

Psychological Well-Being in Pursuit of Prosocial Behavior of Voluntary Simplifiers in a Collectivist Society: Understanding the Role of Consumer Disposition Behavior

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Abstract

The purpose of the current study was to investigate the disposition behavior of voluntary simplifiers and outcome of this consumption behavior specific to consumer psychological well-being. This paper examines the attitude of voluntary simplifiers by understanding their altruistic and non-altruistic disposition behaviors in a collectivist society of Pakistan which is an emerging and developing economy of South Asia. This cross-sectional study has been conducted by collecting primary data from 234 respondents using structured questionnaires through purposive convenience sampling in sustainable products industry. The structured equation modeling was applied as a data analysis technique using AMOS. The results revealed that sense of self-sufficiency in voluntary simplifiers have a significant impact on disposition behaviors. Voluntary simplifiers adopt different methods of disposition to avoid accumulation of goods. The results have also established the role of collectivist culture positively moderating the relationship between the simplicity attitude and disposition behavior.

Keywords: Consumer behavior, Product Disposition Behavior, Prosocial Behavior, Voluntary Simplicity, Psychological Well-Being, Collectivism

Introduction

Numerous studies have shown that excessive materialism, or the desire to accumulate material possessions, can have a negative impact on an individual's psychological well-being (PWB). Anti-consumption, which involves reducing or avoiding consumption altogether, is incompatible with materialism. As materialism and PWB have an inverse relationship, anti-consumption is expected to have a positive impact on PWB. We have explored the literature on materialism, PWB, and anti-consumption to investigate this relationship (Jaspers et al., 2023; Lee & Ahn, 2016). The concept of anti-consumption in terms of Voluntary Simplicity (VS) offers a strong alternative to materialism by focusing on the reasons to not consume. Previous studies have examined the reasons for VS, but the impact of VS on psychological well-being (PWB) has not been thoroughly investigated. This study aims to explore the relationship between PWB, VS, and disposition behavior in a developing collectivist society. One crucial component of consumer behavior is consumption. Nonetheless, a number of studies have been conducted in the area of consumer behavior that are particular to voluntary simplicity as a viewpoint that opposes consumption and examines and outlines the arguments against it (Chatzidakis, 2012; Cherrier, 2009; Dalli, 2006; Hogg et al., 2009; Hook et al., 2021; Iyer, 2009; Kozinets & Handelman, 2004; Lee et al., 2009; Odou & De Pechpeyrou, 2011; Sandıkcı & Ekici, 2009). Worldwide, there is a sharp increase in the following issues: social inequality, natural resource scarcity, environmental deterioration, and psychological and mental health problems (Atik et al., 2020). For a variety of social and economic reasons, consumerism—which breeds materialism and overconsumption—is regarded as a primary cause of these problems. Understanding the social and environmental ramifications of consumption patterns increasingly requires taking into account behavioral variables related to consuming (Ahuvia & Wong, 1995; Deliana & Rum, 2019). Addressing sustainability-related challenges requires a thorough understanding of consumer behavior, specifically with regard to its psychological effects and personal attitudinal values associated to voluntary simplicity (Reboucas, 2021). Consumption patterns of consumers are

drastically evolving. Consumers' changing purchase habits are creating new consumer profiles, particularly in relation to their evolving lifestyles (Hoffmann et al., 2018). Voluntary Simplicity (VS) is one such changing consumer sector anchored in sustainable consumption. "Choosing out of free will rather by being coerced by poverty, government austerity programs, or being imprisoned to limit expenditures on consumer goods and services and to cultivate non-materialistic sources of satisfaction and meaning," is the definition given to those who choose to simplify voluntarily (Etzioni). A growing body of research links sustainable consumption behavior to voluntary simplicity and low consumption-related attitudes (Peyer et al., 2017). Due to environmental, ethical, and self-oriented viewpoints, consumers are adopting anti-consumption actions more frequently (Read, 2018). Consumers' new consumption patterns are a result of particular psychological features and lifestyle choices that give rise to anti-consumption behaviors. Customers who support minimal consumption and look for non-material means of satisfaction in life are grouped as optional simplifying agents. Voluntary simplifiers are one of the three categories of anti-consumption consumer groups that Sharp et al. (2010) identified. Consumer disposition behavior is linked to shifting lifestyle choices and values (Cherrier & Murray, 2007; Parvatiyar & Sheth, 2023). Consumer lifestyle patterns are mostly determined by voluntarily cutting back on consumption and changing one's disposition (Nepomuceno & Laroche, 2015). Due to environmental and economic considerations, they typically embrace anti-consumption behaviors. Academics and marketing experts have demonstrated a strong interest in comprehending customer behavior. Marketing efforts have focused on consumer behavior related to voluntary simplicity and disposition in recent years. Developing an attitude of simplicity can lead to altruistic and non-altruistic approaches to consumer goods. As defined and operationalized by Lee (2015), disposition means managing the product after it is no longer of use to the owner. It can be possessive (reuse or non-use) or non-possessive (sell or pass on/give away). From an ecological perspective, consumer spending habits have a strong impact. Marketers' growing concern for the environment can also be addressed by understanding dispositional behavior. Studying dispositional behavior can help marketers examine evolving attitudes toward changing consumption patterns (Saunders, 2010). As it provides insight into the preferred methods of product disposal. Consumers who care about the environment place great importance on adopting disposal methods because of the impact these methods have on society and the environment. Considering the environmental concerns associated with each type of product, marketers can suggest the preferred disposal method. Understanding the disposition method of different psychographic segments of a consumer market would help the marketers to develop tailored marketing strategies (Pralhad, 2004). Following the purchase and usage of the real product, the consumer behavior process of disposition begins (Day, 1984; Gilly & Gelb, 1982; Oliver, 1980). once using a product to a certain degree of satisfaction, consumers begin to consider how to handle the thing once it is no longer useful to them (Nicosia, 1976). In the context of consumption, disposition typically refers to the point at which the consumer no longer owns the product (Kim & Mauborgne, 2000). Studies have expanded on this limited notion, and ownership that has been discontinued is also known as disposition (Jung, 1994; Nicosia, 1976). In the realm of consumer behavior, it is commonly acknowledged that consumption and psychological well-being are related. But as civilizations have grown and lower order wants have been met, marketing scholars have shown that acquiring goods or consuming beyond a certain point may not always lead to happiness—in fact, the opposite may be true. Studies in this field have also shown that product disposal improves consumers' psychological wellbeing in addition to having an impact on the environment (Cruz-Cardenas, 2017; Ha Brookshire, 2009). Those who voluntarily simplify their lives look for non-materialistic means of achieving psychological well-being. Simplifiers center their beliefs on less consumption and non-materialistic elements, and they distinguish between subjective (feeling, pleasure) and objective (self and other directed) well-being (Etzioni, 2004). Research was done to determine whether materialism and psychological well-being were positively or negatively correlated (Dittmar et al., 2014). Research has confirmed that reducing consumption has a good impact on both the environment and people's psychological health. Customers who have straightforward lives on their own will feel extremely satisfied with their lot in life (Cruz-Cardenas, 2017; Richins & Dawson, 2017). On the other hand, little is known about anti-consumption lifestyles that are backed by certain disposition methods and their potential consequences.

Culture is a significant macroenvironmental component that influences how consumers choose products (Cruz-Cardenas, 2017). Every social setting has a context because of culture. Studies have demonstrated that setting

plays a crucial influence on consumer habits (Agrawal, 2018). Understanding customer behavior necessitates a comprehensive strategy that considers every element that might be relevant. Because it gives people access to social norms, context plays a significant role in shaping behavior (Ajzen & Fishbein, 1977). Culture is one contextual element that characterizes consumer decision-making and contextual referencing. For instance, (Cialdini et al., 1990) identified three types of norms, with cultural norms being the most significant, that affect people's behavioral intentions, especially those related to sustainability. The norms that define behavior are provided by culture (Chiu & Kwan, 2010; Torelli, 2017). Hofstede and Bond (1984) postulated two categories of cultures. Hofstede asserts that the degree of individualism and collectivism in a culture can be used to compare and assess it (Shavitt et al., 2008). According to Hofstede and Bond (1984), collectivism is a cultural feature in which adherents prioritize the objectives and ideals of their in-groups over their own personal aspirations. In this context of study, collectivism is examined as a moderating factor between well-being and voluntary simplicity through consumer dispositional behavior. The first discussion of the influence of collectivist society was provided by Yamagishi and Schug (2008). Even such, not much study has been done to examine how social norms affect collectivist culture, despite its acknowledged significance (Varshneya et al., 2017). The idea of voluntary simplicity has been thoroughly researched in the west. Research on voluntary simplifying agents has not included a sample of developing nations. Asian nations are growing in terms of their economies, cultures, and technological. Researching the idea of voluntary simplifier usage in an Asian setting that adheres to collectivist culture will undoubtedly be very beneficial. To the best of the researcher's knowledge, the phenomena of voluntary simplicity has not been examined in Pakistan, according to the review of literature. Studies on customer behavior that are unique to the Pakistani market do not provide enough attention to voluntary simplifiers. Thus, the concept of voluntary simplicity has not previously been investigated in the Pakistani consumer market, which is the gap that this research will fill.

The Present Study

In the field of marketing, researchers have made numerous scientific efforts to discuss consumer behavior from various perspectives. However, most studies were limited to the purchase phase. The research focused narrowly on the area of post-purchase consumer behavior. In particular, the area of consumer dispositional behavior has been studied myopically (Harrell & McConocha, 1992; Mowen, 1995; Saunders, 2010). One area of dispositional behavior is missing from empirical testing, as evidenced by research conducted by the authors (Ballantine & Creery, 2010; Saunders, 2010). Researchers have identified the voluntary simplifier segment. These consumers consciously and voluntarily reduce their consumption. They believe in a quality life. These consumers are not subject to economic constraints, but rather are intrinsically motivated to adopt environmentally and socially responsible consumption patterns (Chatzidakis & Lee, 2012; Lee & Ahn, 2016). Voluntary simplicity in market research from a consumer consumption perspective is a less explored area. However, in the West, more and more consumers are adopting this lifestyle (Chatzidakis & Lee, 2012). From the perspective of Asian countries, this concept is still in its infancy in research. The significance of this research lies in incorporating the cultural aspect into the concept of voluntary simplicity by studying it in Asian culture. To validate the research in this cultural context, a newly developed scale specific to the Asian context is used to empirically test this phenomenon.

Contextual Background

The promising growth of Pakistan's economy with \$18 billion in foreign remittances and large Chinese foreign investments will boost the growing consumer market. Pakistan is battling internal and external political and economic problems, overcoming structural barriers, terrorism and natural disasters. Nevertheless, Pakistan has managed to meet these challenges economically (Sherani, 2017). It is important for investors to gain exposure to the growing economy with dramatic social changes. With 63% of the population under 30 years old and 29% between 15 and 29 years old, there is promising future potential. It is important to explore this composition of a population to gain insight into their consumption-related attitudes and behaviors (Dev, Podoshen & Shahzad 2018). With the growing economic middle class, which makes up almost 40% of the population, consumption habits have changed.

As economic conditions change, consumption-related attitudes and behaviors also evolve. The influx of foreign brands and growing malls in the Pakistani economy have taken consumption to new heights. The cultural aspects of a collectivist society, based on concern for family, harmony, prosocial behavior and concern for the face, lead many people to live life with a less materialistic approach and to use the accumulated objects for their psychological well-being dispose.

Conceptual Background

Quality of life is linked to volunteer work (Krause & Rainville, 2017). Due to the strong connection between life satisfaction, volunteer work has gained popularity in research. The concept has been studied in various social and cultural settings to confirm its association with psychological well-being (Hustinx, Rossem, Handy, & Cnaan, 2015; Krause & Rainville, 2017).

The results of research focusing on volunteering and psychological well-being in different cultural contexts have confirmed a strong relationship between the two variables. Understanding the concept of well-being from an economic perspective has led to a major gap in the field in recent years that needs to be addressed (Petrillo, Capone, Caso, & Keyes, 2015). Well-being, often referred to as mental health, has three forms: social, emotional and psychological (Petrillo et al., 2015). Well-being is addressed in two categories: hedonic and eudaimonic. The perspective on well-being is not only limited to self-pleasure but also extends to the well-being of society. The eudaimonic perspective explains psychological well-being by associating it with individual goals related to society, use of resources, increased independence and effectiveness, and social relationships (Petrillo et al., 2015). The hedonic perspective measures well-being objectively, while the eudaimonic perspective measures it subjectively (McMahan & Estes, 2011).

The psychological well-being of individuals and societies is a measure of quality of life. As societies develop, consumers adopt the concept of post-materialism or anti-consumption. Individuals are committed to prosperity that extends beyond economic concerns to social benefits (Zainuddin, Dent, & Tam, 2017).

Concepts of voluntary simplicity and dispositional behavior lead to psychological well-being. Both concepts address the fundamental issue of psychological well-being by considering individual and societal benefits.

Literature Review

Voluntary Simplicity

Voluntary simplicity is a consumer attitude. This attitude allows them to live a simpler life. Simplicity comes from your free will and is not limited by economic or other factors (Chang, 2016). It has long been assumed that consumers achieve happiness and satisfaction through the acquisition and accumulation of things. However, with the development of human civilizations, cultural and economic progress, consumers have paid attention not only to possessions but also to their subjective well-being.

The concept of voluntary simplicity was put forward many years ago by Elgin (1981), who derived this concept from Thoreau (1854). Voluntary simplicity was considered the preserve of religious people and therefore was not studied from a consumer perspective for a while. Overconsumption and related problems of environmental resources, hoarding, and clutter drew the attention of academics and researchers to the idea of a simple life. Values specific to voluntary simplifiers were defined by Elgin and Mitchell and they were also categorized as a separate consumer segment based on their research. Developed countries began to receive anti-consumption movements, giving rise to sustainable movements that refer to voluntary simplicity as an integral part of achieving and maintaining sustainability. Since then, research in this area has helped put the concept into practice and understand its antecedents. However, this concept has received less attention in terms of its results in translating an attitude of simplicity into behavior. The theory of planned behavior suggests that behavior follows attitude. Ajzen and Fishbein (1977) developed the Theory of Reasoned Action (TORA) (TRA), which is the most well-known and recognized Theory of Planned Behavior (TPB). A theoretical model of TPB with three variables—intentional attitude, observed and perceived conduct, and social norms—was presented by Ajzen and Fishbein in 1977. Using social norms as a constraint, the model was used to examine the consistency of behavior and attitude. Planning behavior, as its name implies, was developed to forecast intentional and conscientious behavior.

Voluntary simplifications, now a highly focused psychographic segment in multidisciplinary disciplines, are becoming increasingly popular due to their personal, altruistic, social and environmental implications. Voluntary simplifiers are considered socially responsible, simple in the sense of materialism, are more self-sufficient and have a spiritual orientation (Iwata, 1996). Voluntary simplicity develops an idea of changing consumption habits in which two facets are embedded, namely simplicity and richness (Balletine, 2010). The concept of voluntary simplicity is to conserve resources and achieve satisfaction without using materials and money. This attitude of simplicity leads to sustainable behavior (Guillard, 2018). This concept has two implications for practitioners. One is to identify the self-motivated simplifiers and expand the market for sustainable products. Secondly, it is about creating an attitude of simplicity by emphasizing the importance of social responsibility, sustainable consumption and ecological well-being and linking the results to personal well-being.

Disposition Behavior

The environment, society, businesses, and consumers are all significantly impacted by the way that consumers dispose of their products (Sandes et al., 2019). Product disposal is essential for reducing resource waste, optimizing resource use, extending product life, and selecting replacement products. Items can be kept, reused, thrown away, donated, or recycled by the consumer. Not all of these disposal options are good for the environment. Generally speaking, recycling—especially gifting and reusing—is seen as more environmentally friendly than hoarding or throwing things away (Bye & McKinney, 2007; Suarez et al., 2016a). Previous research has demonstrated that a range of internal and external factors, including age, gender, environmental awareness, lifestyle, and economics and culture, might influence consumers' disposal practices (Ballantine & Creery, 2010; Green et al., 2001; Lang et al., 2013).

The act of disposing of a product occurs after users stop using it. There are several ways to dispose of products, such as keeping, reusing, donating, re-cycling, and throwing away (Cruz-Cardenas & Arriévalo-Chiavez, 2018; Sandes et al., 2019)., each having a different impact on the environment. Typically, waste goods are burned or dumped in landfills, endangering the soil, the atmosphere, and water supplies, among other things (Sandin & Peters, 2018).

While hoarding does not directly contribute to pollution, it does hinder the circularity of the product, which is why this method of disposal is generally regarded as environmentally harmful (Bye, 2007; Suarez et al., 2016b). Reusing and recycling products reduces the overall negative environmental effects, making them better options than discarding and keeping. Furthermore, it is preferable to reuse over recycle because recycled products frequently require a number of environmentally harmful procedures in order to separate recyclable components and then create new products from recycled materials (Sandin & Peters, 2018). In contrast, reused products are typically free of environmental burdens. In conclusion, giving is viewed as a responsible disposal strategy that offers social and psychological benefits (Cruz-Cruzenas & Arriévalo-Chavez, 2018).

As societies and individuals develop increasing ecological awareness, policymakers and practitioners are focusing on the way consumers dispose of their possessions. Disposition is an important element of consumption as it predicts consumers' future purchases and behavior toward the fulfillment of needs by a particular product or brand (Lee, 2016). One reason this area receives less attention is the increased consumerism advocated and supported by marketers and consumers.

Voluntary simplifiers enters into the disposal process in order to decrease consumption and material use. According to Shaw (2002), a consumer's attempt to cut back on consumption would result in disposal actions. Customers to ensure their satisfaction. The result of the consumption thirst is typically clutter. (Nelson et al., 2007) found that when consumers move into the simplifying market or take up the voluntary simplifying lifestyle, they must declutter the items they have bought through the disposal process.

Given the evolving social and environmental problems, the dark side of consumerism has been updated and presented by the anti-consumerism movement. Anti-consumption practices involve voluntary simplicity. This suggests a connection between voluntary simplicity and consumer dispositional behavior, as simplifiers would declutter their environment to make it less materialistic while simultaneously being socially responsible,

satisfying their sense of self-sufficiency, and justifying the element of spirituality in their lives. Voluntary simplifiers strive to change their consumption patterns (Walther, Sandlin, & Wuensch, 2016). Changing values and lifestyles are associated with consumers' dispositional behavior (Cherrier & Murray, 2007). Voluntary reduction in consumption and adoption of dispositional behaviors play an important role in determining consumers' lifestyle patterns (Nepomuceno & Laroche, 2015).

H₁: Voluntary Simplicity has a significant positive impact on Disposition Behavior

Psychological well-Being

These days, marketing research is obsessed with the well-being of consumers. According to Belk (1988) and Schiffman (2007), consumer behaviors play a vital role in expressing overall well-being. When people are content with the procurement, preparation, consumption, ownership, upkeep, and disposal of goods, both the individual and society as a whole are said to be experiencing consumer well-being (Lee and Roux, 2011). Volunteering behavior and life quality are related (Krause & Rainville, 2017). Research has shown a high correlation between volunteering and life satisfaction. The notion has been examined across diverse social and cultural contexts to substantiate its association with mental health (Hustinx et al., 2015; Krause & Rainville, 2017). In the realm of consumer behavior, it is commonly acknowledged that consumption and psychological well-being are related. Marketing experts have discovered that, contrary to expectations, excessive consumption or the acquisition of goods beyond a certain point may not lead to happiness due to the advancement of societies and the satisfaction of lower order requirements. Those who choose to simplify their lives voluntarily look for non-materialistic means of achieving psychological well-being. Simplifiers center their beliefs on less consumption and non-materialistic elements, and they distinguish between subjective (feeling, pleasure) and objective (self and other directed) well-being (Etzioni, 2004). Research was done to determine whether materialism and psychological well-being were positively or negatively correlated (Dittmar et al., 2014). Research has confirmed that reducing consumption has a good impact on both the environment and people's psychological health. Customers who have straightforward lives on their own will feel extremely satisfied with their lot in life (Cruz-Cardenas, 2017; Richins & Dawson, 2017). A situation that is considered to be advantageous to both society (at the macro-level) and individual consumers (at the micro-level) is characterized as psychological well-being. This situation is linked to consumers' experiences of goods and services, or experiences related to the procurement of goods and services in their local surroundings (Sirgy & Lee, 2006). At the individual level, psychological well-being is seen as a key component. In order for customers to enhance their quality of life, they must address two distinct sets of requirements: human needs like happiness and health and societal needs like sustainability and social responsibility (Sirgy & Lee, 2006). However, there is little evidence about an anti-consumer lifestyle based on the specific type of dispositional method used and its possible outcomes. The current study will address this gap by examining the dispositional behavior of volunteer simplifiers as a means of achieving psychological well-being. Researchers, journalists and bloggers have primarily discussed the rising trend of voluntary simplicity in lifestyles and its wide-ranging effects on sustainability; however, the academic literature has yet to provide a clear empirical definition or solid scientific proof of these benefits (Osikominu, 2020). Based on the notion of a sustainable lifestyle, this study promotes minimalism as a deliberate paradigm shift in consumer behavior and has attempted to demonstrate its effects on psychological well-being. The ideas of disposition behavior and voluntary simplicity promote psychological well-being. By focusing on the advantages for the person as well as the community, both ideas embrace the underlying subject of psychological well-being.

H₂: Disposition Behavior will have a positive and significant impact on Psychological Well Being

H₃: Voluntary simplicity will have significant and positive impact on psychological well-being

H₄: Disposition Behavior will mediate the relationship between Voluntary Simplicity and Psychological Well Being

Collectivism

An important macroenvironmental factor that contributes to consumer product disposition behavior is culture (Cruz-Cardenas & Arevalo-Chavez, 2017). Culture creates a context for every social environment. Research has found that the context of caste has a significant impact on consumer behavior (Agrawal, 2018). The study of consumer behavior requires a holistic approach to all possible factors that can be taken into account to understand the phenomenon. Context is an important factor that cast its impact on behaviors as it provides social norms (Ajzen, 2005) for individuals. One contextual factor which determines the consumer decision making and contextual referencing is culture. Culture provides the standards around which the behavior is defined (Chiu & Hong, 2006; Torelli, Rodas, & Lahoud, 2017). Two type of cultures has been proposed by (Hofstede, 1980). According to Hofstede (1980) culture can be compared and evaluated with respect to the level of Individualism and collectivism (Shavitt, Lee, & Torelli, 2008). Collectivism, as defined by (Hofsted, 1980), is a culture in which followers give greater weight to ingroup goals and values and give less priority to personal goals. In this research setting, collectivism is examined as a moderating variable between voluntary simplicity and well-being through consumer dispositional behavior. The influence of collectivist culture was originally discussed by (Yamagishi, Hashimoto & Schug, 2008). However, the influence of social norms in collectivist culture has hardly been researched even after their established meaning (Varshneya, Pandey, & Das, 2017). The concept of voluntary simplicity has been studied extensively in the West. Developing countries were not consulted to conduct research related to voluntary simplification instruments. Asian countries are developing economically, culturally and technologically.

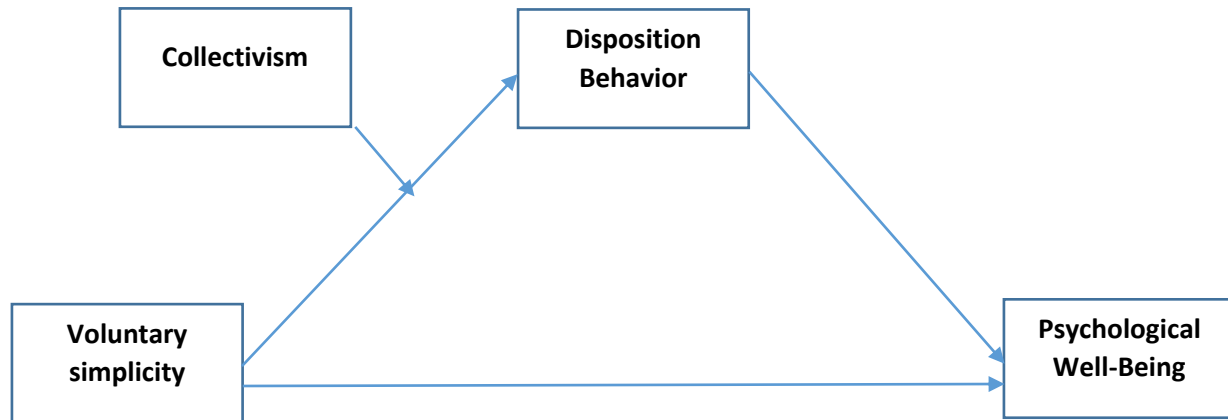
Cultural differences influence the way people perceive the environment and society around them. In a culture dominated by collectivism, the perception of the environment is dominated by the perspective of others (Torelli, Rodas, & Lahoud, 2017). However, when it comes to social belonging, it is a deeply rooted human desire around the world (Baumeister & Leary, 1995). Based on findings from Puntoni and Tavassoli, (2007); Cleveland (2015), individuals strive for conformity with their social counterparts in their consumption decisions. Whether materialistic or non-materialistic (i.e., simplistic), consumers are interested in developing their socially coherent self-identity. When discussing social conformity in collectivist culture, it is important to emphasize the well-established fact that in a collectivist culture, in-groups are preferred over out-groups. Consumers in a collectivist culture define personal values according to their social group. They attach less weight to their self-interest than to the interests of associated groups (Uskul, Oyserman, Lee, & Xu, 2013). Thus, when excessive consumption, materialism, and possessions are acknowledged in the group to which they belong, they conform to the norm of the reference group (Cleveland & Chang, 2009; Sharma, 2011) and achieve comfort and acceptance in the society or group to which they belong Their belonging forces consumers in a collectivist culture to own possessions and display materialism.

The study conducted by (Burroughs & Rinder, 2002) suggests that materialism is less common in collectivist cultures because it can be associated with self-centered values as opposed to other-oriented values. However, these results could not be generalized with the results of other studies conducted on the same research question. (Cleveland 2015; Markus & Kitayama, 1991) found a correspondence between materialism and collectivism. Ger and Belk, (1996) found that Eastern consumers are far ahead of Western consumers in terms of materialistic dispositions and consumption patterns. This emphasizes the pro-consumption element and lacks an anti-consumption aspect to consumerism.

Investigating the concept of consumer behavior of voluntary simplifiers in the Asian context following collectivist culture will indeed contribute greatly to the body of knowledge (Agrawal, 2018). Also, to the best of the researcher's knowledge, the phenomenon of voluntary simplicity has not been studied in Pakistan after reviewing the literature. Consumer behavior research specific to the Pakistani consumer market does not focus on voluntary simplifications. So, this research will address the gap in studying the concept of voluntary simplicity in the Pakistani consumer market where this concept has not been explored yet. In light of the argument put forth by the above mentioned research findings, it can be assumed that collectivism as a moderator between voluntary simplicity and disposition behavior will be a promising research area to be investigated.

H₅: Collectivism will positively moderate the relationship between Voluntary Simplicity and Disposition Behavior

Theoretical Framework



Methodology

Psychometric Measures

Voluntary Simplicity Voluntary simplicity construct developed by (Chang, 2016) is operationalized through dimensions of; *Social Responsibility* defined as the consumers who consider the social and personal outcomes of decisions taken a consumption level and is measured with items like “Buy environment friendly products” , *Material Simplicity* defined as possessing less of the materials and is measured with items like “Only buy essential products”, *Self-Sufficiency* relying on one’s own skills and abilities and is measured using items like “Make rather than buying”, and *Spiritual Life* defined as defining one’s life in the light of beliefs and attitudes and is measured using items like “Maintain a spiritual life” . This scale is developed to measure voluntary simplicity in adult consumers. It consists of 17 items that require respondents to rate the level of agreement on a scale ranging from 1=Strongly Disagree to 6=Strongly Agree.

Disposition Behavior Disposition behavior has been operationalized into non-possessive (monetary/nonmonetary) and possessive (disusing/reusing) by (Lee et al., 2015) via an 11- item scale based on Harrell and McConocha (1992); Jung (1993); and Byun (2008), and the results of Jacoby, Berning, and Dietvorst (1977); Hanson (1980); and Bye and McKinny (2007). *Non-Possessive Monetary Disposition Behavior* is reselling the product and is measured through items such as “(When disposing) I will resell at second-hand stores.” *Non-Possessive Non-Monetary Disposition Behavior* is defined as giving away product as charity or without any return this dimension is measured using items like, “(When disposing of) I will put it in a clothes drop off bin.” *Possessive Disusing Disposition* involves keeping the product, measured by items such as “I will keep it for the time being.” *Possessive/ Reusing Disposition* refers to keeping the product for future use after amending or redesigning and is measured by items including, “(When disposing) I will modify it for reuse.”

Psychological Well-Being it is the measure of the quality of life. Psychological well-being will be measured using uni-dimensional scale comprising of 14-item Warwick-Edinburgh Mental Well-Being Scale (Tennant et al. 2007). The scale uses items like “I’ve been feeling optimistic about life”. The Cronbach Alpha for this scale is

Collectivism 21 item bifactor construct developed by (Lui & Rollock, 2017) assessing Collectivism among Asians on a scale of 1=Strongly Disagree to 6=Strongly Agree with items like “My actions reflect on my family” will be used.

Population

As economies grow, consumption has reached its highest peak in recent years. Increasing consumption has led to environmental and social degradation. These issues have caused greater concern not only among companies but also among individuals. Companies have taken social responsibility for producing environmentally friendly,

sustainable products. Individuals have begun to adopt a lifestyle that supports purchasing and using sustainable products. Given the increasing importance and critical impact of sustainable products, this study surveyed the companies that produce sustainable products and the consumers of these sustainable products.

Sample

Elgin and Mitchell (1977) defined the consumer market characteristics of voluntary simplifiers based on their product preferences. Based on this definition, a sample of consumers who use or purchase sustainable products or environmentally friendly products from socially responsible companies was drawn. The definition of criteria for sustainable products corresponds to the definitions of (Akehurst et al., 2012;; Chen & Chai, 2010; Lee, 2008; Mostafa, 2007; Ottman, 2011; Tan, 2011). Based on the cross-sectional design, purposive sampling technique is used. A sample of 300 green consumers was drawn. The purpose of this study was to gather data from customers who utilize environmentally friendly items, are aware of green products, and patronize socially conscious businesses. A Google Form was used to create the online survey. After that, the survey form was distributed to the respondents via a link via emails and the researcher's connections on social media platforms. This sample size is appropriate as suggested and recommended by (Comrey & Lee, 1992; Hair, Black, Babin, Anderson, & Tatham, 2010).

Unit of Analysis

Consumers who have been using products from socially responsible companies for two years. The companies included have been paying attention to social responsibility and the production of environmentally friendly products for five years. The questionnaires are distributed to adults and educated consumer groups (aged 18 and over). This population sample serves the purpose of the study as it represents the best respondents (Chan, 2001; Yadav & Pathak, 2016) and the future consumers Kim et al. (2013)

Data Analysis and Results

Descriptive Statistics

Data analysis was done using SPSS v.23.0 and AMOS v.23.0. Total 300 questionnaires were self-administered out of which 66 were not usable due to missing responses. 234 questionnaires incorporated responses from 101 (43.2%) female and 133 (56.8%) male. Respondent of ages 21-30 were 136 (58.1%) 31-40 were 74 (31.6%), 41-50 were 24 (10.3%).

Table 1 presents the descriptive statistics and correlation scores between voluntary simplicity and other three constructs. Correlation scores show that all scales have a significant relationship with each other and we proceeded with all the variables for further results.

Table#1

Descriptive Statistics and Correlation

	Mean	Std. Deviation	1	2	3	4
Voluntary Simplicity	4.46	.72	1			
Disposition Behavior	3.69	.69	.416**	1		
Psychological Well-Being	4.63	.83	.484**	.253**	.598**	1

Correlation is significant at the 0.01 level (2-tailed)**

Correlation is significant at the 0.05 level (2-tailed)*

Scale Reliability

Suitability of used instruments was established through Cronbach’s alphas verifying the scale reliabilities. Table 2 presents the Cronbach’s alpha along with the numbers of items of each variable.

Table#2

Scales Reliability

Construct	No. of Items	Cronbach's Alpha
Voluntary Simplicity	16	.845
Disposition Behavior	11	.720
Psychological Well-Being	13	.919

Measurement Model

With the estimation of the constructs, the integrated model was validated. It consisted of a total of 65 variables, of which 16 were latent variables and 29 were measurement variables or indicators. The model variables are presented in *Figure 2*, which shows the measurement model (relationships between constructs and their indicators) and the structural model (relationships between constructs) based on the theoretical framework. Corresponding to low factor loadings 6 items (measurement variables) were dropped (1 item from multidimensional construct of Voluntary Simplicity, 5 items from multidimensional construct of Collectivism and 1 item from unidimensional construct of Psychological Well-Being). The Model was modified by item dropping and defining free estimation parameters. With the estimation of the model, discriminant validity was verified (to determine whether the indicators and constructs are sufficiently different from other indicators and their constructs). Then multi-collinearity was examined using the measurement model in order to see if the variables are sufficiently distinct (Hair, Anderson, Tatham & Black, 2005; Garver & Mentzer, 1999) which were found to be satisfactory. For analysis and validation of the structural model, we determined the values for the indices RMSEA (Root Mean Square Error of Approximation), GFI (Goodness-of-Fit), AGFI (Adjusted Goodness of-Fit Statistic), CFI (Comparative Fit Indices), χ^2/df (Chi-squared over degrees of freedom or relative), as shown in *Table 3*

Table#3

Measurement Model

	CMIN/D	GFI	AGFI	CFI	RMSEA
Original	1.813	.776	.750	.824	.059
Modified	1.696	.833	.809	.896	.049
3 Factor Model	1.813	.776	.750	.824	.059
2 Factor Model	1.972	.750	.722	.789	.065
1 Factor Model	2.028	.740	.711	.777	.066

Path Analysis

Hypothesis 1

Voluntary Simplicity has a significant impact on Disposition Behavior

This hypothesis is supported based on the results in Table 4. The satisfactory nature of the indexes together with the significant factor loadings between the constructs and their indicators, consolidates the strong relationship ($\beta = 0.416$) found between Voluntary Simplicity and Disposition Behavior

Hypothesis 2

Disposition Behavior will have a positive and significant impact on Psychological Well Being

Hypothesis is supported, as results in Table 4 validate a strong relationship ($\beta = .253$) between disposition behavior and Psychological Well-Being.

Hypothesis 3

Voluntary simplicity will have a significant and positive impact on Psychological Well Being

Results in Table 4 validate the above stated hypothesis through significant results of $\beta = .483$.

Hypothesis 4

Disposition behavior will mediate the relationship between voluntary simplicity and Psychological Well Being

This hypothesis is supported in our results of mediation using 1000 bootstraps at 95% confidence level. Results are given in Table#4.

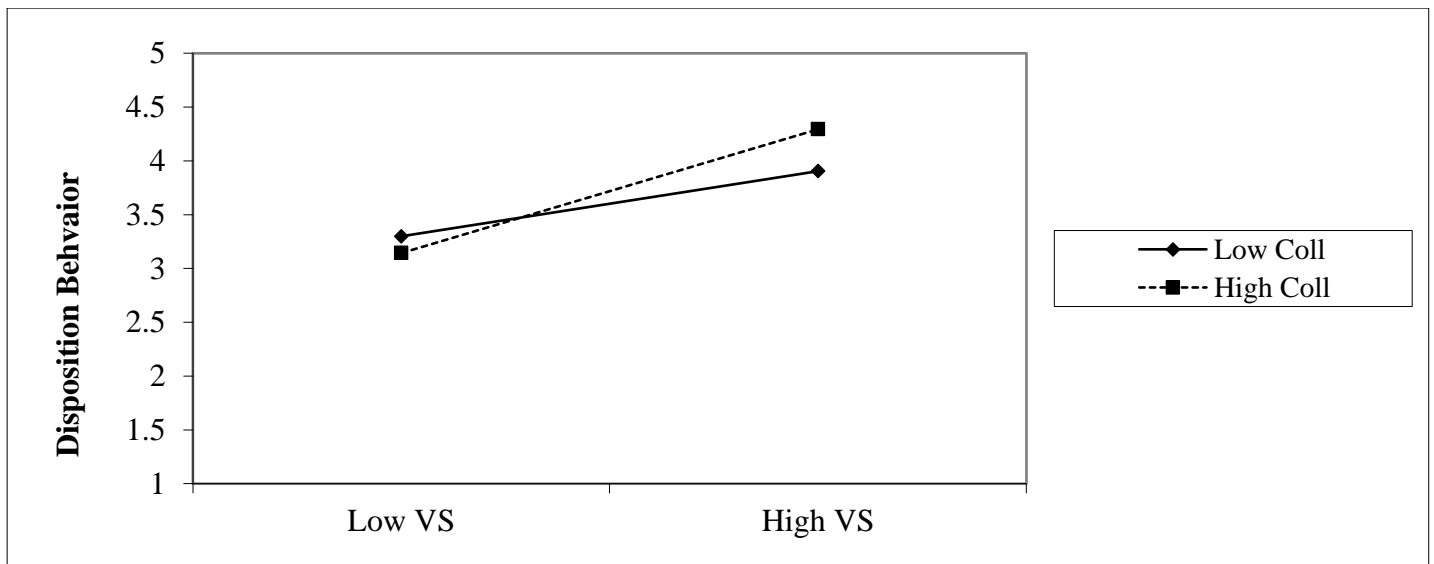
Table# 4

Direct Effects		B	SE	P
Voluntary <u>Simplicity</u> →	Disposition Behavior	.416	.057	***
Disposition <u>Behavior</u> →	Psychological Well-Being	.253	.077	***
Voluntary <u>Simplicity</u> →	Psychological Well-Being	.484	.066	***
Mediation Effect				
Bootstrap Result for	Indirect Effect	LL 95% CI	UL 95% CI	P
Indirect Effect	.105	.038	.175	.023

Hypothesis 5

Collectivism will positively moderate the relationship between voluntary simplicity and disposition behavior

Results in Table#5 and Figure#2 support the hypothesis ($\beta=.957$, $SE=.043$, $P=.007$).



Discussion

The aim of this work was to gain insight into the dispositional behavior of voluntary simplifiers that leads to psychological well-being in a collectivist culture. Looking at the overall effect shows similar results to the study conducted by Ballantine and Creery (2010), according to which voluntary simplifiers are included in the product disposition process. Multidimensional scales were used to measure these two concepts. An in-depth analysis has revealed some important and interesting insights based on the values inherent in the attitudes of voluntary simplifiers and the dispositions they adopt. The element of autonomy in voluntary simplifiers has the greatest influence on three, namely reuse ($\beta=.426$, $SE=.086$, $P=.001$) and non-use ($\beta=.253$, $SE=.088$, $P=.001$) and monetary (resale) ($\beta=.265$, $SE=.088$, $P=.001$) disposition methods adopted by consumers, excluding the non-monetary disposition method. Dimensions of social responsibility ($\beta=.280$, $SE=.061$, $P=.001$) and spiritual life ($\beta=.307$, $SE=.064$, $P=.001$) play a significant role in consumers' psychological well-being. These results are consistent with the findings of Kraisornsuthasinee and Swierczek (2018).

The disposition can take any form while consumers adopt the attitude of simplicity. This can involve a non-possessory disposal of money (resale). This suggests that there are opportunities for companies in the reverse supply chain and there is also the potential for a market for used products. With a focus on charitable behavior, consumers can also dispose of products by giving them away without receiving anything in return. Giving can also take the form of passing it on to friends, family or even the next generation. This ensures longer product life and concern for society. Consumers with an attitude of simplicity may also choose to reuse the product by relying on their own ability to recycle the product. The product can also be stored until the consumer no longer uses it.

These disposition behaviors need to be studied specifically for the electronic products market as it is a growing industry and the management and handling of used electronic products has become a global problem. These products are critical to economic and environmental factors due to their high-cost components and chemical nature. The shorter lifespan of technologies has become an issue of immediate concern to policymakers. It is important to identify and manage appropriate consumer behavior after purchase in order to protect individual, social and environmental concerns.

It is also important to focus on personal well-being while taking responsibility towards society. This research has also revealed the connection between voluntary simplicity and psychological well-being when using various methods of dispositional behavior. Volunteer simplifiers can dispose of the products and thereby increase psychological well-being. These results are consistent with the research of Boujbel and Astous (2012).

In a society that focuses on concern for others, prosocial behavior, and concern for the self, dispositional behavior increases significantly and positively. As constitutive elements of voluntary simplicity, attitudes would definitely have a profound influence on dispositional behavior in a society where social interests and mutual benefit and gain are paramount.

Implications to Theory, Practice, Policy

By focusing consumer research on lifestyles that target voluntary simplicity and consumption-related behavior, marketers and academics have access to a new and emerging segment of consumer markets. This segment will help practitioners in profiling consumers and thereby developing appropriate market offerings.

Large companies will understand consumers' waste-related decisions. This will provide marketers with a new area to guide consumers toward planned dispositional behavior. Focusing on resale channels will make it easier for consumers to purchase new products by properly disposing of their products and re-entering the purchasing cycle.

Brands will also be able to control their brand divestment. Ethical consumer behavior is another area that marketers can communicate and strategize. This research will also help marketers understand the motivation behind voluntary simplifications in consumer-generated communications. These company-managed consumers can be a powerful advertising and communication tool to reach other consumers.

Limitations and Future Directions

This research attempted to address a very underappreciated but important area in the field of consumer behavior. This research included newly developed scales to measure voluntary simplicity, dispositional behavior, and collectivism. The sample was collected from consumers of sustainable products in a very small geographical area. This research needs to be conducted on a diverse demographic sample. The results of the segments can be compared to derive more specific and meaningful results. Structural equation modeling was used to analyze the data. Multigroup analysis will provide more in-depth knowledge of the relationships discussed in this model. A segmentation-based study produces more interesting results when the hierarchical regression method is used. First-order hypotheses were formulated and validated. Investigating these second-order concepts using partial least squares would be a significant contribution to the field.

Conflict of Interest Statement

On behalf of all authors, the corresponding author states that there is no conflict of interest.

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