

IMPORTANT REFERENTS AND POST-MATERIALIST VALUES GUIDE INTENTIONS TO BOYCOTT

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Introduction

Boycotting has been viewed as *"the most deliberate form of ethical purchase behavior"* (Smith, 1987) while boycotting campaigns seem to gain more and more followers (Friedman, 1999; Yuksel and Mriteza, 2009; Farah and Newman, 2010; Braunsberger and Buckler, 2011). Boycotting has been proposed to constitute the second, namely the negative type of a 3- types concept of ethical consumption (Tallontire et al., 2001). Friedman (1985, p. 97) defined boycotting as *"an attempt by one or more parties to achieve certain objectives by urging individual consumers to refrain from making selected purchases in the marketplace"*.

Nowadays, boycotting is usually considered to concern consumers' decision to refuse buying products produced by business or countries (Farah and Newman, 2010) that challenge consumers' ethics regarding the environmental destruction, the exploitation of workers or local producers in the underdeveloped countries, child labor, animal rights etc (Ethical Consumer, 2015). Effective boycotts are considered to be one of the most important means through which consumers can induce ethical business practices (Hahn and Albert, 2017).

The importance of boycotts to marketing is prominent. As the use of boycotts is increasing (Friedman, 1999; Yuksel and Mriteza, 2009; Braunsberger and Buckler, 2011) and the organizing agents are getting more sophisticated, boycotts are becoming a potential strong threat for companies using 'unethical' or egregious strategies (Garrett, 1987; John and Klein, 2003). Businesses which confront boycotts are forced to impose either reactive defense strategies or corrective actions (Pruitt and Friedman, 1986; Davidson et al., 1995).

The rise in the use of boycotts had been predicted since the 1990s (Gelb, 1995; Friedman, 1999) due to many evolutions, such as the weakening of the laws constraining them (Gelb, 1995) or boycotts' success and publicity (Braunsberger

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and Buckler, 2011) but mainly due to consumers' outrage (Lindenmeier et al. 2012). However, limited academic research has been focused on the antecedents of consumers' participation in boycotts (Brinkmann, 2002; Klein et al, 2004). On the other hand, there have been some references recently (Farah and Newman, 2010; Hassan et al., 2016) that an increase can be observed in the academic attention towards examination of boycotting. In any case there is no doubt that there are still many voids to be further researched in respect to the motivational or inhibiting factors of this negative type of ethical consumption (John and Klein, 2003; Hoffmann and Muller, 2009; Yuksel and Mryteza, 2009; Farah, 2014).

Voids can be found at various points in previous literature on the topic. For example, there are previous studies in which there are weaknesses in vital procedures, such as students' sample or convenience small samples (e.g. Klein et al., 2002). Furthermore, it has been previously pointed out (Farah and Newman, 2010; James, 2010) that somehow narrow theoretical frameworks have been utilized to investigate boycotting behavior. There have been studies in which just merely the financial aspect (e.g. Friedman, 1985) or just the cost-benefit aspect (e.g. Sen et al, 2001; Braunsberger and Buckler 2011) or a particular issue (e.g. Klein et al., 2004) of a boycott campaign was approached. More integrated consumer behavior models have been considered promising (Kozinets and Handelman, 1998; Sen et al., 2001; Klein et al., 2002; 2004).

Current research on ethical consumption focuses on understanding consumers' ethical decision-making processes, drawing on socio-cognitive models originally applied in other fields, such as Ajzen's (1985; 1991) theory of planned behavior/TPB (e.g. Kalafatis et al., 1999; Shaw and Shiu, 2002, 2003; Ozcaglar-Toulouse et al., 2006; Shaw et al., 2007; Carrus et al., 2008; Farah and Newman, 2010; Chao and Lam, 2011; de Leeuw et al., 2015; Chatzidakis et al., 2016; Hassan et al., 2016). As Sudbury-Riley and Kohlbacher (2016) mentioned, the TPB has been criticized and subsequently extended by many researchers (e.g. Shaw and Shiu, 2003; Carrus et al., 2008; Shaw et al, 2007; de Leeuw et al., 2015; Hassan et al., 2016) who have added several additional constructs to improve incompleteness in TPB.

However, there has been limited research utilizing values as an additional factor in TPB when ethical behavioral intentions are under examination (Vermeir and Verbeke, 2008) although values have been previously suggested as a crucial mediating variable (Thøgersen and Grunert-Beckmann, 1997).

Another aspect of the voids concerns that much of the relevant previous research has been conducted in western (Farah and Newman, 2010), mostly in the so called developed countries, in North America and Western Europe. Greece, although a member of EU, suffers from a perpetual, depth crisis, the consequences of which are loaded on the shoulders of the people rather than on big business. The overall situation in the society has naturally increased consumers' outrage,

which has been sometimes expressed through participation in boycott calls. For example, a boycott campaign had been launched against a famous cola brand in October 2013 in Thessaloniki, GR due to factory relocation that left unemployed almost 500 workers; a Market Track by Nielsen indicated that the boycotted cola brand had witnessed a decrease in its sale by 14.5% during August and September 2014 while a Greek cola brand had an increase of 135.3% in its sales at the same period (www.euro2day.gr, 2015). In the academic field, there have been a few exploratory research efforts on the topic, the results of which highlighted the significance of further research in this geographical area (Delistavrou and Tilikidou, 2012; 2015).

This study aimed to employ TPB, as well as expand the model by the inclusion of values in it, in order to understand better Greek consumers' boycotting intentions towards 'unethical' super market (S/M) products, as predispositions of actual participation in boycotting campaigns.

Theoretical Framework

So far the effort to understand consumer behavior produced a number of models which were developed to analyze, explore, describe or explain the consumers' decision making (Jackson, 2005, p. vi). Models assist in understanding the social and psychological influences of consumer behavior (Jackson, 2005, p. vi); they can be tested empirically and enable the provision of evidence for particular assertions and the exploration of possibilities for behavioral change (Jackson, 2005, p. vi). Expectancy value models have been popular in applied social psychology, with the Theory of Reasoned Action (TRA, Fishbein and Ajzen, 1975) being the most widely used model until late 1980s (Farah and Newman, 2010) and its extension, the Theory of Planned Behavior (TPB, Ajzen, 1991) being even more popular until today. As Ajzen (1985; 1987; 1991) has many times argued, human behavior is very complex and its analysis and explanation is a very difficult task. Nonetheless, deeper understanding of the decision-making process in the ethical behavior context is vital (Shaw and Shiu, 2002).

Theory of Planned Behavior (TPB)

With regards to ethical consumption or parts of its overall concept, the Theory of Reasoned Action (TRA/Fishbein and Ajzen, 1975) and the Theory of Planned Behavior (Ajzen, 1985; 1991) have been previously applied in some studies (Jackson, 2005, pp. 46, 50) yielding insights into factors that influence intention (Hassan et al., 2016). TPB applications concern various aspects of ethical consumer behavior (Sudbury-Riley and Kohlbacher, 2016) mostly positive (Jackson, 2005, p. 50; Newholm and Shaw, 2007; Hassan et al., 2016) including ethical purchase

(Shaw and Shiu, 2002, 2003; McEachern et al., 2007; Chatzidakis et al., 2016), waste recycling (Taylor and Todd, 1995; Carrus et al., 2008), green consumerism (Kalafatis et al., 1999; Chao and Lam, 2011; de Leeuw et al., 2015) and, to a lesser extent, boycotting (Shaw et al., 2007; Farah and Newman, 2010, Hassan et al. 2016).

On the other hand, there have been opposite arguments (Sutton, 1998; Foxall, 2005; James, 2010) regarding weaknesses in the TPB outcomes due to many issues, such as the self-report desirability effect, which is common in any consumer research study (Auger and Devinney, 2007), the gaps in the attitude–behavior link (Sudbury-Riley and Kohlbacher, 2016) and in the behavioral intention–behavior link (Carrington et al., 2010; Andorfer and Leibe, 2012; Hassan et al., 2016). It is notable that attitudes-behavior gap and the mediating role of intentions have been and are still one of the most important issues in consumers' disciplines, nonetheless far from fully understood so far (Carrington et al., 2010; Andorfer and Liebe, 2012; Hassan et al., 2016).

In this study, the TPB was deemed to be the most appropriate theoretical model to be applied in the context of Greece for the examination of boycotting intentions due to the following assumptions. Boycotting, by nature, cannot be an impulsive behavior like other behaviors might be. In the case of ethical purchasing, for instance, a consumer may visit an S/M having in mind to buy a conventional brand of detergents; in the process it might happen to change his/her mind and choose an ecological brand, for various reasons, for example a new attractive packaging, occasional promotions, price discounts etc. In the case of boycotting though, which of course is never promoted within S/M premises, the consumer has made up his/her mind before entering the S/M door. There is a decision-making process involved in his/her behavior. In fact, he/she holds intentions not to buy a certain brand or a category of products due to several causes. This behavior is, by nature, a case of reasoned action, a case of planned behavior. Therefore, TPB was considered to be the optimum model for this study.

The intentions to perform a behavior is the central variable in TPB (Ajzen, 1991). Intentions are perceived as indications of how hard people are willing to try or how much effort they plan to exert to perform a behavior. Thus it is asserted that the stronger the intentions to perform a behavior, the greater the possibility of the actual performance of the behavior (Ajzen, 1991). Behavioral intentions are the determinant of the actual behavior. In sequence, behavioral intentions are determined by consumers' attitudes toward the behavior, by their subjective norms and by their perceived behavioral control (Ajzen, 1985;1991). Based on the expectancy-value model attitudes, subjective norms and perceived behavioral control are based on consumers' behavioral, normative and control beliefs respectively.

Ajzen and Fishbein (1977) argued that it is useful to define a behavioral measure in terms of four elements: the Action involved, the Target at which the action is directed, the Context in which it occurs and the Time of its occurrence (TACT). In this study, Boycott Intentions, which is the main dependent variable, refers to the consumers' intentions to participate in boycotting against 'unethical' products next time they go shopping at S/M. Thus, in TACT terminology there are: the *Action* involved is the consumers' participation in boycotting, the *Target* at which the action is directed is the 'unethical' products, the *Context* in which it occurs is the S/M and the *Time* of its occurrence is the next time they go shopping. Following the principle of compatibility (Ajzen, 1985) all other measures of the theoretical model were developed according to intentions.

As it is very hard, almost impossible, to examine actual behavior at the time of performance, an effort was made to assess intentions at the closest to the behavior performance time in order to assume that intentions will most probably be transformed into actual behavior. Accordingly, consumers were asked about their intentions to participate in boycotting next time they go shopping, which is expected to take place in a very short period of time, i.e. from the same day of the interview up to one week.

TPB and Post-materialism

Further, at an effort of complementing the theory in this topic, it was deemed to utilize other variables in an expanded model of TPB at a hope that this approach might add to its explanatory power. In ethically oriented consumer research, additional variables have been used, for example, by Shaw et al. (2007), who included desire as a mediating variable of intentions to boycott or Carrus et al. (2008), who included negative anticipating emotions, past behavior and desire in the examination of recycling.

In this study, following previous suggestions (e.g. Vermeir and Verbeke, 2008; Fishbein and Ajzen, 2010) it was deemed that the addition of a set of values, would hopefully serve well the rationale of this effort, for the following reasons. Values are considered to be the appropriate theoretical expansion of a consumer behavior model as they have been described to be deeply rooted, abstract motivations that guide, justify and explain both attitudes and actions (Rokeach, 1973; Schwartz, 1992). They have been defined as more enduring beliefs that pertain to desirable end states or behaviors, go beyond specific situations, guide selection or evaluation of behavior and events, and are ordered by importance (Schwartz and Bilsky, 1987, p. 551). Hence, values might be found to be suitable to reveal hidden aspects in consumers' minds able to affect beliefs, attitudes and consequently behavioral intentions in TPB.

Furthermore, it is to be noted that ethical consumption is by definition viewed as consumer activities aiming at the social welfare (Pepper et al., 2009; Farah and Newman, 2010; Hassan et al., 2016). More specifically, boycotting is viewed as the individuals' activities undertaken in order to achieve the reversal of the environmental degradation and social injustice (Pepper et al. 2009; Hahn and Albert, 2017). It is notable that there have been previous research efforts consistently demonstrating the importance of pro-social values in studies about actions that transcend selfishness direction and promote the welfare of others (e.g. Karp, 1996; Stern et al., 1999; Ebreo and Vining, 2001; Milfont et al., 2006; de Ferran and Grunert, 2007); none of these studies though employed TPB. Following this direction, it was hypothesized that boycotting intentions may be influenced by socially oriented values. More specifically, boycotting intentions was assumed to be influenced by goals the consumers hold for their society hence materialism/post-materialism was considered to be quite suitable to be added to the overall theoretical framework.

Sociologist Ronald Inglehart, drawing on Maslow's hierarchy of needs (Maslow, 1970), understands materialism as a focus on "lower order" needs for material comfort and physical safety and post-materialism, on the opposite, as a focus on the "higher order" needs for self-expression, affiliation, aesthetic satisfaction and quality of life (Inglehart, 1990, pp. 66–68). Materialists view economic growth, low crime rates and strong national defense as important social priorities, whereas post-materialists place greater emphasis on freedom of speech, giving people more of a say in government decisions, and enhancing the natural environment.

Inglehart (1971) predicted a transformation in the basic value priorities of young generations as a result of changing conditions in the western industrialized societies. This transformation referred to a shift from materialist to post-materialist values (Inglehart, 2008). Indeed, Inglehart's (1977) Materialism/Post-materialism constructs have been previously employed in studies following other than TPB models. For example, the studies about ethical consumption by Cowe and Williams (2000) and about the socially conscious purchasing by Pepper et al. (2009). It is notable that in both these studies the behavioral constructs exhibited relationships with Post-materialism only. The scale of Post-materialism (Inglehart, 1977) alone was used in a study about the examination of political consumption by Stolle et al. (2005) and about boycotting by Copeland (2014), which both demonstrated statistically significant relationships.

It is to be mentioned however, that according to TPB, other factors such as demographics or psychographics are not directly related to the behavior. They may influence the behavior only if they are able to influence the beliefs that underlie the attitudinal, the normative and the perceived control determinants of the intentions (Ajzen, 1985; de Leeuw et al., 2015). Therefore, in this study

Post-materialism was utilised as a correlate of beliefs in the expanded TPB model (Figure 1).

Further, Ajzen (2015) has suggested that concepts external to the theory, such as values can be treated as background factors that may have an effect on intentions indirectly by influencing one or more of the TPB direct, proximal predictors (de Leeuw et al., 2015). Therefore, in this study Post-materialism was also treated as an antecedent of Attitudes, Subjective Norms and Perceived Behavioral Control.

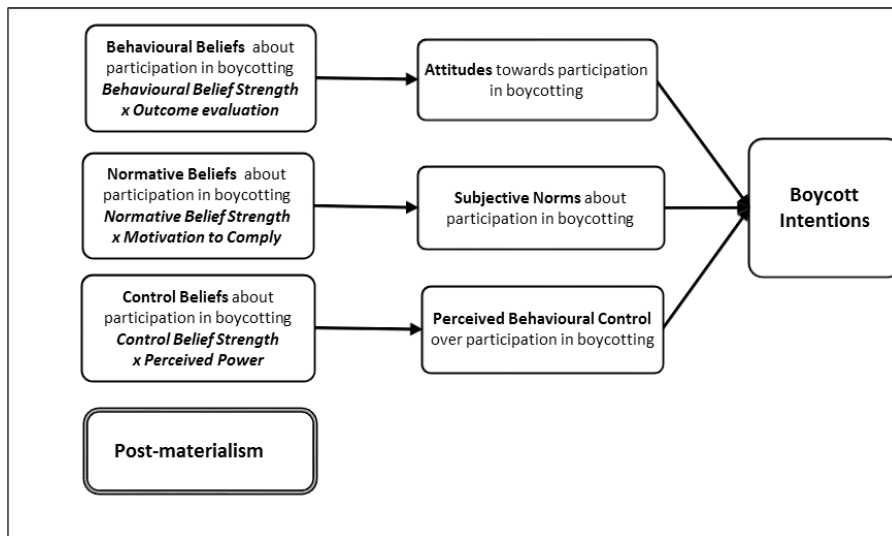


Fig. 1. Expanded TPB Model

Hypotheses Setting

H₁: Behavioral Beliefs influence positively Attitudes towards participation in boycotting

H₂: Normative Beliefs influence positively Subjective Norms about participation in boycotting

H₃: Control Beliefs influence positively Perceived Behavioral Control over participation in boycotting

H₄: Attitudes towards participation in boycotting influence positively Boycott Intentions

H₅: Subjective Norms about participation in boycotting influence positively Boycott Intentions

H₆: Perceived Behavioral Control over participation in boycotting influences positively Boycott Intentions

The expanded TPB model of this study includes the variable of PM, thus the following additional hypotheses were set:

H₇: Post-materialism influences positively Behavioral Beliefs

- H₈: Post-materialism influences positively Normative Beliefs
H₉: Post-materialism influences positively Control Beliefs
H₁₀: Post-materialism influences positively Attitudes
H₁₁: Post-materialism influences positively Subjective Norms
H₁₂: Post-materialism influences positively Perceived Behavioral Control

Materials and Methods

Sample

A survey was conducted in Thessaloniki, GR urban area through personal interviews taken by graduate marketing students and supervised by the researcher of this study. Using the formula of the Hellenic Statistical Authority (H.S.A., 2014), namely 1.42/1000, the **sample size** of this study was calculated to be 438 households. In total 440 personal interviews were taken providing 420 usable questionnaires.

The sampling method was a combination of the two-stage area sampling and the stratified sampling (Zikmund 1991, p. 471; Tull and Hawkins 1993, p. 544). The sampling unit was one adult household member who fulfils the design of the strata. Gender and Age distributions of the 2011 census statistics (H.S.A., 2015) served as the stratifying variables.

The final sample consisted of 49.8% men and 50.2% women. Young (up to 34 years of age) are the 32.1% of the respondents, middle aged (35-54 years) are the 42.6% and the 25.2% are older (≥ 55 years). Some 33.6% of the respondents are educated to degree level or higher and 36.9% are high school graduates. More than half of the sample (51.9%) hold $\leq 15.000\text{€}$ annual family income, 41.6% hold 15.001-35.000€ while only 6.4% hold higher than 35.001€ annual family incomes. Some 35.9% of the respondents were either private or public employees, 23.6% were professional, 19.5% were unemployed, and 21% were retired or house-persons. The demographics of the sample were tested through χ^2 and no statistically significant differences with the relevant parameters of the population were found.

The SPSS (version 17.0) was used to apply the analyses of the typical statistics. The IBM AMOS (version 20.0) was employed for the application of the advanced statistical techniques of SEM.

Questionnaire Construction

Following Ajzen's suggestions (2006, pp. 8-13) qualitative research was conducted at the early stages of measures' development in order to explore the context and the content of the TPB variables. One focus group was implemented

with the participation of 7 consumers, who were asked to express their beliefs, thoughts, feelings and ideas as well as any kind of social press or feelings of control they hold about their actual or hypothesized participation in boycotting against 'unethical' S/Ms products. In addition, 4 elicitation studies were conducted with senior marketing students, who were asked to express the beliefs they hold in reference to the topic under examination.

A quantitative pilot study was conducted in the geographical area under investigation to test the ability of each set of items to measure each one of the constructs. The sampling method was the one-stage area sampling and resulted in 360 useable questionnaires. Face validity was assessed with the help of 5 academics, not involved in this study, who examined the constructs thoroughly while the pre-testing of the instruments was done in a convenience sample of 15 consumers. All of the indicated drawbacks were amended when editing the questionnaire of the main survey.

The final questionnaire included the following latent variables:

Behavioral Beliefs: The construct of Behavioral Beliefs (BBOE1-BBOE5) is the product of the summated multiplications of each one of the behavioral belief strengths with each one of their respective outcome evaluation items. The 5 behavioral belief strength items (BB1-BB5) were measured on a 7-point possibility scale from 1=Very unlikely to 7=Very likely, while the 5 outcome evaluations (OE1-OE5) were measured on a 7-point importance scale from 1=Very unimportant to 7=Very important.

Normative Beliefs: The construct of Normative Beliefs (NBMC1-NBMC3) is the product of the summated multiplications of each one of normative belief strengths with each one of their respective motivation to comply items. The 3 normative belief strengths (NB1-NB3) and the 3 relevant motivations to comply (MC1-MC3) were measured on a 7-point scale from 1=Not at all to 7=Very much.

Control Beliefs: The construct of Control Beliefs (CBPP1-CBPP5) is the product of the summated multiplications of the control belief strengths with their respective perceived power items. The 5 control belief strengths (CB1-CB5) and the 5 relevant perceived power items (PP1-PP5) were measured on a 7-point Likert scale from 1=Strongly agree to 7=Strongly disagree. All control belief items express obstacles but due to the aforementioned measurement scale, the high scores represent absence of obstacles. Accordingly, all items of perceived power express the consumers' perceived difficulties to participate in boycotting due to the aforementioned obstacles. Again, the high scores represent absence of difficulty. Consequently, high scores in the Control Beliefs measure mean that the respondents hold high levels of control over their participation in boycotting.

Attitudes: The direct measure of Attitudes consisted of 9 items measured on a 7-point semantic differential scale using bipolar adjectives from 1= Very negative to 7= Very positive. The adjectives used in order to measure the overall evaluation

of the consumers participation in boycotting (against ‘unethical’ products next time they go shopping at an S/M) incorporated evaluative judgments (e.g. Bad-Good, Negative-Positive, Ineffective-Effective, Unfair-Fair) as well as affective judgments (e.g., Undesirable-Desirable, Unpleasant-Pleasant).

Subjective Norms: The direct measure of Subjective Norms included 4 items measured on alternative threshold 7-point scales.

Perceived Behavioral Control: The construct of Perceived Behavioral Control contained 3 items measured on a 7-point true/false scale from 1=Very false to 7=Very true.

Boycott Intentions: The main dependent variable of this study contained 4 items measured on a 7-point Likert scale from 1=Strongly disagree to 7=Strongly agree. The items were phrased in a Guttman type style, i.e. the verb used in each item expressed a stronger intention than the one proceeded. (Table 1).

The measure of Inglehart’s (1977) Post-materialism consists of 6 items, all measured on a 7-point importance scale from 1=Very unimportant to 7=Very important. Scales adopted from the Hellenic Statistical Authority (H.S.A., 2015) served the examination of 5 demographic characteristics (Gender, Age, Education, Income and Occupation).

Results

Data examination: Missing data (33 cases) were found in the items NB3 and MC3 (normative belief and its corresponding multiplier of motivation to comply, Table 1) accounting for <10%. These missing values were replaced by the Mean value of each, calculated for all valid responses (Hair et al., 2010, p. 52). Outliers were examined by the employment of the Mahalanobis D^2/df measure (Hair et al., 2010, p. 65) which resulted in the exclusion of 10 cases. Therefore, the sample size was limited to 410 respondents.

Table 1. Item Factor Loadings

Items		Factor Loadings
Behavioral Beliefs (belief strength/BB x outcome evaluation/OE)		
BB1 OE1	I believe that I will contribute to the environmental protection Contributing to the environmental protection for me is Unimportant/ Important	0.867

BB2 OE2	I believe that I will contribute to the abolition of extreme exploitation of workers Contributing to the abolition of extreme exploitation of workers for me is Unimportant/ Important	0.866
BB3 OE3	I believe that I will contribute to the abolition of extreme exploitation of animals Contributing to the abolition of extreme exploitation of animals for me is Unimportant/ Important	0.810
BB4 OE4	I believe that I will do good to the society Doing good to the society for me is Unimportant/ Important	0.919
BB5 OE5	I believe that I will feel morally satisfied by doing the right thing Feeling morally satisfied by doing the right thing for me is Unimportant/ Important	0.815
Normative Beliefs (belief strength/NB x motivation to comply/MC)		
NB1 MC1	My family thinks that I should not/should participate in a boycotting of "unethical" products next time I go shopping in a S/M Generally speaking, how much do you want to do what your family thinks you should do?	0.923
NB2 MC2	My friends think that I should not/should participate in a boycotting of "unethical" products next time I go shopping in a S/M Generally speaking, how much do you want to do what your friends think you should do?	0.673
NB3 MC3	My colleagues think that I should not/should participate in a boycotting of "unethical" products next time I go shopping in a S/M Generally speaking, how much do you want to do what your colleagues think you should do?	0.526
Control Beliefs (belief strength/CB x perceived power/PP)		
CB1 PP1	I believe that if I participate in some boycotts I will have to choose products of lower quality Being forced to choose lower quality products due to some boycotts, would make my participation more difficult	0.805
CB2 PP2	I believe that getting informed about the unethical business strategies will place high demands on my time High demands on my time to get informed about the unethical business strategies, would make my participation in boycotting more difficult	0.782
CB3 PP3	I hold doubts, whether the relevant to a boycotting information, are right and adequate Holding doubts, whether the relevant to a boycotting information, are right and adequate, would make my participation more difficult	0.722

CB4 PP4	I would feel pressure, if forced to replace one of my favourite brands in order to comply to a boycotting Feeling pressure if forced to replace one of my favourite brands, would make my participation in a boycotting more difficult	0.736
CB5 PP5	I have no personal benefit if I participate in a boycotting against alleged "unethical" S/M products Not having any personal benefit, would make my participation in boycotting more difficult	0.593
Attitudes		
AT1	Very Bad/Very Good	0.811
AT2	Very Unfair/Very Fair	0.866
AT3	Very Ineffective/Very Effective	0.631
AT4	Very Unreasonable/ Very Reasonable	0.930
AT5	Very Negative/Very Positive	0.929
AT6	Very Unfavorable/Very Favorable	0.920
AT7	Very Unpleasant/Very Pleasant	0.897
AT8	Very Foolish/Very Wise	0.937
AT9	Very Harmful/Very Beneficial	0.899
Subjective Norms		
SN1	It is expected of me to participate in a boycotting of "unethical" products next time I visit a S/M	0.838
SN2	Most people, who are important to me, think that I should not/should participate in a boycotting of "unethical" products next time I visit a S/M	0.910
SN3	People, who are important to me, would disapprove/approve of my boycotting "unethical" products next time I visit a S/M	0.946
SN4	People, whose opinions I value do not participate/participate in boycotting "unethical" products, when they go shopping in a S/M	0.847
Perceived Behavioral Control		
PBC1	I think, I will have control over my participation in boycotting "unethical" products	0.803
PBC2	For me it is easy, to participate in an "unethical" products boycotting	0.958
PBC3	There are no barriers for me to participate in a boycott against "unethical" products	0.868
Boycott Intentions		
BI1	I am thinking about participating in a boycott against "unethical" products	0.971
BI2	I intend to participate in boycotting against "unethical" products	0.968
BI3	I will try to participate in boycotting against "unethical" products	0.956
BI4	I definitely will participate in boycotting against "unethical" products	0.906

Post-materialism		
PM1	Give people more say in the decisions of the government	0.854
PM2	Protect freedom of speech	0.792
PM3	Give people more say in how things are decided at work and in their community	0.831
PM4	Try to make our cities and countryside more beautiful	0.704
PM5	Move towards a friendlier, less impersonal society	0.789
PM6	Move towards a society where ideas count more than money	0.734

Descriptive Statistics

Table 2 indicates that the Mean obtained by Boycott Intentions indicates that the respondents hold "Slightly" strong intentions to boycott 'unethical' products. The Means obtained by AT, SN and PBC indicate that the respondents hold "Somewhat" positive attitudes, they "Slightly" feel social pressure by their important referents while they "Slightly" to "Somewhat" feel they hold the control over boycotting 'unethical' S/M products. The Means obtained by the beliefs constructs (i.e. expectancy-value products) reveal that the respondents hold "Slightly" strong behavioural beliefs, moderate normative beliefs while "Slightly" weak control beliefs. Finally, the Mean obtained by Post-Materialism indicates that the sample believe that all the post-material goals are "Very important" for the Greek state.

Table 2. Descriptive Statistics

	Theoretical Range	Mean	Std. Dev.
1) Behavioral Beliefs (BB)	5 – 245	166.68	54.96
2) Normative Beliefs (NB)	3 – 147	69.38	25.26
3) Control Beliefs (CB)	5 – 245	92.64	50.09
4) Attitudes (AT)	9 – 63	51.95	9.85
5) Subjective Norms (SN)	4 – 28	19.89	4.90
6) Perceived Beh. Control (PBC)	3 – 21	15.76	3.76
7) Boycott Intentions (BI)	4 – 28	20.63	5.38
8) Post-materialism (PM)	6 – 42	37.28	5.38

Measurement Model

Both the Measurement and the Structural models were tested by means of structural equation methods (SEM) using AMOS (20).

The unidimensionality of all constructs was tested by the examination of the Modification Indices. Neither high cross-loadings of items to other than their specified constructs nor high covariances between item errors were detected.

The Measurement Model validity was assessed with acceptable values in Goodness of Fit (GOF) measures and evidence of construct validity. Besides the chi-square (χ^2) and its p-value, the other GOF measures that were examined are the degrees of freedom (df), the CFI, the TLI and the RMSEA as they are assumed able to provide sufficient unique information to evaluate a model (Hair et al., 2010, p. 646). Chi-square in SEM should not be significant however, Hair et al. (2010, p. 647) claim that if models are very complex (>30 items) and the samples are large (> 250) significant p-values are accepted. Due to the oversensitivity of the chi-square test to sample size, model fit is also assessed with sample size independent fit indices such as the normed chi-square (χ^2/df), the comparative fit index (CFI), the Tucker-Lewis index (TLI), and the root mean squared error of approximation (RMSEA). Given the complexity of the model (37 indicators) and the sample size (410) according to Hair et al. (2010, p. 647) good model fit is indicated by normed chi-square (χ^2/df) <3:1, CFI and TLI values >0.90 respectively (Bentler, 1992; Bagozzi and Yi, 1988), and by RMSEA values <0.07 (Steiger, 2007).

The **GOF** values obtained ($\chi^2=1,538.164$, $p<0.001$, $df=666$, $\chi^2/df=2.310$, $TLI=0.939$, $CFI=0.945$, $RMSEA=0.057$), indicated that the Measurement Model fits the data very well.

Construct validity is comprised by 4 components: convergent, discriminant, nomological and face validity (Hair et al., 2010, p. 679).

Convergence validity was assessed by the examination of a) the factor loadings, b) the Average Variance Extracted (AVE) and c) the construct reliability (Hair et al., 2010, p. 679). Most of the factor loadings were >0.70 and only 4 items obtained factor loadings >0.50 (Table 1). The AVE values (Table 3) calculated for each construct were all >0.50, which indicates adequate convergence (Fornell and Larcker, 1981; Hair et al., 2010, p. 680). Construct reliability was calculated for each construct (Table 3) and all values were >0.70 indicating that all constructs demonstrate good reliability (Bagozzi and Yi, 1988; Hair et al., 2010, p. 680).

Discriminant validity was assessed by the comparison of the AVE values for any 2 constructs with the squared correlation between those 2 constructs (Table 3). The AVE values of all two constructs combinations were greater than the respective squared correlations of each combination, indicating discriminant validity of all latent constructs (Hair et al., 2010, p. 680). **Face validity** was established prior

to any empirical testing as mentioned in the questionnaire construction section. Finally, **nomological validity** was tested by the examination of the correlations among the constructs. Statistically significant and positive (as it was expected) correlations were found in the Measurement Model for all pairs of constructs (Table 3). In conclusion, the Measurement Model was judged to be valid, so examination of the Structural Model followed.

Table 3. Average Variance Extracted (AVE), Construct Reliability (CR), Correlations and Squared Correlations

	AVE	CR	Correlations* and Squared Correlations**						
			1	2	3	4	5	6	7
1) Behavioral Beliefs	0.733	0.932							
2) Normative Beliefs	0.527	0.760	0.609 (0.371)						
3) Control Beliefs	0.535	0.851	0.458 (0.210)	0.536 (0.287)					
4) Attitudes	0.763	0.966	0.603 (0.364)	0.512 (0.262)	0.474 (0.225)				
5) Subjective Norms	0.786	0.936	0.595 (0.354)	0.683 (0.466)	0.577 (0.333)	0.634 (0.402)			
6) Perceived Beh. Control	0.772	0.910	0.564 (0.318)	0.496 (0.246)	0.525 (0.276)	0.477 (0.228)	0.632 (0.399)		
7) Intentions	0.904	0.974	0.614 (0.377)	0.612 (0.375)	0.566 (0.320)	0.651 (0.424)	0.750 (0.563)	0.662 (0.438)	
8) Post-materialism	0.617	0.906	0.635 (0.403)	0.540 (0.292)	0.305 (0.093)	0.619 (0.383)	0.514 (0.264)	0.344 (0.118)	0.495 (0.245)

* $p < 0.001$, ** squared correlations in parentheses

Structural Model

The validity of the Structural Model was examined by the GOF indices and the examination of the structural relationships' parameters. In addition to the GOF indices examined in the Measurement Model, the parsimony GOF index PCFI was also examined in order to help the comparison of the two models (TPB and Expanded TPB). The examination of the structural relationships involved the examination of the standardized regression weights and the correlations for each hypothesized relationship as well as the examination of the variance explained in the main dependent variable i.e. Boycott Intentions (Hair et al., 2010, p. 652).

Firstly, the TPB model was tested and then the expanded TPB model.

The TPB model – The GOF values ($\chi^2=1,337.047$, $p<0.001$, $df=480$, $\chi^2/df=2.786$, $TLI=0.932$, $CFI=0.938$, $RMSEA=0.066$, $PCFI=0.853$) indicated that the Structural Model fits the data well.

Table 4 indicates statistically significant, positive dependence relationships that were found between Attitudes and their belief based measure of Behavioral Beliefs ($\beta=0.622$); between Subjective Norms and their belief based measure of Normative Beliefs ($\beta=0.800$); and between Perceived Behavioral Control and its belief based measure of Control Beliefs ($\beta=0.579$).

The standardized regression weights (standardized betas) indicated that there are statistically significant ($p<0.001$) and positive paths between Boycott Intentions and each one of Attitudes ($\beta=0.291$), Subjective Norms ($\beta=0.456$) and Perceived Behavioral Control ($\beta=0.308$). The beta values indicate that Subjective Norms have a stronger but moderate effect on Boycott Intentions while Perceived Behavioral Control and Attitudes have lower effects (Table 4). The squared multiple correlation found in Boycott Intentions ($R^2=0.601$) indicated that 60.1% of the variance in Boycott Intentions is explained by the interactive effect of Attitudes, Subjective Norms and Perceived Behavioral Control.

The expanded TPB model – The TPB model was expanded in this study by testing the contribution of Post-materialism (PM) in the explanation of Boycott Intention (BI) as background variable, i.e. as a correlate of the beliefs measures (BB, NB and CB) as well as an antecedent of the AT, SN and PBC constructs.

The GOF values ($\chi^2=1,670.347$, $p<0.001$, $df=677$, $\chi^2/df=2.467$, $TLI=0.932$, $CFI=0.938$, $RMSEA=0.060$, $PCFI=0.857$) indicate that the Structural Model fits the data well.

The variable of PM provided statistically significant relationships with each one of the beliefs' constructs (Table 4). The examination of the correlation coefficients indicates that PM has a stronger relationship with Behavioral Beliefs ($r=0.645$) and Normative Beliefs ($r=0.571$) than with Control Beliefs ($r=0.323$).

Statistically significant positive dependence relationships were found between Attitudes and both its belief based measure of Behavioral Beliefs ($\beta=0.325$) and Post-materialism ($\beta=0.422$); between Subjective Norms and both Normative Beliefs ($\beta=0.582$) and Post-materialism ($\beta=0.219$); and between Perceived Behavioral Control and both Control Beliefs ($\beta=0.434$) and Post-materialism ($\beta=0.248$).

The **standardized regression weights** indicated that there are statistically significant ($p<0.001$) and positive paths between Boycott Intentions and each one of Attitudes ($\beta=0.272$), Subjective Norms ($\beta=0.416$) and Perceived Behavioral Control ($\beta=0.292$). The examination of the beta values reveal that SN have a stronger impact on Boycott Intentions while AT and PBC have lower effects. The pattern of effects is similar with the TPB model.

Table 4. Structural Relationships (Standardized Regression Weights and Correlations) and hypotheses testing

Paths	TPB		Expanded TPB		p		Result
	β	r	β	r			
Behavioral Beliefs → Attitudes	0.622		0.325		<0.001	H₁	Accepted
Normative Beliefs → Subjective Norms	0.800		0.582		<0.001	H₂	Accepted
Control Beliefs → Perceived Beh. Control	0.579		0.434		<0.001	H₃	Accepted
Attitudes → Boycott Intentions	0.291		0.272		<0.001	H₄	Accepted
Subjective Norms → Boycott Intentions	0.456		0.416		<0.001	H₅	Accepted
Perceived Beh. Control → Boycott Intentions	0.308		0.292		<0.001	H₆	Accepted
Post-materialism ↔ Behavioral Beliefs				0.645	<0.001	H₇	Accepted
Post-materialism ↔ Normative Beliefs				0.571	<0.001	H₈	Accepted
Post-materialism ↔ Control Beliefs				0.323	<0.001	H₉	Accepted
Post-materialism → Attitudes			0.422		<0.001	H₁₀	Accepted
Post-materialism → Subjective Norms			0.219		<0.001	H₁₁	Accepted
Post-materialism → Perceived Beh. Control			0.248		<0.001	H₁₂	Accepted

β : standardized regression weights, r: correlations

The squared multiple correlation found in Boycott Intentions ($R^2=0.629$) indicated that 62.9% of the variance in Boycott Intentions is explained by the interactive effect of Attitudes, Subjective Norms and Perceived Behavioral Control with the contribution of PM, too.

In order to evaluate the competing models (TPB and Expanded TPB) the GOF values were compared. Although TLI and CFI were identical there was a decrease in the normed χ^2 (2.786/2.467) and in the RMSEA (0.66/0.60). Moreover, there was an increase in the parsimony GOF index PCFI (0.853/0.857). Further, the contribution of Post-materialism in the prediction of Boycott Intention was satisfactory, to an extent, as the variance explained in BI after adding PM in the TPB model increased by 2.8% (62.9%/60.1%).

Discussion and Limitations

The first application of TPB verified that boycotting intentions is a planned, not impulsive behavior, as it was found to be directly predicted by attitudes, subjective norms and perceived behavioral control, which in their turn were found to be influenced by their relevant beliefs constructs. TPB was found powerful to explain the larger portion of the variance (60%) in the consumers' intentions to participate in a boycott against 'unethical' products next time they go shopping at an S/M. The variance explained in this study was larger than the usual 30-

50% range of explained variance with TPB in previous studies of various topics, as Fife-Schaw et al. (2007) argued. With relevance to boycotting, Shaw et al. (2007) reported 33% and Hassan et al. (2016) 28% of variance in intentions of U.K. consumers' avoidance of sweatshop apparel. It is notable that in one study (Farah and Newman, 2010) it was reported that TPB explained almost 90% of the variance in Lebanese consumers' intentions to boycott American products.

Important Others Motivate Boycotting Intentions

As the construct of Subjective Norms was found to be by far the strongest predictor of Boycott Intentions, it can be argued that intentions are mostly guided by the respondents' perceptions that regard social pressure by their important referents. Part of this picture might be attributed to the ongoing boycotting campaign against the famous cola brand that was mentioned in the Introduction section. Some of the campaigners might belong to the respondents' close cycles. However, the relevant magnitudes of Attitudes and Perceived Behavioral Control are considerably smaller than the one of Subjective Norms, a finding that indicates the dominance of Subjective Norms, most probably regardless of occasional circumstances. It seems that Greeks are motivated mostly by their important others' approvals and expectations especially if people of their family, friends and colleagues set an example when they themselves participate in boycotting 'unethical' S/M products.

This finding is in contrast with the relevant results about boycotting intentions, in which Attitudes (Shaw et al., 2007; Farah and Newman, 2010) or Perceived Behavioral Control (Hassan et al., 2016) were found to have the strongest impact on intentions.

Post-materialism Influences on Both Attitudes and Beliefs

In this study according to the theoretical framework, contribution of other variables to the prediction of behavioral intentions was attempted. As it was expected, some portion of the variance (40%) was left unexplained in the first application of TPB. Following previous suggestions (e.g. Stern et al., 1999; Ebreo and Vining, 2001; de Ferran and Grunert, 2007) pro-social values were chosen as an appropriate expansion of TPB. The expanded TPB model included Inglehart's (1977) Post-materialism, as Inglehart (1981) argued that post-materialists tend to be relatively dissatisfied with the established order and they are supportive of social change. It has been previously suggested that boycotting aims to change 'unethical' conditions not just in the marketplace but in the overall society, too (Garrett, 1987; Freidman, 1991). Copeland (2014) argued that the choice not to buy certain products due to ethical considerations *"is to add post-materialist considerations*

to materialist choices". Indeed, the examination of post-materialism was found to be a satisfactory choice not just because the variance explained in Boycott Intentions was increased, to an extent, but also due to the revealed two-fold effect of post-materialism to the overall model.

Following carefully Ajzen's (2015) directions – these pro-social values were considered to be a background factor in the expanded TPB model, potentially influential to both direct and indirect antecedents of intentions. Firstly, evidence was provided that Post-materialism is able to influence the direct determinants of intentions. These findings imply that this type of behavioral intentions, besides being a planned behavior preceded by AT, SN and PBC may be also viewed as an expression of people's pro-social values of post-materialism. Taking into consideration the above mentioned boycotting campaign against a famous cola brand, the influence of post-materialism as a two-fold background factor indicates that boycotting intentions besides being a planned behavior can also be viewed as an expression of people's desire for more of a say, participation in decision making, reversal of an 'unethical' situation and further social change. It is to be mentioned that there have been previous claims that boycotting is an alternative (non-conventional) political action in the market arena of consumers' negotiation with business (Micheletti et al. 2003, pp. xiv-xv; Micheletti and Stolle, 2008).

The values of the relevant regression weights indicate that post-materialist values have a stronger impact on Attitudes than on subjective norms and perceived behavioral control. People who think that freedom of speech, people's involvement in decision making and a friendlier society are very important goals, hold more positive attitudes that boycotting is good, fair, effective etc; to a lesser extent do they think that it is expected to participate in boycotting by important others while they also feel that they have the control, that it is easy and that there are no barriers for them to participate in boycotting.

Secondly, post-materialism was found able to affect beliefs, too. The values of the relevant correlations indicate that post-materialist values have a stronger impact on consumers' behavioral and normative beliefs than on control beliefs. These findings indicate that people who value freedom of speech and involvement in a friendly society are those who believe that by participating in a boycotting they will do good to the environment/workers/animals and society, they believe that important to them others would like them to participate in a boycott while they also believe that there are no barriers that make their participation more difficult.

The results of the expanded TPB model are in line with previous research results with regards to the influence of post-materialist values on boycotting (Copeland, 2014), political consumerism i.e. boycotting and boycotting (Stolle

et al., 2005) or ethical consumption (Cowe and Williams, 2000) and socially responsible purchasing (Pepper et al. 2009).

Limitations and Future Research Suggestions

Of course, there have been some limitations in this study – as in any other – which might be viewed as guidance for further research. For example, the usual self-report issue, in addition to the nature of boycotting participation, which is considered to be a socially desirable behavior. No control for social desirability was attempted in this study, which should be taken care of in future research efforts. It is also to be noted that the results of this study are based on a sample of just one city and thus generalization applicable to the whole country is not implied.

Further research, following Ajzen's (1985) suggestions, may investigate the ability of demographics or other psychographics to influence the beliefs that underlie the attitudinal, the normative and the perceived control determinants of the intentions.

Finally, future research efforts might try to measure the actual behavior too and subsequently evaluate the impact of intentions on actual behavior. Following Ajzen's (2006) suggestions, the same sample could be surveyed again for respondents to be asked whether they have actually participated in a boycott campaign. Of course, this procedure can be implemented only in a period when a successful boycott campaign is running.

Conclusion

This study aimed to contribute, to an extent, to our knowledge regarding participation in boycotting due to ethical causes, as the relevant previous research has been notably limited. Application of TBP verified conceptualization of boycotting as a complex, planned behavior. TPB was found able to explain 60% of the variance in consumers' Boycott Intentions, with the Subjective Norms (SN) indicating stronger magnitude on Boycott Intentions (BI) than Attitudes (AT) and Perceived Behavioral Control (PBC) did. The effort to expand TPB with the inclusion of values, namely Inglehart's (1977) Post-materialism as a background factor was verified, to an extent; the variance explained in Boycott Intentions increased by 2.8% and Post-materialism was found to be an influential to both indirect (BB, NB and CB) and direct predictors (AT, SN and PBC) of Boycott Intentions. The results of the expanded TPB model indicated that overall prediction of boycotting intentions should be viewed as a picture formulated by the interaction of the direct predictors of intentions, preceded by their structural

antecedents of beliefs aided by post-material values, which were found influential to both direct and indirect predictors.

It can be concluded that consumers, who more strongly intend to boycott 'unethical' S/M products next time they go shopping are mostly motivated by important others who think, approve and expect them to take part in boycotting while these referents are themselves boycotting; to a lesser extent these consumers hold stronger than their counterparts attitudes that participation in boycotting is good, fair, effective, reasonable, positive, favourable, pleasant, wise and/or beneficial while they also hold perceived control over participation in boycotting, which seems easy with no barriers to them. They are those consumers who more strongly believe that their participation in boycotting will produce valuable outcomes, will comply to their referents expectations and is not obstructed while they find more important freedom of speech and involvement in the decisions of a friendly society than their counterparts.

Implications

The examination of the beliefs in both the TPB and the expanded TPB models permit the extraction of implications towards intervention of behavioral change (Steinmetz et al., 2016; Ajzen, 2017), hence certain suggestions to business and boycott campaigners may be proposed.

Companies have to take all necessary measures in the overall marketing mix as to either avoid a possible and/or stop an already existing boycott call. It has been previously suggested that the circulation of positive information about the boycotted brand, unrelated to the boycott, is the most successful strategy in reducing the likelihood of boycotting (Yuksel and Mryteza, 2009). Communication strategies should aim to build a corporate profile supportive of post-materialist values, i.e. supportive of social change for a friendlier and less impersonal society. Communication efforts should aim to decrease positive attitudes towards boycotting by promoting the positive outcomes of purchasing the brand. Consumers should be convinced that they do the right thing in favor of the society by purchasing the brand and consequently supporting a company, which protects the environment, workers' and animals' rights and benefits the society in general. Simultaneously, communication campaigns should aim to decrease consumers' perceived controllability over participation in boycotting and increase the difficulties to abandon the brand. The personal benefits that loyal customers obtain by purchasing a favored brand of high quality should be outlined. At the same time, doubts about the boycott campaigners' credibility and reliability of information they provide should be strengthened.

Primarily, all communication efforts should aim to decrease the social influence in favor of boycotting by promoting that the customers of the particular brand

"know better" than others. Simultaneously questioning obligations to comply with others' expectations regarding a consumer's own purchasing choices should be upraised.

On the other hand, *consumers' groups or associations* when designing a boycott campaign should address their call targeting their citizens' post-materialist values. Communication mix should include the reverse of the social injustice, the change of the 'unethical' status quo and the abolition of 'unethical' practices. The relevant message should create an atmosphere able to persuade boycotters that they act upon their post-materialist values, namely formulating a friendly, less impersonal society, in which citizens can take part into business decisions.

Most importantly, boycotting communication campaigns should aim to increase the social pressure perceived by consumers when they consider taking part in boycotts. The relevant messages should be designed to target two distinct though complimentary audiences, namely consumers in general and boycotters themselves. Consumers in general should be convinced that they are expected by their close reference cycle (family, friends, colleagues) to boycott 'unethical' products and that they should fulfill these expectations. On the other hand, boycotters should be transformed to a kind of advocates. The idea that it is his/her own duty to convince their close people to participate in a boycotting campaign should be instilled into any boycotter's mind.

Further, the formulation of more positive attitudes towards boycotting could be achieved by promoting the positive outcomes of such an action, i.e. contribution to the environmental protection, abolition of exploitation of workers and animals and the moral satisfaction consumers will feel by doing the right thing or by doing good to the society.

Those campaigns should also aim to increase consumers' perceived controllability over participation in boycotting by dismissing any obstacle which might make participation in boycotting more difficult. Consumers' unconscious resistance to abandon a favorite brand, such as issues about quality, time, inconvenience or skepticism should be eased by strengthening each one's own control to overcome any barrier and participate in an ethically driven action. In other words, any consumer should feel that he/she acts upon personal ethics when the cause of a certain boycotting campaign matches his/hers post-materialistic goals for the Greek state.

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IMPORTANT REFERENTS AND POST-MATERIALIST VALUES GUIDE INTENTIONS TO BOYCOTT

Abstract

Introduction: Although boycotting campaigns have been recently increasing, limited academic research has been focused on the antecedents of consumers' participation.

Research objective and tasks: This study aimed to examine the Greek consumers' intentions to boycott "unethical" super market products by an extended model of Theory of Planned Behaviour, in which Post-materialism was incorporated as a background factor.

Applied methodology: A survey was conducted to a stratified sample of 420 residents through personal interviews. Structural equation modelling was performed to analyse the data.

Major results achieved: TPB was found powerful to explain boycotting intentions.

Findings (conclusions): Consumers, who more strongly intent to boycott were found to be more affected by social norms than by attitudes and perceived controllability. These consumers, hold stronger behavioural, normative and control beliefs while they attach greater importance to post-materialist values than their counterparts do.

Research restrictions and consequences: Control for social desirability should be taken care of in future research efforts, which should employ national or multinational samples. Other psychographics' or demographics' ability to influence consumers' beliefs or/and attitudes, norms and perceived control could be further investigated.

Practical consequences: Companies, which try to avoid potential boycotts should aim to build a corporate profile supportive of post-materialist values, i.e. supportive of social change for a friendlier and less impersonal society. Communication efforts should primarily aim to diminish the social influence towards boycotting as well as decrease the consumers' positive attitudes and perceived controllability over participation in boycotting.

Originality/value: In this study TPB was expanded by the incorporation of values, i.e. Post-materialism, as a background factor. Further, this research has been undertaken for the first time in the context of Greece.

Key words: Boycotting, Theory of Planned Behaviour (TPB), Post-materialism

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