepared were in a quality that can be applicable to the Principal Working Group.

The Collection and Analysis of Data

The data of the study were collected between March and May 2014 through street surveys conducted face to face with volunteer participants living in the towns of Çankaya, Keçiören and Altındağ of the province of Ankara.

In the evaluation and analysis of the data obtained from the research, SPSS 22 and AMOS 22 Statistical package programs have been used. In order to generate the conscious consumer scale, first of all, IBM SPSS Statistics 22 program and exploratory factor analysis were applied to the data. The reason for applying the factor analysis is the measurement of structure validity of the scale. The structure validity indicates to what extent a measuring tool that is being endeavored to be developed can measure an abstract phenomenon correctly (Tavşancıl, 2002). AMOS 22 program and confirmatory factor analysis were applied to the conscious consumer scale that has been created, and the conceptual model was tested. For the reliability of the scale, however, Cronbach's Alfa and item total score correlation values were benefited from.

FINDINGS

First Exploratory and Confirmatory Factor Analysis

For the validity processes of the scale, first of all, the factor analysis was performed in order to determine to which dimensions the items were loaded. In the first stage of the factor analysis, the rotated component matrix-related KMO value was obtained as 0,943 and Bartlett's test value was obtained as $p=0,000$ with respect to the 122-factor structure. Field (2013) stated that the value obtained as a result of the KMO test should be minimum 0.50 in order that the data set would be suitable to the factor analysis. The fact that the existing data set was suitable to the factor analysis was determined with these results.

After this stage, firstly, the exploratory factor analysis was applied to the data set, and after the analysis, "Basic Components Method" was preferred as the factor extraction method. In order to ensure clarity and expressiveness in interpreting the scale items, the most preferred "Varimax" rotation method was used in situations in which the creation of the factors loaded as strongly as possible was wanted. At this stage, a limitation was not brought to the number of the factors, and it was ensured that the items whose factor load was over 0, 50 to be included in the scale. After the factor analysis was applied, first of all, in the matrix that was obtained, items that cannot be loaded in any factors and the loads that can be loaded in a high rate to more than one factor at the same time were discarded, and the analysis was repeated. With these methods, the conscious consumer scale consisting of 29 expressions and 5 factors was obtained as a result of the analysis proceeded with these methods. It was found that Kasiyer Meyer Olkin (KMO) value of the first scale consisting of 29 items and 5 dimensions was 0,892. Therefore, it is seen that the factor analysis results that will be applied to the data will be beneficial and usable.

The announced variance ratios and eigen values belonging to the factors are some of the criteria used in deciding the number of the factors that will take place in the scale. According to the results of the exploratory factor analysis made, when we look at the variance ratio of the factors announced, Factor 1(Environmentally conscious consumption) described as

15,306% of the total variance, Factor 2 (Ethical consumption) described the 8,992%, Factor 3 (Simple consumption) the 11,053%, Factor 4 (Rational consumption) the 6,148%, and Factor 5 (Socially responsible consumption) the 12,887%. These 5 factors jointly describe the 54,387% of the total variance. The higher the variance rates obtained as a result of the factor analysis, the stronger is the factor structure of the scale. (Tavşancı, 2002).

In order to test the factor structure obtained in the exploratory factor analysis and evaluate the validity, confirmatory factor analysis was applied to the 800-person data set by means of AMOS 22 program. For this purpose, the five factor structure (model) developed in the previous stage was tested. When fit indices for the 5-dimensional confirmatory factor analysis model created are examined, it is seen that the conscious consumer scale's 5-factor structure consisting of 29 expressions generally puts forward mediocre adaptation values.

When looking at the resulting fit indices, it is seen that GFI and RMSEA values are very good, χ^2/df , however, IFI, TLI, CFI and SRMR values are unacceptable (Meydan, Şesen, 2011; Hu and Bentler, 1999; Tabachnick, Fidell, 2007). In order that χ^2/df value can be acceptable, it should be under 3, the IFI, CFI and TLI values should be in the range of 0.90-0.95, and the SRMR value should be under 0.50. In line with these values, it is seen that the existing model cannot provide the required goodness of fit indices.

When both the exploratory factor analysis results, and also the confirmatory factor analysis results are examined, it was seen that the ratio of variance description of the "rational consumption" factor was low. For this reason, it was decided to discard the "rational consumption" sub dimension from the scale in order to ensure the structure validity of the scale and the exploratory factor analysis was applied again.

Second Exploratory and Confirmatory Factor Analysis

Exploratory factor analysis was applied again to the structure created by discarding the 4th factor in the 800-persons data set. In the first stage, the data set's rotated component matrix-related KMO value was obtained as 0,914 and Bartlett's test value was obtained as $p=0,000$, and it was determined that the data set was compliant with the factor analysis. In the resulting matrix, first of all, the loads loaded in a high ratio to more than one factors at the same time were discarded and the analysis was repeated. After that, again, the loads loaded in a high ratio to more than one factors at the same time and the questions creating one sub dimension with maximum 2 questions were discarded and the analysis was repeated.

In the matrix that resulted after this stage, it is seen that non-related questions constitute a sub dimension. Items with no meaningful relationships between them were discarded and the analysis was repeated. As a result of the analysis proceeded with these methods, the conscious consumer scale consisting 25 expressions and 4 factors was obtained.

By discarding the 32-item "rational consumption" dimension from the 122-item, the number of the items which was 90 was reduced to 25 as a result of the factor analysis applied. As a result of the scope validity, this 25-items were divided into 4 factors, and all the factor loads were above 0,500. The description rates belonging to these 4 factors, the distribution of the items and the factor loads have been given below in Table 2.

Table 2. The Second Exploratory Factor Analysis Results

Variables	Factor Loads	Variance Percentage	Eigenvalue
<i>Environmentally Conscious Consumption</i>		14,359	3,590
I am of the opinion that the enterprises should encourage consumers with respect to collecting the solid wastes back.	0,731		

İnsanların doğa ile uyum içerisinde yaşamak zorunda olduğuna inanırırm.	0,731		
I think that environmental pollution is one of the most important problems of our age.	0,719		
Global warming and climate change causes me to worry about the future.	0,648		
I think that underground waters and the sea pollution will give rise to very important problems in the future.	0,646		
The enterprises' having activities aimed at protecting the environment makes me happy.	0,598		
I believe that I can protect the environment by purchasing environmentally friendly products.	0,581		
<i>Ethical Consumption</i>		10,761	2,690
I immediately return the change given extra during shopping.	0,755		
When I notice the underpayment in the bill after leaving the store, I definitely ensure the elimination of this shortcoming.	0,715		
When I notice that the invoice or the account has been calculated below the value, I immediately give information.	0,699		
When I give damage to a product during shopping, I inform the officials and pay for the damage.	0,666		
When shopping, I don't eat /drink anything without paying.	0,580		
<i>Simple Consumption</i>		11,578	2,895
It is important for me to lead a flashy life.	0,783		
Financial wealth is very important to me.	0,753		
I believe that the expensive products I buy add me value.	0,734		
I think that luxurious products add respectability to the person.	0,663		
I'd like to be the first user of the new products on the market.	0,637		
<i>Socially Responsible Consumption</i>		16,375	4,094
I prefer to buy the products of the companies that donate a part of their revenue to those in need.	0,741		
I prefer to buy the products of the companies that have been proven to give support to medical researches.	0,713		
I don't buy products or services from the companies that have been proven to employ child labor.	0,709		
I don't buy products or services from the companies that have been proven to apply discrimination against people.	0,695		
I prefer to buy the products of the companies that employ the individuals with disabilities.	0,674		
I think that the products/services of the companies which test products on animals should not be purchased.	0,628		
I pay attention to buying the products of the companies which I think gives importance to the rights of its employees .	0,616		
I think that companies should employ disabled individuals more.	0,593		
<i>Total</i>		53,073	

When the results of the analysis are examined, it is seen that the “environmentally conscious consumption” factor describes 14,359% of the total variance, “ethical consumption” factor 10,761 of it, “simple consumption” factor 11,578% of it and “socially responsible consumption” factor 16,375 of it. These 4 factors together describe the 53,073% of the total variance. This is an acceptable value. The fact that the described variance is high is interpreted as an indicator of to what extent the related concept or structure is measured well. Scree plot has been drawn in order to test the accuracy of the number of the factors. (Figure 1)

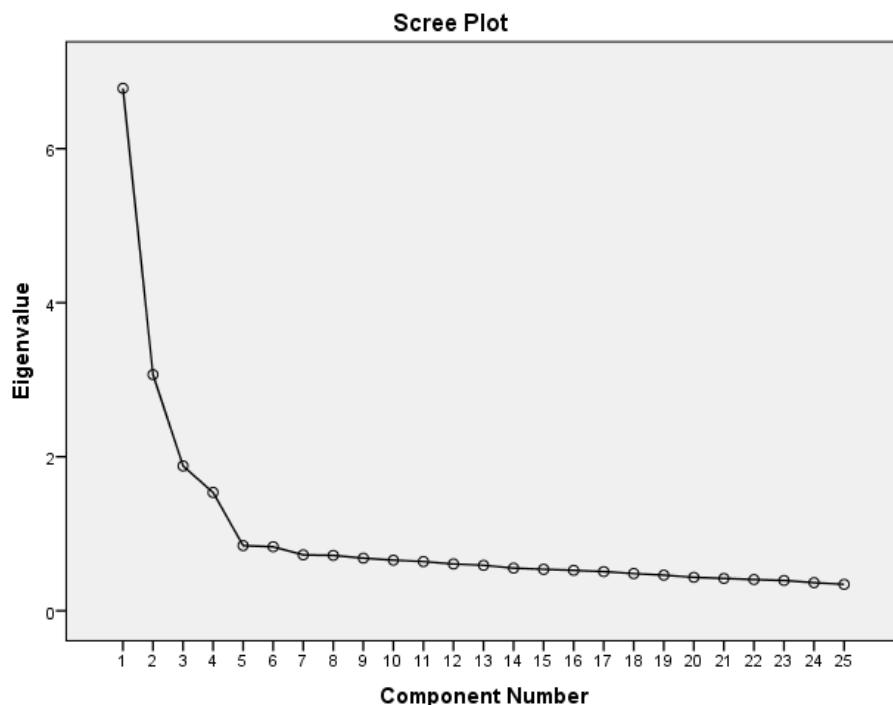


Figure 1. Scree-Plot

When the scree plot was examined, the point where the slope became horizontal (4) was determined as the number of the accepted factors. In this chart, a high acceleration fall is seen after the 4th Factor. After this stage, a confirmatory factor analysis was applied to the new scale comprising of 4 dimensions.

In order to test the new scale obtained in the exploratory factor analysis, confirmatory factor analysis was applied again to the 800-person data set. In the first stage, 1st degree of confirmatory factor analysis model was created in which the 4 dimensions obtained at the end of the exploratory factor analysis (F1: Environmentally Conscious Consumption, F2: Ethical Consumption, F3: Simple consumption and F5: Socially Responsible Consumption) were included as implicit variable, and the statements constituting these factors were included as observed variables.

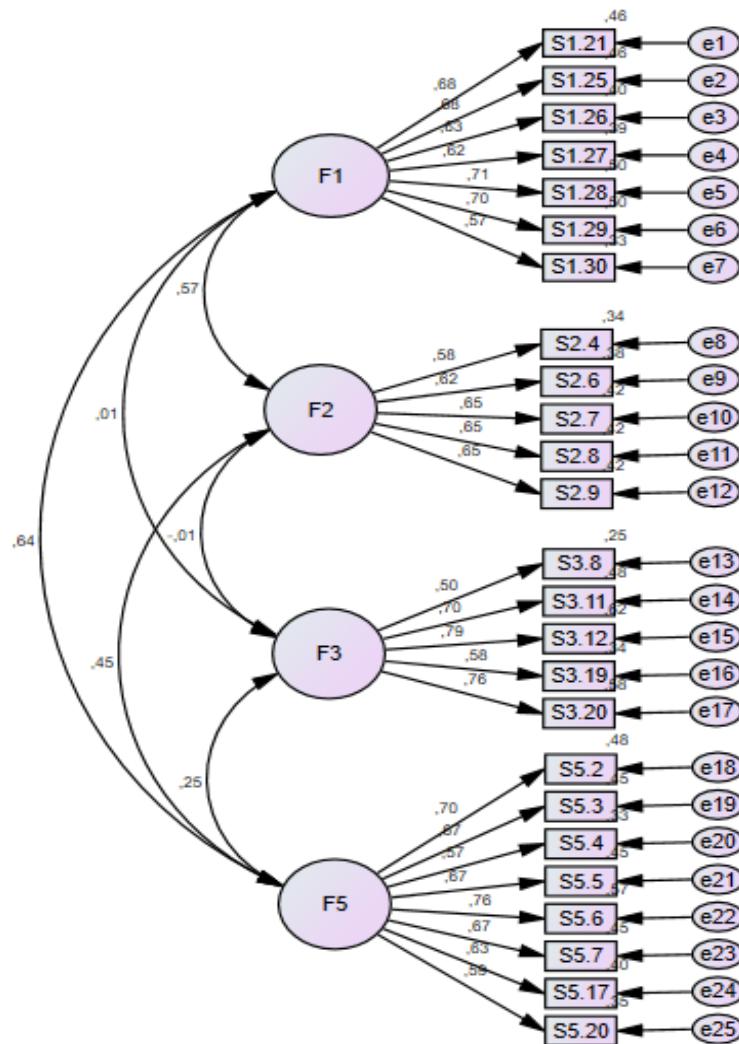


Figure 2. Confirmatory Factor Analysis Model

When interdimensional relationships are examined according to the new model, a negative correlation was detected between the ethical consumption and simple consumption dimensions. When looking at the content of the dimensions, while the behaviors in which virtues such as "accuracy, honesty, etc." owned by the individuals took place in the ethical consumer dimension, the items emphasizing the importance of material wealth, show off and luxury products were included in the simple consumption dimension. The fact that these dimensions which contain items quite independent from one another and even that contradict one another in terms of content are dimensions that have the weakest relationship can be evaluated as an expected result. The strongest relation, however, is observed between the environmentally conscious consumption and the socially responsible consumption dimensions examined together in the literature. (0.64).

In the last stage, however, the fit indices were examined for the DFA model created in the 1st degree with 4 dimensions. In the Table 3, when the findings obtained are examined, the 4-factor structure of the conscious consumer scale consisting of 25 statements generally put forward very good model fit.

Table 3. Fit Indices of the Second DFA Model

χ^2/df	GFI	IFI	TLI	CFI	RMSEA	SRMR
2,56	0,934	0,938	0,931	0,938	0,044	0,048

When we look at the fit indices obtained, it is seen that the χ^2/df , GFI, IFI, TLI, CFI, RMSEA and SRMR values display good model fit.

When all the analyses are examined, it was discovered that 4 factors could be used as a result of the scree plot graphics, the variance description ratio of these 4 factors was determined as good, and the DFA model indices created in the 1st degree turned out to be in acceptable levels. In summary, it was seen that the conscious consumer scale with 4 factors provided validity.

Reliability of the Scale

After ensuring the structure validity of the scale, Cronbach alpha value, which is a measure of the internal consistency was examined for its reliability. Cronbach alpha value is one of the most frequently used criteria during the evaluation of the scale reliability. First of all, a measurement was made for the whole of the scale consisting of 25 statements and 4 dimensions, and Cronbach alpha value was found as 0,856. This value is higher than 0,70 (Nunnally, 1994, p. 245-246), which is a value that is acceptable in general.

In addition to this, Cronbach alpha values were also calculated for each dimension. These values are seen in Table 4. According to these values, it is seen that each dimension is reliable in itself.

Table 4. Reliability Criteria

	Average	Variance	Plat. Item Tot. PointCorrelation	Statement Aver. Correlation	Cronbach's Alpha
Environmentally Conscious Consumption	S1.21	1,73	0,654	0,610	
	S1.25	1,66	0,566	0,564	
	S1.26	1,59	0,431	0,442	
	S1.27	1,57	0,443	0,413	0,688
	S1.28	1,61	0,559	0,514	0,841
	S1.29	1,62	0,563	0,476	
	S1.30	1,53	0,415	0,404	
Ethical Consumption	S2.4	1,72	0,792	0,489	
	S2.6	1,51	0,445	0,373	
	S2.7	1,61	0,565	0,439	0,601
	S2.8	1,46	0,404	0,308	0,756
	S2.9	1,66	0,699	0,503	
				0,545	0,798

Simple Consumption	S3.11	3,35	1,178	0,433		
	S3.12	3,20	1,476	0,457		
	S3.19	3,35	1,244	0,322		
	S3.20	2,43	1,885	0,442		
	S5.2	1,86	0,800	0,667		
	S5.3	1,76	0,719	0,593		
	S5.4	1,89	0,653	0,490		
Socially Responsible Consumption	S5.5	1,68	0,568	0,568	0,819	0,858
	S5.6	1,79	0,620	0,659		
	S5.7	1,72	0,634	0,555		
	S5.17	1,77	0,693	0,581		
	S5.20	1,56	0,474	0,527		

One criterion that is used while evaluating the reliability is the average correlation between statements. The values calculated separately for dimensions are included in Table 4. In the light of the fact that 0, 15 -0, 25 value is acceptable for the narrow scoped concepts, and 0, 40 -0, 50values are acceptable for wider scoped concepts, it can be stated that the dimensions are reliable.

The fact that item-total score correlation is high in the scale studies is also accepted as a sign of reliability. According to this criterion, it is accepted that the correlations of the statements with a value of 0, 35and over are high, accordingly, they are correlated with the dimension with which they are expected to be correlated. These limits are exceeded for all these statements.

When we look at the item total correlation, each item displays a meaningful correlation with the factor total in which it is located and the total point. It was detected that the interdimensional correlations of the dimensions of environmentally conscious consumption and socially responsible consumption are higher compared to the other two dimensions. In addition, the alpha value calculated for the total was also found higher than the alpha value calculated for each factor. These results show that the scale can be used as both single factored and also multi-factored.

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

In this study, various stages were followed and a conscious consumerscale consisting of 25 items and 4 dimensions was developed. The dimensions of the scale are environmentally conscious consumption, ethical consumption, simple consumption and socially responsible consumption. These dimensions possess similarities and differences with the conscious consumption scales included in different ways in the literature.

In the scale of sustainable consumption behavior developed by Doğanet al., (2015), environmental awareness was measured with the dimensions of environmental sensibility, redundant purchase, savings, and reusability. The dimension of redundant purchase included in this scale shows similarity to the dimension of rational consumption expected to take place

in the conscious consumer scale, but discarded from the scale according to the analysis results. In a similar way, the scale of consumer awareness depending on environmental responsibility developed by Köse and Güл (2014) also consists of environmental responsibility and consciousness, consumption and purchasing, and saving dimensions. The dimension of environmental responsibility and consciousness, and saving of this scale contain items in parallel to the dimension of the environmental conscious consumption of the existing scale. Consumption and purchasing dimension, however, covers the rational consumption.

Roux and Nantel (2009) studied the conscious consumption behavior in 3 dimensions as socially responsible, ethical and environmentally conscious consumption. Their reasons of focusing on these dimensions are the fact that these areas are identified in the literature as areas both shown a lot of interest and also in which the most confusion is experienced in terms of the meaning. One of the main points of this study is the endeavor to draw the borders between these three sub dimensions that create a confusion of meaning in the literature. Similarly, Balderjahnet al. (2013) tried to measure the awareness of sustainable consumption with the dimensions of eco-friendly consumption, social consumption and economically sustainable consumption. The items regarding the recycling, packaging, natural resources and energy, domestic products and climate factors included in the environmental dimension of the scale show similarity to the dimension of environmentally conscious consumption of the conscious consumer scale. The statements related to simple consumption taking place as a different dimension in the conscious consumer scale, however, are included in the economic dimension of this scale.

In the ethical consumer dimension of the study, items related to individuals' being honest and fair in their shopping behaviors are included. In also the scale of ethical consumption developed by Qi et al. (2011), items are included in this scope. However, this scale also contains the recycling behavior as a sub dimension within the ethical consumption scope. It is seen that the behavior related to environmental consciousness is defined as ethical in the scale.

The biggest difference of the study from the other conscious consumption scales is the fact that it contains the dimension of simple consumption. In general, items directed towards simple life encounter us as a separate study. Even though the rate of the simple consumption behavior's explaining the conscious consumption behavior is not as high as the other dimensions, it is meaningful.

This study has been planned and carried out in order to develop a conscious consumer scale consisting of the dimensions of rational consumption, socially responsible consumption, ethical consumption, socially responsible consumption and simple consumption in order to measure the conscious consumption behaviors of the individuals. When the relevant literature is examined, it is examined that conscious consumption is generally measured and studied as three dimensional as environmental, ethical and socially responsible. The difference of this study from the other studies is the fact that it considers rational consumption in the same scope with the other dimensions and handles conscious consumption as a whole, and that it tries to contribute to the literature with such a study. However, as a result of the reliability and validity studies of the scale, it was seen that the dimension of "rational consumption" did not work, and it was discarded from the scope of the scale. The biggest restriction of this study is its inability to measure the rational consumption behavior it aimed to measure within the scope of conscious consumption behavior. In the future studies that will be made with respect to this issue, it is thought that working on this dimension with different items and a different sample will eliminate this deficiency.

In today's consumer society in which excessive consumption behavior is becoming popular, the effect of the purchase and consumption behaviors on both the natural environment, natural resources and also on the other individuals living in the community is obvious. For this reason, the interests and approaches of the consumers in the conscious consumption behavior should be put forward and examined. In this context, comprehensive information and awareness-raising works are needed in order to increase the number of the individuals possessing the consumer awareness in the 4 dimensions mentioned in the scale that has been developed. The future of the earth and of all the living beings living on the earth depends of questioning the consumption behaviors of all individuals and their displaying reason and logic-oriented attitudes in these behaviors and within the framework of consciousness. The development of conscious consumption behavior will be possible through small changes that will be realized concretely in the behaviors, and abstractly, through changing the thought structure with respect to consumption. It is expected that the conscious consumer scale will be a navigator for the individuals in these changes that will be made.

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