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Three Essays On Anti-Consumers: Concpetualizing, Envisioning, And Expanind Based On Self-Construal And Political Ideology

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THREE ESSAYS ON ANTI-CONSUMERS: CONCEPTUALIZING, ENVISIONING, AND
EXPANDING BASED ON SELF-CONSTRUAL AND POLITICAL IDEOLOGY

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EXPANDING BASED ON SELF-CONSTRUAL AND POLITICAL IDEOLOGY

by

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ABSTRACT

The current dissertation is designed to contribute to our understanding of anti-consumers and their behaviors. Although past literature on anti-consumers gets attention from researchers and marketers, it lacks a deeper understanding of who and how anti-consumers behave societally and ideologically against targeted companies. Given this lack of understanding of anti-consumers, this dissertation conceptualizes anti-consumers, develops anti-consumer measurements, tests marketing strategies to attenuate their behaviors, and adds additional type of anti-consumption behavior, switching behavior, for marketers to maximize profits.

The first essay develops a typology of anti-consumers by drawing on the literature on political ideology and self-construal. The essay suggests that the co-occurrence of the two overarching personality characteristics can serve to partition consumers into four distinct archetypes, which are referred to as the 1) Aggressive, 2) Agitative, 3) Alone, and 4) Arcane anti-consumer.

Based on the conceptual findings from the first essay, the second essay defines and operationalizes measures for Aggressive, Agitative, Alone, and Arcane anti-consumers. Through a series of studies, the second essay validates both scales, while providing confirmation of the effects of these consumer types on managerially relevant outcomes. Furthermore, this essay presented tests the effectiveness of marketing strategies, such as alternating their communications between gain and loss framed messages, to mitigate anti-consumer behaviors.

Lastly, the third essay sheds light on how anti-consumers can benefit organizations through brand and product switching behaviors. To be more specific, the third essay explores how and why anti-consumers increase their brand switching intentions. In particular, both types of self-construal, interdependent and independent self-construal, lead consumers to avoid the social- and self-risk

associated with purchasing products, respectively, whereas individuals espousing a liberal ideology exhibit increased switching behaviors.

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INTRODUCTION

Anti-consumers are defined as consumers who are not willing to consume products and services (Cheerier, 2009; Lee and Ahn, 2016; Piacentini and Banister, 2009). To understand their consumption behaviors, marketing scholars have focused on examining the potential reasons as to how and why anti-consumers are less likely to purchase certain products and services. A variety of reasons such as a negative relationship with brands, brand (or product) identity incongruity, and negative emotions (Cheerier 2009; Lee and Ahn 2016; Piacentini and Banister 2009) are prominent findings of why consumers do not purchase products.

Along with past findings, recent research suggests that what is known about anti-consumers can be extended by refocusing explorations on the phenomenon from an individual to a societal level of analysis. For instance, previous research has shown that consumers intentionally seek to reduce the pace of their lives, as they are exhausted by living in a fast-paced society (Husemann and Eckhardt 2019), and that they seek out alternative value (i.e., useful, desirable, or better value) by pressuring organizations to conform to their increasingly stringent demands (Gollnhofner, Weijjo, and Schouten 2019).

While past research sheds light on important factors related to anti-consumption behavior, additional research on anti-consumption is needed to clearly delineate among disparate types of anti-consumers (Chatzidakis and Lee 2013; Lee et al. 2009; Lee et al. 2011). In other words, there is a lack of clarity as to whether anti-consumers intend to improve their own well-being, or that of their communities, environments, or the organizations that they patronize because anti-consumption concerns the effects on consumer themselves as well as on the community and world (Harrison et al. 2005). In this sense, it is reasonable to ask the following questions: Which

consumers are willing to protect the individual, the community, and/or willing to advocate that firms reinvent their organizational strategies?

The first essay addresses the question by shedding light on how self-construal and political ideology can create such a typology, as well as provides insight into the types of individual consumers that could ignite anti-consumption movements. This essay particularly focuses on how interdependent and independent self-construal could interact with tendencies of conservatism and liberalism, and thereby result in four distinct anti-consumer types. By reviewing the past literature, the current essay proposes a typology consisting of 1) the Aggressive anti-consumer who maintains an inclination towards interdependent self-construal combined with a liberal political ideology, which could lead towards a tendency of targeting transgressing organizations with potentially damaging behaviors and strategies, 2) the Agitative consumer, who has tendencies of both an interdependent self-construal and a conservative political ideology, and is thus more willing to encourage the community not to consume, which could lead to a mass anti-consumption campaign against a targeted organization, 3) the Alone anti-consumer, who is more likely to embody the two tendencies of both independence and liberalism, can act like an anti-loyal consumer, and lastly, 4) the Arcane anti-consumer, who possesses the inclinations of both independence and conservatism, acts like a consumer but who actually intends not to consume targeted products and services after finding alternative, substitutable goods.

Based on the conceptualization of anti-consumers from the first essay, the second essay attempts to operationalize scales that measure consumers' tendencies towards anti-consumption behaviors using self-construal and political ideology as guiding concepts. The second essay applies the scale development process from past literature (DeVellis and Thorpe 2021; Hinkin 1995) to generate reliable and validated scales for Aggressive, Agitative, Alone, and Arcane anti-consumers.

Moreover, the second essay tests leveraging marketers' communication strategies by altering between gain and loss framed messages to mitigate anti-consumption behavior for Aggressive and Agitative anti-consumers, respectively.

The third essay extends previous studies on anti-consumers by examining how an interaction between anti-consumers' self-construal and political ideology encourages brand switching from targeted to alternative products. To be more specific, the third essay posits that maintaining both an interdependent and an independent self-construal leads anti-consumers to manifest a higher level of intentions to switch due to their tendency towards avoidance social- and self-risks, respectively. Furthermore, this effect is amplified among anti-consumers espousing a liberal ideology, compared to those adhering to a more conservative ideology. Together, these findings provide several noteworthy theoretical and practical implications such as helping segmentation for marketers. Taken together, the three essays contribute to the literature on anti-consumption behavior by envisioning a typology that uses the concepts of self-construal and political ideology in its development, empirical testing uses past literature, and extending additional behavior, switching behavior.

THE 4A CLASSIFICATION OF ANTI-CONSUMERS: THE INTERACTION BETWEEN SELF-CONSTRUAL AND POLITICAL IDEOLOGY

ABSTRACT

Anti-consumer research considers several aspects of anti-consumption behaviors, but there is a lack of a comprehensive typology that envisions consumers' intentions or their potential impact on firms and other consumers. To address this gap, this conceptual essay develops a typology of anti-consumers by drawing on the literature on normative political ideology and self-construal. The essay suggests that the co-occurrence of the two overarching personality characteristics can serve to partition consumers into four distinct archetypes, which are referred to as the 1) Aggressive, 2) Agitative, 3) Alone, and 4) Arcane anti-consumer. Based on the typology, the current research recommends that marketers seeking to serve anti-consumers should consider sharing gain framed messages with Aggressive, and loss framed messages with Agitative, anti-consumers. The paper contributes to the literature on anti-consumption by envisioning a typology, as well as by illuminating how self-expression as a fundamental consumer need could serve in delineating amongst different types of anti-consumers.

Keywords: Anti-consumer, political ideology, self-construal, envision, typology

INTRODUCTION

Anti-consumption is an emerging research area, and researchers have studied the reasons why consumers avoid consumption (Cherrier 2009; Iyer and Muncy 2009; Lee et al. 2011; Zavestoski 2002). Extant research has explored why anti-consumers are resistant to consume products. For example, past studies have found that consumers are not willing to consume environmentally harmful products such as plastic bags (Black 2010), avoid products that do not meet expectations (Lee et al. 2009), and are less likely to purchase products that are identity-incongruent (Lee et al. 2009). Anti-consumption also affects an organization's performance, such as its sustainability efforts (Black 2010) and propensity to innovate (Black and Cherrier 2009). In sum, these findings indicate the importance of understanding the behaviors of anti-consumers.

Despite these significant advances on the topic, research has focused heavily on examining why and how anti-consumption can occur at an individual level (Varman and Belk 2009). For instance, consumers avoid consuming identity incongruent products and resist the consumption of environmentally harmful products (Black 2010; Lee et al. 2009). While past research sheds light on important factors related to anti-consumption behavior, additional research on anti-consumption is needed to clearly delineate among disparate types of anti-consumers (Chatzidakis and Lee 2013; Lee et al. 2009; Lee et al. 2011). For instance, past research has indicated that the underlying rationale for such potentially anti-consumption behaviors can be divided into ideological and societal reasons (Basci 2016), but there is a lack of clarity as to whether anti-consumers intend to improve their own well-being, or that of their communities, environments, or the organizations that they patronize because anti-consumption concerns the effects on consumer themselves as well as on the community and world (Harrison et al. 2005). For example, empirical

research from Kropfeld et al. (2018) found that what was characterized as a ‘tightwad lifestyle,’ which revolves around pursuing one’s own personal well-being, is unrelated to mounting environmental concern, which is generally related to the well-being of the collective. In this sense, it is reasonable to ask the following questions: Which consumers are willing to protect the individual, the community, and/or willing to advocate that firms reinvent their organizational strategies? If there is a difference in anti-consumption behaviors, could individual characteristics explain such behaviors, while partitioning consumers into a managerially useful typology?

The current conceptual essay addresses these questions by shedding light on how self-construal and political ideology can create such a typology, as well as provides insight into the types of individual consumers that could ignite anti-consumption movements. Using research from self-expression psychology (Kim and Ko, 2007), the current paper suggests that there are four distinct anti-consumer types: 1) Aggressive, 2) Agitative, 3) Alone, and 4) Arcane. The essay suggests that the Aggressive anti-consumer is willing to passionately advocate for change to organizational strategies, the Agitative anti-consumer organizes community-wide boycotts of a transgressing firm’s products, the Alone anti-consumer acts in isolation while eschewing a particular firm’s products, and the Arcane anti-consumer who clandestinely continues to consume ostensibly banished products despite an internal desire to avoid them. Based on the identification of these anti-consumer types, the paper suggests that marketers should communicate with Aggressive and Agitative anti-consumers by alternating between gain and loss framed messages in order to attenuate the impact of retribution in the form of anti-consumption.

Taken together, the current essay contributes to the literature on anti-consumption behavior by envisioning a typology that uses the concepts of self-construal and political ideology in its development. As such, the paper addresses the dearth of conceptual papers in consumer research,

while expanding the focus of the research stream on anti-consumption from an individual level analysis to one that encapsulates the group-level (Gollnhofer et al. 2019; Husemann and Eckhardt 2019; Lee et al. 2011). Additionally, the paper suggests that marketers alternate between gain and loss framed messages, when disseminating information to attenuate the behaviors of Aggressive and Agitative anti-consumers, respectively. Next, the paper reviews previous work on anti-consumers, including research on two related formative theories, self-construal and political ideology. Finally, the paper provides an overview of the emerging anti-consumer types, along with a narrative description on how organizations can effectively manage their interactions with each type of anti-consumer.

LITERATURE REVEIW

Anti-consumers

Anti-consumers are defined as consumers who are not willing to consume products and services that have received negative publicity as a result of violating a social norm (Piacentini and Banister 2009). This rejection of consumption is chosen via a consumer's cognitive processes (Lee and Ahn 2016; Zavestoki 2002). In other words, anti-consumers have what they would deem as legitimate and rational reasons not to consume certain products, rather than simply choosing to arbitrarily reject them based on an emotional reaction (Lee and Ahn 2016; Sandline and Callahan 2009). More specifically, anti-consumption behaviors stem from identity-incongruence and emancipatory expressions, not merely the tendency to reduce the purchase of products and services from organizations (Cherrier 2009; Hoy 2004). These descriptions imply that consumers are resistant to consume in both behavioral and attitudinal ways (Cherrier 2009).

Anti-consumerism refers to the ideology that has an interest in primarily changing personal behaviors, policies, cultures, and societies such that they are against consumption (Littler 2005). Research on anti-consumerism has identified important facilitators and their mechanisms to explain why consumers transition into anti-consumers. First, anti-consumers develop a resistance to negatively experienced products and brands (Lee and Ahn 2016). For example, dissatisfaction from negative service encounters reduces brand loyalty (Oliva, Oliver, and MacMillan 1992). Second, anti-consumers are less likely to purchase when a brand's identity is incongruent with the consumer's own identity (Cherrier 2009). For instance, an organization's national identity represents an important characteristic for the consumer, especially in cultures featuring high levels of consumer ethnocentrism and nationalism (Albinsson, Wolf, and Kopf 2010; Anime 2008; Varman and Belk 2009). In this regard, in India the *swadeshi* epitomizes an anti-consumption movement that encourages abstaining from a certain national product (Varman and Belk 2009). Third, social marketing research indicates that an organization's prosocial behaviors or lack thereof provide an impetus for anti-consumers' response. For example, consumers are reluctant to consume environmentally harmful products (García-de-Frutos et al. 2018). Additional research also suggests that many consumers seek stress reduction through lifestyle simplification (Husemann and Eckhardt 2019), which could fuel further anti-consumption behaviors. More specifically, the authors have deduced that some consumers have grown weary of living in a fast-paced and complex society and consequently are choosing to decelerate their consumption levels (Husemann and Eckhardt 2019).

While such findings are meaningful, interestingly, recent research has shown conflicting findings regarding the aforementioned factors associated with anti-consumption. For instance, negative experiences affect consumers differently depending on their cognitive styles (Yoon,

2013). More specifically, Yoon (2013) finds that consumers attribute negative product experiences to either an organization or a retailer depending on whether they maintain a holistic or analytical cognitive style. In terms of the impact of social influences, consumers refrain from purchasing products that are referenced by an in-group when their consumption occurs in a highly-visible public setting (White, Simpson, and Argo 2014). Likewise, the findings imply not only the importance of considering both individual and environmental settings in understanding anti-consumption behaviors, but also on indicating the need for additional explorations on the topic in order to attain a more complete understanding of these theoretical relationships.

Consumption based on self-interested motivation involves consumers' adoption of products which reflect consumers' self-perceptions or how they would like to be perceived (Black 2010; Rifkin and Etkin 2019). More specifically, self-interested motivation suggests that an individual would be more apt to engage in non-consumption behaviors due to a desire to maintain a sustainable lifestyle; that is, non-consumption behaviors are rooted in a desire to proactively protect an anti-consumer's well-being (Black and Cherrier 2010; Lee and Ahn 2010; Oral and Thurner 2019). Similarly, research in psychology supports the notion that anti-consumption requires intrinsic (e.g., self-interest) rather than extrinsic motivation (Cherrier 2009; Thøgersen, 1999; Zavestoki 2002). In this regard, Cherrier (2009) stated that consumers militate against dominant consumption through an inner process of self-reflection and self-expression, as it constrains consumers' agency. This constraint leads anti-consumers to express their autonomy through anti-consumption (Thøgersen 1999). Taken together, anti-consumer researchers have emphasized that consumers' self-interest represents a fundamental motivation, and that anti-consumers are more likely to express their behaviors through consumption resistance (Cherrier 2007).

Research on anti-consumers has catalogued various forms of anti-consumption behaviors. In particular, studies suggest that anti-consumption behaviors include boycotts (Hermman 1993), counter-cultural movements (Zavestoski 2002), ethical consumption (Muncy and Iyer 2021; Shaw and Newholm 2002), emancipated consumption (Holt, 2002), non-consumption (Stammerjohan and Webster 2002), rebellion (Dobscha 1998), resistance (Fischer 2001), retaliation (Johnson et al. 2011; Komarova Loueiro et al. 2018), and sabotage (Kahr et al. 2016). This variety of forms implies numerous types of behaviors that serve to distinguish between individual- and group-level anti-consumption practices. Examples of behaviors such as resistance and sabotage are categorized as individual-level anti-consumption behaviors, while boycotts and cultural movements are best classified as behaviors manifesting at the group-level. In this regard, understanding how and why differences occur across different units of analysis is needed.

Prior research points to financial constraints as a significant factor that can either exacerbate or attenuate a consumer's tendency towards anti-consumption. For instance, Eckhardt et al. (2010) examined why consumers might act in an unethical manner and how they justify such untoward behaviors. Their results indicate that consumers rationalize their unethical actions based on economic reasons. For example, despite the fact that the adoption of hybrid and electric automobiles has the potential to reduce environmentally harmful consumption, many consumers choose not to purchase such vehicles due to steep differences in price when compared with those of their less environmentally friendly equivalents (Brase 2019; Ramirez 2013). This implies that anti-consumers are constrained by their financial position, which results in a decrease in their consumption of environmentally friendly products, despite their desire to make such purchases.

Non-materialism could also be regarded as an antecedent of anti-consumption behavior due to the fact that both individual difference variables share a common behavioral characteristic,

namely non-consumption. However, anti-consumerism should be differentiated from non-materialism, as it represents its opposite. Non-materialism signifies a propensity on behalf of consumers to reduce the consumption of products due to a guiding philosophy that over- and conspicuous consumption can have a deleterious effect on the natural environment and a person's own well-being, as well as that of their community (García-de-Frutos, Ortega-Egea, Martínez-del-Río 2018; Lee and Ahn 2016). Whereas non-materialistic consumers, on the other hand, avoid products in general, anti-consumers would be willing to consume specific products and services while abjuring others (Lee and Ahn 2016).

Consumerism refers to consumers' efforts on seeking remedy for dissatisfaction of accumulated possession to improve the quality of living (Buskirk and Rothe, 1970). In fact, the marketing concept and its orientation are based on the ideology of consumerism, as marketers and researchers put considerable efforts into meeting the consumer's needs to generate sales and engender customer loyalty (Buskirk and Rothe 1970; Knauer, 1973). Consumerism is regarded as a transformational concept. For instance, the fundamental needs of the consumer have been changed from the utility of products to their relationships with products (Binkley, 2008; Binkley and Littler, 2008). Anti-consumerism is often regarded as an opposite of consumerism (e.g., Littler, 2005), but anti-consumerism does not necessarily mean that consumers are less likely to be looking for utility and satisfaction with their consumption. Rather, both anti-consumerism and consumerism share a common behavioral goal of expressing the consumer's desire, as well as identity. In other words, both anti-consumerism and consumerism define the consumer's set of cultural values and identity via their product choices (Binkley, 2008).

Understanding anti-consumers is an important and relevant topic due to the fact that their behaviors are directly related to many of the aspects of individual and social-level well-being

(Hoffmann and Lee 2016; Lee and Ahn 2016). Moreover, anti-consumption itself can affect both micro- (e.g., an individual's happiness and satisfaction) and macro-level (e.g., environmental, social, and political) well-being (Hoffmann and Less 2016). Most importantly, anti-consumption represents an expression of behavior, which is a fundamental human activity. Next, the research presented reviews theories that can explain anti-consumption.

Theories related to anti-consumption behavior

Consumers' perceptions of organizational injustice and acts of organizational malevolence have the capacity to engender anti-consumption attitudes, including cognitive and affective reactions (Cherrier 2009; Crockett and Pendarvis 2017; Piacentini and Banister 2009; Ward and Ostrom 2006). If consumers perceive that an organization's strategies are potentially unethical, unsafe, or environmentally harmful, consumers are predisposed to form negative attitudes towards transgressing organizations and, as a consequence, resist patronizing such organizations (Brick et al. 2018). Second, anti-consumption behaviors are raised when consumers cope with emotions such as stress. To be more specific, anti-consumers' perceived organizational or social problems stemming from organizational strategies can result in stress (Piacentini and Banister 2009). Emotion-focused coping enables anti-consumers to alleviate this stress by assisting them to either approach or avoid threatening problems. Third, anti-consumption attitudes and behaviors can be socially acquired (e.g., Ajzen and Fishbein 1975; Tajfel and Turner 1979). More concretely, social learning theory provides an explanation of how anti-consumer groups coalesce and subsequently how these alliances engage in potentially destructive group-level behaviors. For instance, Grinblatt and his colleague (2018) shows that a neighbor's purchase of a used (vs. new) car could negatively affect an individual's purchasing decision. In this regard, anti-consumption attitudes are both

inculcated and bolstered by likeminded consumers (O'Leary-Kelly 1998). In sum, justice theory, coping theory, social identity theory, and social learning theory provide viable explanations for the mechanisms that enable the development of anti-consumption attitudes and behaviors. Although the theories provide critical insights into understanding the importance of social influences on such behaviors, the current essay draws on self-expression theory which is more narrowly focused on anti-consumers themselves, and thus aids in envisioning a typology of anti-consumers.

Anti-consumption is one of the ways in which consumers express themselves (Black, 2010), with this type of expression having the potential of mobilizing large swaths of people (Touraine 1997). As an individual's values are expressed, the prospect of social movements that express the values of a unified collective manifest in the form of anti-consumption behaviors (Cherrier 2007). Likewise, self-expression theory explains how an individual could form an anti-consumption attitude, how such an attitude metastasizes in a group setting, spreading its impact to others, and how this attitude might activate massive social movements. For instance, boycotts represent an expression of deep-seated anti-consumption attitudes (Cissé-Depardon and N'Goala 2009). Therefore, the current essay assumes that self-expression theory could play a pivotal role in explaining anti-consumption, at both the individual and group-levels, and its subsequent impact on society. Based on evidence of the effects of self-expression and its effects on consumers' expression tendencies, the current research asserts that anti-consumption is one of the important ways in which consumers express their values and ideologies. In this sense, the two concepts, self-construal and political ideology, should serve to develop a typology of anti-consumers as the concepts assist anti-consumers as they express their values and preferences toward products and services through their anti-consumption behaviors.

Self-construal and Political Ideology: their combined explanatory power

Examining the interrelationship between self-construal and political ideology can inform anti-consumer research and, consequently, is essential for a number of reasons. First, an integration of these two disparate streams of research can facilitate our understanding of anti-consumption in general. That is, examining the two research streams centering on personal characteristics (e.g., self-construal and political ideology) provides substantial explanatory power regarding any number of behaviors, including anti-consumption. Second, self-construal and political ideology may have overlapping explanatory power from an identity expression perspective. More specifically, as consumers seek to express their identity, their self-construal invokes value attribution (e.g., DeAndrea et al. 2010), and their undergirding political ideology expresses their psychological values (Gromet et al., 2013). Acting jointly, the two concepts are strongly related to a common factor, an expression of their values. However, self-construal and political ideology research have not been integrated in an effort to understand anti-consumption, despite a call for research on the topic from Crockett and Pendarvis (2017), who advocated the systematic understanding of complaint behavior. Lastly, the concurrent activations of both self-construal and political ideology have yet to be examined as a mechanism that may illuminate our understanding of anti-consumption behavior. For instance, the literature on political consumerism suggests that consumers do not purchase products that are misaligned with their particular political ideology (Micheletti et al. 2003). The self-construal literature also indicates that an individual's propensity towards anti-consumption increases with a corresponding increase in the activation level referencing nationality or social group membership (Block 2005; Dogan and Yaprak 2017; White, Argo, and Sengupta 2012). For instance, advertisements referencing the self versus others play an important role in determining product choices (Block 2005). Therefore, it is reasonable to explore

an interrelationship between the two concepts, self-construal and political ideology, on understanding anti-consumers.

Self-construal Self-construal, including both interdependent and independent tendencies, represents how individuals view themselves in society (Markus and Kitayama 1991). Individuals who adopt an interdependent self-construal might consider themselves to be highly integrated members of society, while in the case of an individual with an inclination towards an independent self-construal may perceive of themselves as maintaining a somewhat isolated, autonomous, and self-directed role in greater society. Examples of keywords related to independent self-construal include egocentric, separate, unique, and self-contained, whereas those subscribing to an interdependent self-construal would best be characterized as sociocentric, collective, connected, and relational (Markus and Kitayama 1991). Past literature has shown that self-construal affects an individual's cognition, emotion, and motivation (Markus and Kitayama 1991).

Identity expression is one of the most important factors in an individual's self-construal. To be more specific, identity expression behaviors are triggered in a situation when identity is matched between an individual and his (or her) target (e.g., product or brands). For instance, research in advertising provides support for the notion that value connectivity between an advertisement and the consumer's identity positively affects attitudes towards brands (Van-Baaren and Ruivenkamp 2007). Additional research also emphasizes the bridge between self-construal and identity expression by examining the role played by an individual's self-concept. More concretely, depending on the degree of self-construal (interdependent vs. independent), the consumer's self-concept is formed by either himself/herself or their interactions with the external environment. The formed (or desired) self-concept leads to a stronger preference towards targeted

products and brands (Belk 1988). Taken together, when consumers are motivated by their self-construal, they seek congruence between the brands that they purchase and their self-concept as a means of expressing their identity. Therefore, the current paper acknowledges that consumer identity expression and self-construal are inextricably linked.

Political ideology Given the pervasive political polarization in modern society (Gentzkow 2016; Gromet et al. 2013), there is an increasing interest in understanding how political ideology influences thoughts, attitudes, and behaviors (Jung et al. 2017; Ordabayeva and Fernandes 2018). Past literature underlines the importance of understanding why political ideology influences marketplace behavior (Crockett and Pendarvis 2017; Fernandes et al. 2021; Ordabayeva and Fernandes 2018; Jost et al. 2017). For instance, individuals with a stronger tendency to adhere to a conservative ideology choose not to take vaccines nor to have their children vaccinated (Baumgaertner et al. 2018) and are less in favor of products that contain environmentally friendly attributes (Gromet et al. 2013). Likewise, normative political ideology has been examined in a variety of contexts in an effort to understand consumer behavior (e.g., Crockett and Wallendorf 2004; Fernandes et al. 2021; Jost 2017; Jung et al. 2017).

The current paper refers to political ideology as the set of attitudinal, affective, and motivational components that explain how society should function in order to achieve social order (Erikson and Tedin 2003; Jost 2006). To achieve the desired order, consumers engage in political action, which is defined 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” (Friedman, 1985, p. 97). In the psychology literature, conformity, certainty, agency and security represent strong predictors of an individual’s political ideology (Fernandes et al. 2021; Jost et al.

2017). This is especially the case for those maintaining a more conservative political perspective. Additionally, the authors found that individuals with a conservative mindset reported higher levels of anxiety, fear of threat and loss, and a need for order, structure, and closure, whereas liberally minded individuals reported higher levels of openness to experience, integrative complexity, and self-esteem (Jost et al. 2017; Kidwell et al. 2013; Oxley et al. 2008).

The literature on political ideology shows that both liberals and conservatives exhibited negative attitudes towards targets, such as political candidates, voters holding diametrically opposing viewpoints, and protestors, among others. Consider that Jost et al. (2017) found through an examination of complaints about governmental agencies, such as those launched against the U.S. Consumer Financial Protection Bureau, that liberals are more likely to complain products for political reasons than are conservatives. On the other hand, Kay and Jost (2003) stated that individuals who adopt a more conservative mindset are less likely to express product dissatisfaction. However, depending on the prevalence of social influences, conservatives occasionally also voiced their concerns via social media about the potential negative environmental-impact of certain goods and services (Kidwell et al. 2013). Likewise, past literature implied that conservatism and liberalism affects anti-consumption (Pecot, Vasilopoulou, and Cavallaro 2021).

These conflicting findings imply that individuals maintaining a conservative political perspective might be influenced by greater levels of personal responsibility, while individuals subscribing to a more liberal point of view may have a stronger propensity towards self-expression (Jung et al., 2017). In addition, liberal individuals might embody a more profound level of support for the community (e.g., Crockett and Wallendorf 2004) and, as a consequence, be apt to react more negatively towards organizations that are perceived of as operating in a manner that is

detrimental to their community (Funches 2011). This is juxtaposed with those maintaining a more liberal mindset who are more prone to express their opinions regarding perceived injustice (Jung et al., 2017) and, therefore, more likely to engage in anti-consumption behaviors.

Research also suggests that political ideology may influence consumers to adopt products containing inferior versus superior attributes, challenging the conventional wisdom that consumers are rational utility maximizers (Crockett and Wallendorf 2004). In fact, in a qualitative study of consumption in a racially segregated Midwestern community, Crockett and Wallendorf (2004) found that African-American consumers were willing to purchase inferior quality products (e.g., lower attribution on product utility) over superior quality products based predominantly on their political ideology. They concluded that individuals for whom political ideology is salient tend to make consumption decisions in an effort to support their communities. To be more specific, Crockett and Wallendorf (2004) underscore the notion that consumers' identity in conjunction with their willingness to protect their community (i.e., social identity) plays a major role in determining consumption behaviors.

In sum, past literature centering on self-construal and political ideology, provides evidence that anti-consumer behaviors are driven by these factors. Furthermore, with the call for additional research that explores the interaction between socio-cultural factors and political ideology (Crockett and Pendarvis, 2017), we consider that it is reasonable to scrutinize the concepts of both self-construal, which is a representative cultural indicator (Markus and Kitayama 1991), and political ideology, which represents a prominent individual difference variable (Ordabayeva and Fernandes 2018).

ENVISIONING ANTI-CONSUMERS

Previous research has investigated the effects of self-construal on anti-consumption behaviors because it explains whether anti-consumers are motivated to resist consuming due to their sense of belonging to a group and hence subscribing to its norms or to their lack of group identification and the accompanying level of autonomy that this perspective provides. In this regard, consumers have been found to maintain goals directed at improving well-being through the consumption of products and services that provide benefits for both the individual and society rather than purchasing to merely satisfy their own needs (Iyer and Muncy 2009; Muncy and Iyer 2021). Therefore, self-construal theory might assist in explaining the appearance of anti-consumption behaviors.

In addition to considering the effects of self-construal, the current essay also explores how, especially when combined with political ideology, it can predict anti-consumers' passive and active resistance to consume. Active resistance, which is more closely linked with liberal thinking, includes expressing dissatisfaction, boycotting behaviors, social displays, and corporate-focused retaliation. Passive resistance on the other hand, which is more closely associated with conservatism, includes forms of frugality, brand avoidance, and voluntary dispossession as acts of anti-consumption (Hollenbeck and Zinkhan 2010). In this vein, the current essay asserts that active resistance represents a form of anti-consumption that is focused on organizational strategies (i.e., corporate-focused), while passive resistance is regarded as its individual or community focused form. It is also important to note that although consumers espousing a conservative political ideology manifest a tendency towards passive resistance, they express their ideology by a way of social interaction, bonding, and approbation seeking behaviors (Jung et al. 2017). With political ideology and self-construal combined, a two-by-two matrix composed of four distinct anti-

consumer types emerges. Each of these dimensions describes one of four types of anti-consumers (See Figure 1.1).

[insert figure 1.1 about here]

Aggressive Anti-consumers: Interdependent self-construal and Liberalism

The first group of anti-consumers is categorized as Aggressive anti-consumers. The Aggressive anti-consumer is an individual embodying a combination of an interdependent self-construal and espousing a liberal political ideology. Due to their proclivity towards adopting a caring or nurturing social identity, which is characteristic of interdependent self-construal (Markus and Kitayama 1991), the Aggressive anti-consumer manifests a strong tendency towards caring for and safeguarding their community. Organizations' broken promises and lack of socially responsible behaviors (Funches 2011), which can be perceived of as committing acts of injustice and a violation of social norms, would represent a substantive cause for the activation of Aggressive anti-consumer retribution. Previous research indicates that the negative consumer attitudes that result from such maladaptive organizational behaviors lead consumers to engage in retaliatory behaviors against organizations (Komarova Loureiro 2017).

Due to the characteristics of those embodying a liberal ideology, the Aggressive anti-consumer is more likely to enact an offensive, as opposed to defensive, strategy towards perceived threats (Miller 2010). That is, the Aggressive anti-consumer is more likely to commit acts of sabotage towards targeted companies that have ostensibly threatened the community. In this regard, the Aggressive anti-consumer justifies such vigilante behaviors, as he or she considers any harm inflicted on unethical organizations as a demonstration of their level of concern for their community's well-being.

The Aggressive anti-consumer aims to incite negative consumer sentiment, with the underlying objective of rallying support for retaliatory behaviors and the potential enactment of violence against firms engaging in maladaptive and environmentally destructive business practices (Alinsky 1989). In this case, Aggressive anti-consumers are more willing to harm seemingly offending firms (Cherrier 2009; Kozinets and Handelman 2004) because their anti-consumption behaviors are guided by social norms and, hence, a higher purpose (Bartels et al. 2015).

Complaint letters and other forms of hate mail represent part of the Aggressive anti-consumer's arsenal. Here, the Aggressive anti-consumer can shower the targeted firm with a barrage of complaints, both legitimate and contrived, in an effort to overwhelm its resources. In addition, the Aggressive anti-consumer can take transgressing firms to task on social media outlets, tagging the firm and spewing negative and in many cases intractable accusatory comments. Recently, for example, a Facebook user tagged a targeted organization, stating "Stop blocking people you don't agree with politically on an open forum!" Such behaviors (e.g., demanding that organizations act in a specified manner or that they not engage in a certain activity) are the *modus operandi* of Aggressive anti-consumers.

In sum, the Aggressive anti-consumer sees that harming an un-ethical organization signifies their care for their communities. Thus, the group of Aggressive anti-consumers is willing to sacrifice themselves for the community and have a tendency to commit to improving their lives and those of connected others through engaging in what they deem to be socially-desirable behaviors. Despite the fact that Aggressive anti-consumers are not necessarily current customers of transgressing firms (see Kahr et al. 2016), they are still willing to express negative attitudes and behaviors towards such targeted companies in the name of redressing malevolent actions perpetrated against their communities. Consequently, the behaviors of Aggressive anti-consumers

and their subsequent efforts at proselytization and community mobilization could arouse consumer dissent and ultimately the enactment of sabotaging behaviors (Kahr et al. 2016).

Agitative Anti-consumers: Interdependent self-construal and Conservatism

The Agitative anti-consumer is characterized by an interdependent self-construal and tend to identify themselves as possessing a conservative political ideology. Similar to the characteristics of the Aggressive anti-consumer, whose behaviors are forged by their interdependent self-construal, the Agitative anti-consumer also cares about his and her community including other consumers and the environment. The main difference between Aggressive and Agitative anti-consumers centers on the target of retribution. Unlike the Aggressive anti-consumer, who is more focused on proactively resisting organizations, the Agitative anti-consumer is more community focused and less potentially volatile. In other words, the Agitative anti-consumer shuns the transgressing organization's products and services as a way of demonstrating their resistance.

The Agitative anti-consumer is differentiated from the Aggressive anti-consumer in that they are more likely to engage in negative word of mouth campaigns, expressing their opinions with disaffected others about why they should avoid consuming the transgressing firm's products, suggesting that the products and services are inappropriate for consumption or indicating that their consumption is potentially harmful. To be more specific, the Agitative anti-consumer is more likely to communicate with the involved community and spread derogating information in an effort to convince their compatriots to avoid the consumption of the targeted firm's products and services. By adopting these types of behaviors, Agitative anti-consumers could enlist others to engage in boycotts (Cissé-Depardon and N'Goala 2009) and in retaliatory actions (Komarova Loureiro et al. 2018), such as not consuming products. By engaging in these types of behaviors, which are

categorized as instrumental aggression (see Anderson and Bushman 2002), Agitative anti-consumers are empowered to organize masses of anti-consumers against targeted companies. The difference between the behaviors exhibited by these two distinct anti-consumer types is driven by how conservatives react to such threats, as they have a general tendency to play it safe and avoid confrontation (Wilson 1973). Specifically, the Agitative anti-consumer rationalizes that adjusting their community's consumption behavior would be a less risky avenue to militate against threats versus directly retaliating against targeted companies.

The actions of some highly influential Youtubers provide an illustrative example of those of the Agitative anti-consumer. In this regard, such YouTubers have engaged in communications practices that serve to advocate for an anti-consumerist agenda (Wood 2020). For instance, in August 2020, the YouTuber who goes by the handle 'Breaking In The Habit' created a video describing Walmart's treatment of their workers. He characterized the actions of this wayward firm as intending to "maximize profits, they are not going to change, we cannot expect them to do the right thing... they do listen when their bank account is threatened." As the example suggests, he encourages consumers to avoid purchasing products from Walmart as a means of altering the firm's behaviors and thus positively impacting the community.

Alone Anti-consumers: Independent self-construal and Liberalism

The Alone anti-consumer archetype results from a combination of an independent self-construal and a liberal political ideology. Unlike the Aggressive and Agitative anti-consumer, the Alone anti-consumer is driven by the characteristic of independent self-construal and therefore could be characterized as more egocentric or self-absorbed. Along this line, when compared with the other types of anti-consumers identified in the typology, they are less likely to value sharing

their opinions with others, that is they are driven by the tendency of independent self-construal. Moreover, the Alone anti-consumer's adoption of a liberal political ideology directs them to substitute products and services that are comparable to those being boycotted. As a result, although past literature has underscored the notion that brand and product switching behaviors are derived from an individual's basic instinct, the propensity towards variety seeking (Trijp et al. 1996), the perceived potentially lower switching and relational costs permit the Alone anti-consumer to readily switch among products and services (Burnham, Frels, and Mahajan 2003).

This particular type of anti-consumer could be described as the polar opposite of a loyal consumer (Oliver 1999). For instance, Oliver (1999) stated that satisfaction and re-purchasing behaviors are positively related to each other. However, the current research assumes that Alone anti-consumers experience a negative relationship between a lack of consumer satisfaction and re-purchasing behaviors. That is, the Alone anti-consumer is more likely to avoid purchasing a product because of its perceived inferiority or the association of a negative experience with certain products and services (Burnham, Frels, and Mahajan 2003; Iyer and Muncy 2009; Lee et al. 2009). Furthermore, Alone anti-consumers are differentiated from archetypal loyal consumers as they are not concerned with developing social alliances. In this vein, whereas Oliver (1999) posited that some loyal consumers' re-purchasing behaviors were closely related to their social alliances, the Alone anti-consumer is driven by their independent self-construal.

Arcane Anti-consumers: Independent self-construal and Conservatism

The Arcane anti-consumer is a type of anti-consumer who embodies the tendencies of both a conservative political ideology and an independent self-construal. Similar to the Alone anti-consumer, the Arcane anti-consumer would be considered to be more egocentric and, thus, is more

concerned with enhancing their own well-being due to their tendency towards a high level of self-construal. Ironically, the Arcane anti-consumer would consume products that they do not prefer to consume because of their inherent conservative ideology, which leads them to avoid changing their routinized consumption behaviors and habits. That is, Arcane anti-consumers cognitively understand that they should not consume products from companies that violate social norms or commit acts of injustice, but they oftentimes begrudgingly or surreptitiously continued to consume collectively banished products. This consumption behavior remains deeply ingrained or path dependent due to habituation, positive associations from the past, and status enhancing social comparisons (Betsch 2001; Shiffrin and Schneider 1977). Moreover, limited alternative substitute goods, along with the fact that consumption activities are undertaken in clandestine settings bode well for continued Arcane anti-consumption (Vangelisti 1994).

Maladaptive and compulsive consumption (e.g., dieting, gambling, and technology-driven addictions) are appropriate examples to describe the Arcane consumer's behavior. That is, anti-consumers may know that eating a dessert can present negative consequences, but they continue to engage in such behaviors (Chandon and Wansink 2007). In fact, a study from Clithero, Karmarkear, and Hsu (2021) found that despite the potential abuse of social media, some users may be comforted and experience the alleviation of stress during its usage although it can be seen as addictive consumption. Likewise, anti-consumers can continue to consume products and services, although they recognize that it is better to cease consumption.

Although the Arcane anti-consumer maintains the lowest levels of conformity to group norms, due to their high levels of self-construal, they still tend to compare their consumption behaviors with that of others because social comparison represents a basic human need (Festinger 1954; Irmak, Vallen, and Sen 2010). That is, the Arcane anti-consumer may purchase products in

an effort to fulfill social needs such as the need for social belonging and social affiliation (Baumeister and Leary 1995). However, it is also important to note that the Arcane anti-consumer could change consumption behaviors once they have found an attractive alternative option or when they are placed in a situation where they are able to improve their well-being through the consumption of a novel product (Barra 2014).

FEARFUL CONSERVATIVES AND ANGRY LIBERALS

Emotions are tied to anti-consumption behaviors (Fournier 1998). In fact, emotions have been shown to play a pivotal role in consumer resistance, such as in social movements and in inciting mass anti-consumption (Sandlin and Callahan 2009). In addition, emotional reactions driven by broken relationships between consumers and marketers are highly related to anti-consumption behaviors (e.g., Hoffmann 2011; Johnson et al. 2011). The current research assumes that two discrete emotions, anger and fear, are important types of emotions that should be focused on in order to have a better understanding of anti-consumers, as well as for anticipating their behaviors.

First, previous research has provided evidence of how emotions are important in fomenting anti-consumption behaviors. In this regard, anger provides exceptional explanatory power for anti-consumption behaviors, such as for revenge and boycotts (Braunsberger and Buckler 2011; Gregoire and Fisher 2008; Johnson et al. 2011; Sandlin and Callahan 2009). In fact, anger could fuel punitive behaviors towards targeted companies (Friedman 1999). Consumers imbued with a strong sense of justice would be willing to punish targeted firms (Komarova Loureiro et al. 2018). Also, fear has been found to be closely associated with anti-consumption behaviors. For instance,

research on anti-consumers indicates that fear triggers anti-consumption attitudes towards companies that produce environmentally harmful products (Cherrier 2009). More specifically, fear results in anti-consumption behaviors, such as retreat and avoidance behaviors (Beck 1992).

Second, the two overarching drivers of behaviors (i.e., self-construal and political ideology) are highly correlated with anger and fear in terms of how they are expressed. Although there is some heterogeneity among findings in past research on the effects of self-construal and consumers' expression of emotions, the literature provides solid evidence that emotions are highly related to self-construal. For instance, empirical findings from Hess, Blaison, and Kafetsios (2016) posited that individuals with an interdependent self-construal are more likely to express anger than are those with an independent self-construal. Additionally, research from Zampetakis et al. (2017) shows that interdependent self-construal is highly associated with an expression of anger rather than an expression of fear. Moreover, political ideology is also related to anger and fear, and the reactions of the two political ideologies have not been examined (e.g., Septianto et al. 2019; Skitka et al. 2006). Empirical evidence from the literature has shown that conservative behaviors are more likely to be driven by fear, while liberal behaviors are guided by anger (Jost et al. 2017; Oxley et al. 2008; Septianto et al. 2019; Skitka et al. 2006; Yang et al. 2019).

In sum, it is reasonable to assume that individuals with a higher tendency towards interdependent self-construal express both fear and anger. Individuals espousing a conservative ideology are more prone to express fear (i.e., Agitative anti-consumers), whereas those maintaining a liberal ideology are more likely to express anger (i.e., Aggressive anti-consumers). In the next section, we provide evidence on how gain and loss framed messages might attenuate anti-consumption behavior, as such messages could mitigate the effects of emotion driven behaviors (Septianto et al. 2019).

Alternative Marketing Strategy

Aggressive and Agitative anti-consumers have the capacity to inflict harm on organizations. As this conceptual essay has suggested, when contrasted with Arcane and Alone anti-consumers, these two types of anti-consumers could spur anti-consumption social movements, which could be detrimental to targeted firms. Furthermore, their anti-consumption behaviors could influence other consumers significantly by attributing blame for societal ills on targeted firms (Grégoire and Fisher 2008). For example, the brand sabotage campaign against Abercrombie & Fitch was instigated by an individual consumer and resulted in substantial damage to this once highly valued and widely acclaimed brand (Karber 2013). This may be due to the fact that the behaviors of the Aggressive and Agitative anti-consumer are intended to directly sabotage and retaliate indirectly against firms, respectively. Therefore, the current paper focuses on these two types of anti-consumers.

Past anti-consumer research suggests novel strategies for dealing with anti-consumers. For instance, hiring local employees has been suggested to reduce anti-consumption behaviors (Lo et al. 2017). To be more specific, marketers can convert negative country of origin effects by employing native workers (Anime, 2008). In addition, past research has suggested that maintaining socially responsible business practices (Kucuk 2018), abiding by legislation designed to protect consumers (Miller and Huttner, 1995), and promoting environmentally friendly consumption (Lee and Ahn, 2016) are alternative solutions for marketing managers aiming to attenuate anti-consumption behaviors. While such suggestions have provided fruitful insights for how organizations might deal with anti-consumers, this current study assumes that proactive communication techniques, such as implementing damage controlling public relations campaigns, could serve to reduce anti-consumers' negative affective reactions. Past literature also shows that such messaging strategies provide an effective means for firms seeking to manage a crisis. As an

example, negative repercussions to publicly traded firms' stock price and other financial performance indicators have been thwarted through effectively marshalling such defensive countermeasures (Gao et al. 2015; Liu et al. 2017).

Likewise, messaging has been found to be effective on enhancing the consumer's fluency of information processing (Kidwell et al. 2013), it is an important strategy for marketers endeavoring to mitigate anti-consumption behaviors, while reducing the risk of damage inflicted on firm-level profitability (Septianto et al. 2019) In this sense, the current conceptual essay suggests that firms should focus on gain and loss framed messages as an additional alternative for neutralizing the threat posed by anti-consumers in general, and the potentially more destructive actions initiated by Aggressive and Agitative anti-consumers in particular.

Gain and Loss Framed Messages

A gain framed message highlights the positive consequences stemming from instrumental actions, such as the benefits accruing to the individual, whereas a loss framed message emphasizes the associated negative consequences, such as resulting losses (Kahneman and Tversky 1979). Messaging has been grounded in many disciplines such as health communication, public relations, and social psychology (Gerend and Manger 2011; Kleef and Dreu 2004; Susskind and Susskind 1996). In marketing research, messaging has been used as an effective tool to negotiate with anti-consumers (e.g., Alexander, Schul, and McCorkle 1994; Hollenbeck and Zinkhan 2010).

Drawing on prospect theory (Kahneman and Tversky 1979), previous research has examined the positive relationship between goal framing messages (i.e., gain vs. loss) and their impact on persuasiveness (Levin, Schneider, and Gareth 1998). Marketing researchers have demonstrated the effectiveness of message valence as a means of priming a number of different

reactions from audiences. More concretely, a goal framed message has been applied to understanding consumers' motivations, as well as to how such messages might serve as triggers for effective persuasion techniques (Levin, Schneider, and Gareth 1998). For example, goal framed messages affect consumers' intrinsic or extrinsic motivation because such messages can initiate a desire towards goal attainment (Lee and Pounders 2019). As an example of how message framing can affect persuasion, Ganzach and Karsahi (1995) examined consumers' sustained credit card usage, especially when they received loss framed messages (e.g., losses associated with not using credit cards). Their study revealed that messaging framing affects consumers' behavior, as well as demonstrated the importance of using an effective message strategy for marketers. Therefore, the effectiveness of message framing should not be ignored, and, for these reasons, the current study suggests that the types of messages conveyed by the transgressing firm may serve as a means of mitigating Aggressive and Agitative anti-consumers' antagonistic behaviors.

The current research expands on the recent finding from Septianto and his colleagues (2019), where the authors discovered that consumers were less likely to purchase counterfeit products after receiving loss and gain framed messages for conservatives and liberals, respectively. Here, the effectiveness of goal framing messages was contingent on anti-consumers being able to differentiate between gain and loss framed messages. In fact, these effects were found to be strongly related to the consumer's political ideology (e.g., Kidwell et al. 2013). According to Septianto and his colleagues (2019), gain framed messages lead what would be characterized as more liberal anti-consumers to comply with desired outcomes, whereas loss framed messages have a strong compliance effect for conservative anti-consumers. Additionally, anti-consumers' emotional (e.g., hope and fear) reactions were suggested to play an important mediating role on

the impact of the firm's message framing efforts and their responses (e.g., Lobstein 2009; Nepomuceno and Laroche 2016).

Loss for Agitative and Gain for Aggressive Anti-consumers

Past research has underlined the importance of congruency between messaging and political ideology, as the matching of the two elements has been shown to increase information fluency (Kidwell et al. 2013) and enhance persuasion (Walter et al. 2019). In accordance with past findings, the current study proposes that gain framed messages will be more effective for attenuating the potentially destructive behaviors of Aggressive anti-consumers who maintain a more liberal tendency, while loss framed messages could have a stronger effect for minimizing those of Agitative anti-consumers who espouse a conservative political ideology.

As discussed earlier, the behaviors of the Agitative anti-consumer are more likely to be driven by fear (e.g., Nepomuceno and Laroche 2016). Past literature has provided evidence that individuals who were primed to induce fear are more likely to react strongly to loss framed messages (e.g., Septianto et al. 2019). This observed reaction was posited to be related to negative emotions such as fear and anxiety, which provided individuals with a means of threat avoidance (Anderson, Deschenes, and Dugas 2016; Smith and Ellsworth 1985). In other words, a loss framed message can be processed more effectively for the Agitative anti-consumer (Nabi 2002) than can a gain framed message for the Aggressive anti-consumer.

We also posit that a gain framed message could sharply diminish the Aggressive anti-consumer's level of anger. Nabi (2002) concluded that individuals who feel anger are more prone to process information that is related to assuring expectations (i.e., gaining). Additional research from Walter et al. (2019) found that a gain framed message could have a stronger effect on angry

individuals due to the argument's increased level of persuasion. Therefore, the current paper suggests that marketers should focus on delivering a gain (vs. loss) framed message in order to mitigate the Aggressive (vs. Agitative) anti-consumer's behavior.

GENERAL DISCUSSION

The current research envisions a typology of anti-consumers by examining the interaction between self-construal and political ideology. As such, the research could help both researchers and marketing managers to gain a better understanding of the types of anti-consumers, as well as how to reduce the potentially negative consequences associated with their behaviors. Specifically, the current paper focuses on how individual tendencies (i.e., self-construal and political ideology) could mobilize groups to band together and react in an effort to safeguard their communities, while punishing firms that violate social norms.

This research particularly focuses on how interdependent and independent self-construal could interact with tendencies of conservatism and liberalism, and thereby result in four distinct anti-consumer types. By reviewing the past literature, the current essay proposes a typology consisting of 1) the Aggressive anti-consumer who maintains an inclination towards interdependent self-construal combined with a liberal political ideology, which could lead towards a tendency of targeting transgressing organizations with potentially damaging behaviors and strategies, 2) the Agitative consumer, who has tendencies of both an interdependent self-construal and a conservative political ideology, and is thus more willing to encourage the community not to consume, which could lead to a mass anti-consumption campaign against a targeted organization, 3) the Alone anti-consumer, who is more likely to embody the two tendencies of both

independence and liberalism, can act like an anti-loyal consumer, and lastly, 4) the Arcane anti-consumer, who possesses the inclinations of both independence and conservatism, acts like a consumer but who actually intends not to consume targeted products and services after finding alternative, substitutable goods.

The current research also provides insight into how to attenuate anti-consumers' behavior by focusing on the two most potentially destructive types of anti-consumers, Aggressive and Agitative anti-consumers. By acknowledging the findings from the literature (e.g., Kidwell et al. 2013; Septianto et al. 2019), the current research suggests that gain and loss framed messages would be effective in attenuating anti-consumption tendencies, especially for Aggressive and Agitative anti-consumers, respectively.

Contribution and Implications

The current essay makes several theoretical contributions to research on self-construal, political ideology, and anti-consumption. First, the manuscript envisions a typology of anti-consumers. Whereas previous research has developed an anti-consumer typology, this typology focuses on the interaction of individual and social concerns (Iyer and Muncy 2009). The current research sheds light on expression, which represents a basic human need, rather than concern focused anti-consumers (Baumeister 1982). Furthermore, integrating emotions (i.e., anger and fear) into research on anti-consumers extends our understanding of how anti-consumers will react against targeted organizations, as well as how to mitigate their behaviors. As such, based on the need to explore anti-consumers, the current typology expands on previous work by integrating

self-construal and political ideology and, thus, provides a comprehensive typology that encompasses four types of anti-consumers.

The current paper also identifies an interaction effect between political ideology and self-construal in partitioning anti-consumers into four distinct types. Based on the call for a simultaneous exploration of both political ideology and socio-culture (Crockett and Pendarvis 2017), the current paper examines how self-construal and political ideology theoretically interact with each other within the context of anti-consumers. Further, the integration of the two concepts provides a better understanding of how consumers react differently when they are motivated to retaliate against targeted companies.

The current essay examines not only anti-consumption behavior at an individual level of analysis, but also at the group-level. That is, we provide theoretical support on how large numbers of anti-consumers can coalesce into massive social movements, such as those that call for product boycotts. Considerable research examines anti-consumers at the individual level, which implies that researchers and marketing practitioners lack an understanding of how social movements form and who might spur their development. Based on an analysis of the interaction between self-construal and political ideology, the current research posits that both the Aggressive and Agitative anti-consumer embody a stronger tendency towards being a leader of a social movements that target organizations.

A review of both self-construal and political ideology regarding emotional arousal was also conducted. Previous studies found mixed findings on self-construal, where both interdependent and independent self-construal resulted in an arousal of both fear and anger (e.g., Hess, Blaison and Kafetsios 2016; Zampetakis et al. 2017). While previous empirical findings have provided important evidence for both researchers and marketing managers, the current research aims to

disentangle conflicting findings by examining the interaction between self-construal and political ideology.

We also provide two practical implications for marketing managers: 1) Identifying anti-consumers, and 2) Developing strategies for effectively reducing the prevalence of anti-consumers. Occasionally, organizations accidentally engage in unethical strategies. In this context, the current essay also offers a variety of practical implications that could reduce the rate of spread of anti-consumerist attitudes. For example, when business organizations serve consumers inappropriately or engage in anti-social behaviors such as taking part in labor abuses or in instituting environmentally harmful practices, marketing managers should anticipate that the number of anti-consumers targeting their firms could multiply and, thus, make efforts to reduce the spread of this mindset. In particular, the U.S. could be geographically divided into liberal and conservative states, using voter registration data (Jung et al. 2019). Understanding potential anti-consumer population centers could help marketing managers to determine the potential pervasiveness of the four types of anti-consumers in particular geographic regions.

Furthermore, the paper provides prescriptive recommendations for how marketers might placate anti-consumers. Specifically, the conceptual essay suggests leveraging gain versus loss framed messages. More specifically, communicating with the Aggressive anti-consumer utilizing a gain framed message could serve to attenuate their anger. Moreover, a gain framed message could reduce their likelihood of engaging in retaliatory behaviors against targeted firms. The paper also suggests that communicating with the Agitative consumer with a loss framed message could minimize their tendency towards committing anti-consumption behaviors.

Limitations and Future Research

While the current essay focuses on envisioning an anti-consumer as either the Aggressive, Alone, Agitative, and Arcane consumer based on two fundamental concepts, self-construal, and political ideology, some limitations should be noted. Most importantly, whereas the current paper does explicitly discriminate from among the four distinct types of anti-consumers, it is also important to note that one consumer can simultaneously embody the tendencies of two or more types of anti-consumers depending on the context or target of retribution, such as types of products or situations. To be more specific, different product types may result in the emergence of different anti-consumer behaviors. In this regard, previous research has demonstrated that preferences of low-involvement products, such as toothpaste, can be affected by environmental factors, such as social interaction (Moore, Wilkie, and Lutz 2002). This finding implies that anti-consumers have the capacity to change the attitudes of others towards products and services depending on product type, such as high- vs. low-involvement products. While the current essay categorizes anti-consumers into four distinct archetypes, it is suggested that anti-consumers might adopt multiple forms of anti-consumption behaviors depending on the product category with which they are interfacing.

In a similar vein, it is important to consider the causal relationship between political ideology and self-construal. While this research investigates the impact of both political ideology and socio-culture (Crockett and Pendarvis 2017) on anti-consumption behaviors, empirical support for this relationship is not yet available. Previous research on self-construal has considered political orientation as a control variable in empirical testing (e.g., Duclos and Barasch 2014). For example, a study by Rao, Singhal, and Zhang (2001) considered how political changes in China

could affect self-construal among Chinese people. Therefore, future research should explore the relationship between self-construal and political ideology in a consumption context.

The current paper requires a deeper level of understanding of the Arcane anti-consumer because sales derived from this archetype are critically important for marketing managers in their strategy development. For instance, sales volumes and their patterns are useful indicators for marketing managers, as they seek to forecast future consumption (Kulkarni, Kanna, and Moe 2012). Additionally, empirical research has provided evidence of the positive association between sales volume and brand loyalty. Thus, it is critical to measure the portion of products that is consumed by Arcane anti-consumers (e.g., Malik et al. 2013). However, the Arcane anti-consumer's consumption patterns could result in misleading forecasts because this type of consumer is reluctant to reveal where their true loyalty lies, and their previous consumption behaviors provide no guarantee that they will continue to consume a particular selection of products or services. In this regard, having a more definitive assessment of the consumption volume derived from Arcane anti-consumers would represent managerially beneficial information.

In addition, examining the impact of social relationships might provide a deeper level of understanding of anti-consumers. Research on the sharing economy provides evidence that products that are shared with peers also affect consumption. Although anti-consumers are usually not willing to consume certain products, they might be willing to do so if they are shared with others (Lee 2020). To be more specific, relationship status with a partner (e.g., friend vs. stranger) motivates consumers differently, as they seek either relationship maintenance or enhancement, respectively (Chen 2017). Thus, an anti-consumer may be willing to consume products to enhance or maintain their relationship with others, depending on their relationship status. Likewise, examining social relationships can elaborate the understanding of anti-consumers.

While the current research provides a typology based on the two behavioral concepts, self-construal and political ideology, it is also important to note that emotional arousal plays a critical role among anti-consumers. Past literature shows that anti-consumers change their consumption behaviors depending on how they manage their emotions (e.g., Piancentini and Banister 2009). For instance, occasionally, anti-consumers increase their consumption behaviors when coping with their emotions (Piancentini and Banister, 2009). Additional research from Fetscherin (2019) stated that emotions are one of the most critical elements that leads to brand-hating. In this sense, it is also important to consider emotions, as they provide a deeper level of understanding of anti-consumption behaviors.

In conclusion, the current research draws on two powerful individual difference variables, self-construal and political ideology, to develop a typology of anti-consumers. Based on differences in the levels of these two variables, self-construal and political ideology, the current essay envisions a typology containing Aggressive, Agitative, Alone, and Arcane anti-consumers. Future research should continue to explore the behaviors of anti-consumers.

IDENTIFYING AGGRESSIVE, AGITATIVE, ALONE, AND ARCANE ANTI-CONSUMERS, AND TESTING MARKETING STRATEGY

ABSTRACT

Anti-consumers express their behaviors in various ways, such as engaging in non-consumption, resistance, boycotts, and retaliation. This essay defines and operationalizes measures for Aggressive, Agitative, Alone, and Arcane anti-consumers. Through a series of studies, the manuscript validates these scales, while providing confirmation of the effects of these consumer types on managerially relevant outcomes. Furthermore, the research presented tests the effectiveness of marketing strategies, such as alternating marketing communications between gain and loss framed messages, to mitigate anti-consumer behaviors. The paper contributes to the literature on anti-consumption by providing validated measurements and suggestions for marketers to facilitate an effective communication strategy leveraging gain and loss framed messages to deal with Aggressive and Agitative anti-consumers, respectively.

Keywords: anti-consumer, political ideology, self-construal, marketing communications

INTRODUCTION

Recent studies have found that consumerism wields a substantial amount of power over consumers (Wilson and Bellezza 2021) and that consumers look for opportunities to decelerate their lives (Husemann and Eckhardt 2019). Unlike consumers in the consumerism era, however, consumers have recently started to place value on individual ideology and social well-being via resistance and reduction of their consumption (Schmitt, Brakus, and Biraglia 2021; Wilson and Bellezza 2021). Likewise, many researchers have suggested that anti-consumption is not merely an individual level concern. Rather, it represents a social and ideological transformation.

The term Anti-consumer refers to consumers who intentionally do not purchase products and services. Anti-consumption research has explored a variety of reasons why anti-consumers are less likely to consume products. Examples of these reasons include experiencing a negative relationship with brands, identity incongruity, and negative emotions driven by consuming products (Cherrier 2009; Lee et al. 2009; Lee and Ahn 2016; Piacentini and Banister 2009).

Along with past findings, recent research suggests that what is known about anti-consumers can be extended by refocusing explorations on the phenomenon from an individual to a societal level of analysis. For instance, previous research has shown that consumers intentionally seek to reduce the pace of their lives, as they are exhausted by living in a fast-paced society (Husemann and Eckhardt 2019), and that they seek out alternative value (i.e., useful, desirable, or better value) by pressuring organizations to conform to their increasingly stringent demands (Gollnhofer, Weijs, and Schouten 2019). In addition, many YouTubers share their consumption experiences with others, while advocating that they not consume targeted products. In other words, recent evidence from the literature shows that anti-consumers' rapidly changing ideological and societal values have been noticed by marketing researchers.

Although recent research and practical evidence highlight the social and ideological changes embraced by anti-consumers, the development of psychometrically sound measures for anti-consumption attitudes and behaviors has received limited attention from researchers. In other words, this dearth of research on the topic exists despite calls in the literature for such research (Iyer and Muncy 2009; Muncy and Iyer 2021). Perhaps, there are several reasons why the development of both valid and reliable operationalizations of anti-consumption behaviors has been stifled. First, a variety of types of anti-consumption behaviors, such as resistance, boycotts, retaliation, and complaints, increases the difficulty in appropriately classifying anti-consumer behaviors. For instance, some anti-consumers engage in anti-consumption behaviors in isolation, whereas others do so collaboratively. Second, although anti-consumers generally adopt purchase avoidant behavior, this does not necessarily imply that anti-consumers are less likely to purchase. In other words, some consumers purchase products although they have negative attitudes toward the products. Because of these reasons, researchers have acknowledged that the currently established scales for measuring anti-consumption are limited in their generalizability (Iyer and Muncy 2009), and that they should include societal and ideological elements as well.

To address this gap, the current manuscript attempts to operationalize scales that measure consumers' tendencies towards anti-consumption behaviors. The current research applies the scale development process from past literature (DeVellis and Thorpe 2021; Hinkin 1995) to generate reliable and validated scales for Aggressive, Agitative, Alone, and Arcane anti-consumers. Moreover, the current paper tests leveraging marketers' communication strategies by altering between gain and loss framed messages to mitigate anti-consumption behavior for Aggressive and Agitative anti-consumers, respectively.

These findings offer some theoretical and practical contributions. First, the current paper operationalizes scales for such anti-consumers, along with assessing their reliability and validity. In doing so, the current research provides foundational knowledge in understanding anti-consumer behavior, as the measures created encapsulate both societal and ideological factors. Second, the current paper also makes an important contribution for marketing practitioners. Providing measurement scales to understand anti-consumers would be useful for marketers for segmenting anti-consumers and their consumption behaviors. Furthermore, segmenting anti-consumers can enable marketing practitioners to implement effective marketing communication strategies (i.e., using gain vs. loss framed messages) that may attenuate their anti-consumption behaviors.

CONCEPTUAL BACKGROUND

Anti-consumers

An anti-consumer refers to an individual who is not willing to consume certain products and services (Cherrier 2009; Iyer and Muncy 2009; Lee et al. 2011; Muncy and Iyer 2021; Zavestoski 2002). Past literature has placed an effort on identifying the reasons why anti-consumers are less likely to purchase products. To be specific, anti-consumers do not consume some products because they perceive that identity incongruencies exist between the self and such products (Cherrier 2009), have had negative consumption experiences (Lee et al. 2011), and learn that such products potentially harm the environment (Black, 2010).

More recently, researchers have suggested that anti-consumers do not consume some products to protect their own well-being. Occasionally, anti-consumers advocate living their lives with reduced consumption, resulting in changed behavior. In other words, anti-consumer behaviors

result from individuals' implementation of their societal and ideological views. For instance, the fast-paced society in which we live has led anti-consumers to avoid consuming products and services (e.g., Husemann and Eckhardt, 2019). In addition to the exhaustion associated with living in a fast-paced society, changes in ideological perspectives might help to explain the emergence of the recently rekindled anti-consumption movement. Furthermore, anti-consumers militate against the perceived presence of systemic racism, which further fuels anti-consumption tendencies (Crockett, 2017). Likewise, research on anti-consumption has explored the topic from an individual to societal and ideological level.

A variety of behaviors could be classified as anti-consumption. These behaviors include boycotts (Herman 1993), counter-cultural movements (Zavestoski 2002), ethical consumption (Shaw and Newholm 2002), emancipated consumption (Holt, 2002), non-consumption (Stammerjohan and Webster 2002), rebellion (Dobscha 1998), resistance (Fischer 2001), retaliation (Thomson et al. 2012; Komarova Loueiro et al. 2018), and sabotage (Kahr et al. 2016). For instance, Dobscha (1998) stated that social media increases consumers' tendencies of rebellion against the dominant consumer culture, and Thomson, Whelan, and Johnson (2012) found that anti-consumers' acts of retaliation are driven by threats, which are aroused by reactions to brand attachment. While such studies provide insight into understanding the variety of manifestations of anti-consumption behaviors, this research stream is fragmented and ongoing and this lack of cohesion makes it difficult for researchers and marketers to have a clear understanding of anti-consumers (Fischer 2001). For instance, research from Kahr et al. (2016) conceptualizes consumer sabotage behavior as negative actions including retaliation, boycotts, and negative word of mouth. Lee et al. (2011) characterizes anti-consumption as embodying three different behaviors including rejection, restriction, and reclaim. Even within the more narrowly defined anti-consumption

literature, the concept of anti-consumers remains fuzzy, with a lack of clarity as to which type of anti-consumer behaves aggressively (i.e., engages in boycotts, retaliation, and sabotage) and(or) passively (i.e., spreads negative word of mouth). Therefore, the following section identifies key factors that can help to improve in their identification, as well as in developing and validating a scale to assess their behaviors.

Anti-consumption and cognate constructs

Based on the calls for examining the effects of societal and ideological views on consumer behavior (Crockett 2017; Jost et al. 2017), the current research responds by applying the concepts of both self-construal and political ideology. Self-construal represents how individuals view themselves in society (Markus and Kitayama 1991). To be more specific, individuals who adopt an interdependent self-construal consider themselves to be integrated members of society, while individuals with a tendency towards an independent self-construal consider themselves as an isolated, autonomous, and unique member of society. Political ideology includes a set of thoughts, attitudes, and behaviors that can influence consumers' approach for achieving social justice (Jung et al. 2017; Ordabayeva and Fernandes 2018). In consumer research, political ideology is considered to be a pivotal concept because it encourages consumers' distinct behaviors (Crockett and Wallendorf 2004; Jung et al. 2017; Ordabayeva and Fernandes 2018; Varman and Belk 2009). For instance, a study from Ordabayeva and Fernandes (2018) found that conservatism increases consumers' awareness of their position in the social hierarchy, which assists them in their selection of products and services.

The current research assumes that both self-construal and political ideology are appropriate concepts to understand anti-consumption behaviors. Both self-construal and political ideology share a common theme, they influence consumers' expression of their identities. In other words, the two concepts explain how consumers express their identities in social and ideological terms. For instance, different levels of self-construal explain how individuals choose products that are socially desirable (i.e., interdependent self-construal) or personally desirable (i.e., independent self-construal) (Zhang and Shrum 2009). Similarly, political ideology is considered to be an expression of social and political relations among consumers (Crockett and Wallendorf 2004).

Moreover, the literature on both self-construal and political ideology provides evidence that consumers are less likely to purchase products that are incongruent with their identities. Consumers with an independent self-construal are motivated to express themselves by abstaining from purchasing products from brands that represent their group identity (Escalas and Bettman 2005). In other words, consumers are not willing to purchase products that are associated with the identity of an outgroup. Similarly, political ideology also encourages consumers to express their values, which implies that individuals are not willing to consume a product if it is not in alignment with their values (Crockett and Wallendorf, 2004; Ordabayeva and Fernandes 2018). For instance, families in black neighborhoods express their identities and their commitment to strengthen their community through an activation of political ideology. As such, these neighborhoods are not willing to consume products from white neighborhoods (Crockett and Wallendorf, 2004). Likewise, both self-construal and political ideology share an underlying common denominator, they result in self-expression via consumption. In this sense, it is appropriate to consider the effect of both self-construal and political ideology on anti-consumer behaviors.

Aggressive and Agitative Anti-consumers

Both the Aggressive and the Agitative anti-consumer are characterized as embodying an interdependent self-construal except espousing different political ideologies (liberal and conservative) respectively. Due to their tendencies towards maintaining an interdependent self-construal, both the Aggressive and the Agitative anti-consumer are more likely to be concerned about their social value than their individual value (Cross, Hardin, and Gercek-Swing, 2011; Markus and Kitayama 1991). In other words, Aggressive and Agitative anti-consumers have a stronger tendency to care about their societal value and, therefore, have the potential to spur massive anti-consumption movements. The current research is especially focused on exploring the impact of interdependent self-construal, rather than that of independent self-construal. That is, we assume that the group level of anti-consumption would be more likely promoted by an individual with an interdependent self-construal, which can be more harmful to organizations than the solo anti-consumer's (independent self-construal) anti-consumption behaviors.

As stated above, political ideology can lead to two different types of anti-consumption behaviors. More concretely, Aggressive anti-consumers would be more likely to retaliate against or resist targeted companies, while Agitative anti-consumers will tend to spread negative word of mouth, resulting in dissatisfaction permeating their communities. Research from Jung et al. (2017) found that consumers espousing a liberal ideology, compared to those adhering to a conservative ideology, are more likely to complain about targeted organizations and challenge their seemingly nefarious business strategies. For instance, Antonetti and Anesa (2017) found that individuals with a conservative ideology are less likely to punish corporations for adopting tax evading strategies, but they are more likely to condemn such strategies. Additional research from Cronin and her colleagues (2012) also found that individuals who maintain a liberal perspective were prone to

confront targeted companies. Thus, Aggressive anti-consumers will retaliate, confront, and resist targeted companies. On the other hand, Agitative anti-consumers are more likely to spread negative word of mouth and express their dissatisfaction to their communities because of their tendency towards conservatism.

Alone and Arcane anti-consumers

Both the Alone and Arcane anti-consumer are characterized as embodying an independent self-construal but espousing different political ideologies (liberal and conservative). Alone anti-consumers possess a tendency of liberal political ideology while Arcane anti-consumers show a higher level of conservative political ideology. Due to their differences in political ideology, the two types of anti-consumers exhibit different anti-consumption behaviors.

Due to the characteristics of independent self-construal, both types of anti-consumers show egocentric behaviors (Markus and Kitayama 1991). Unlike Aggressive and Agitative anti-consumers, both Alone and Arcane anti-consumers place less emphasis on the detrimental societal impact of anti-consumption. That is, both Alone and Arcane anti-consumers are less harmful at the societal level due to their tendency towards independent self-construal. Instead of acting against targeted companies at a group (or societal) level, both Alone and Arcane anti-consumers prefer to act at an individual level.

Political ideology delineates the differences between Alone and Arcane anti-consumers. Alone anti-consumers who possess a tendency towards a liberal ideology are more likely to stop consuming products and services at will. On the other hand, Arcane anti-consumers may continue consuming products and services even if they recognize that the consumption of a certain product

is misaligned with their preferences due to their adherence to a conservative ideology. In other words, such consumption behaviors are driven by their past consumption patterns that prevent change.

The need for anti-consumer scale items

Anti-consumer researchers have acknowledged that the currently established scales for measuring anti-consumption are limited in their generalizability (Iyer and Muncy 2009). Perhaps one of the main reasons for the lack of generalizability is due to the variety of anti-consumption behaviors including boycotts (Herman 1993), non-consumption (Stammerjohan and Webster 2002), retaliation (Komarova Loueiro et al. 2018; Thomson et al. 2012), and sabotage (Kahr et al. 2016). While such anti-consumption behaviors can provide clear and detailed information about anti-consumption, explorations of the consequences associated with anti-consumption can be limited due to the inability of current scales to fully capture the concept of anti-consumers' tendencies. Additionally, there is a limited understanding of anti-consumption behaviors including switching behaviors or consumption behaviors without preferences. In other words, some anti-consumers purchase products despite having negative attitudes toward them, which cannot be precisely captured by the existing scale items. To address this gap, the current research focused on developing anti-consumer scale items for future researchers and marketing practitioners.

MEASUREMENT DEVELOPMENT

Overview of the Studies

Four studies are conducted to conceptualize and operationalize measures for the four types of anti-consumers outlined above, and test the impact of marketers' communication strategies (i.e., gain and loss-framed messages) on attenuating anti-consumption behaviors such as forgiving companies. The first study aims to develop questionnaire items representing Aggressive, Agitative, Alone, and Arcane anti-consumers. Based on the initial findings, the second study employs confirmatory factor analysis to assess the scales' psychometric properties. The third study distinguishes between anti-consumers and other related constructs including voluntary simplification, materialism, and experiential consumption. Finally, the fourth study aims to evaluate the effectiveness of marketing strategies, such as alternating between gain and loss framed messages, to reduce anti-consumer behaviors. This is accomplished by conducting a scenario based survey.

Study 1: Item Generation and Refinement

Study 1 is designed to create measurement items for Aggressive, Agitative, Alone, and Arcane anti-consumers, following the guidelines outlined in the scale development literature (DeVellis and Thorpe, 2021; Hinkin, 1995). The study consists of three stages: 1) Generation of an item pool through a review of the literature and open-ended responses from past literature measuring anti-consumers' tendencies, 2) Reduction of the items based on feedback from marketing faculty members and undergraduate students, and 3) Purification of the newly generated items through exploratory factor analysis.

Processes and Results

To operationalize the four aforementioned types of anti-consumers, the current research draws on the scale development literature (DeVellis and Thorpe 2021; Hinkin 1995). This methodology allows for developing reliable and valid scales to represent hypothetical latent constructs (Anderson and Gerbing, 1988). To generate potential scale items, the current research conducted a comprehensive literature review and created a series of surveys (Churchill 1979; DeVellis, 2016; Li, Edwards, and Lee 2002). Both construct reliability and convergent and discriminant validity are assessed during the item purification stage (Anderson and Gerbing 1988).

First, 121 scale items related to anti-consumption behaviors are collected. A Likert-type scale questionnaire is generated by reviewing past literature, examining the definitions and characteristics of each type of anti-consumer. The 121 scale items are then categorized into measures of aggressive (13 items), agitative (20 items), alone (12 items), and arcane (14 items) anti-consumers based on the author's judgment of face validity. For example, an item such as "I would be willing to expend effort to hurt the brand" is selected to represent aggressive anti-consumer behavior.

After the collection and categorization of anti-consumption related items, following the item generation step, three marketing researchers determine if the items are appropriate to examine anti-consumption behaviors (Churchill, 1979). In this stage, scale items that are indicated as "strongly disagree" are dropped. As a result, one scale item intended to measure the behaviors of an aggressive anti-consumer (e.g., I can place a fake order (or purchase) in order to run up business expenses), one scale item capturing the behavior of an alone anti-consumer (e.g., There are brands I will not buy on principle), and one item designed to measure the behavior of an arcane anti-consumer (e.g., I would use a product even if I dislike it) are deleted. A total of 56 items remained.

To check their content and face validity, the 56 identified items were then re-rated by a sample of 24 undergraduate students recruited from a large marketing course at a large public university in the southwestern United States. Two items from the scale attempting to measure aggressive anti-consumers' behaviors featuring scores "Strongly disagree" and "disagree" are eliminated from further consideration, examples of these items include: "I filed a lawsuit that asked for more than just damages" and "I would threaten an employee if the problem wasn't corrected." The 54 scale items were categorized into four distinct groups, aggressive (11 items), agitative (20 items), alone (12 items), and arcane (14 items).

Study 2: Exploratory and Confirmatory Factor Analysis

The objective of Study 2 is to further validate the anti-consumer scales. To do so, 317 Amazon Mechanical Turkers (following a 5:1 rule, as described by Carpenter, 2018; Hair et al., 2006) are recruited to evaluate the 54 selected scale items. Participants were asked to indicate the extent to which they agreed with each statement, with the order of appearance of each type of anti-consumer and the associated items randomized. Confirmatory factor analysis is then conducted using 297 responses (average age: 32.13; 43% female).

Twenty responses are deleted due to failure to complete the survey. With the collection of 297 responses from Amazon Mechanical Turk, several traditional statistical criteria for item inclusion are adopted. First, items are retained if their inter-item correlations were .50 or higher, as suggested by Wilson and Bellezza (2022). This criterion, however, may narrow the domain of the construct, as noted by Piedmont and Hyland (1993). To compensate for this, item-to-total correlations above .70 and average factor loadings greater than .40 were used as standards for an

item's inclusion in each of the emerging anti-consumer operationalizations (Anderson and Gerbing, 1988; Ondé and Alvarado 2020; Wilson and Bellezza, 2022). These criteria resulted in a thorough and more complete final set of items measuring anti-consumer behaviors. Next, Principal Axis Factoring with Varimax rotation using SPSS 28 is conducted. Traditional methods including an examination of a scree plot, the retention of factors with Eigenvalues greater than one, and the significance of Bartlett's Test of Sphericity resulted in the final set of scale items (see Table 2.1).

[insert table 2.1 about here]

Based on the findings from the exploratory factor analysis, a confirmatory factor analysis using AMOS 27 is conducted (Bagozzi and Yi 1988). The final model fit was excellent ($\chi^2 = 154.89$, $df = 146$, $p < .01$, $CFI = .99$, $TLI = .99$; $RMSEA = .02$). Previous research contains several recommended cut-off values for factor loadings to be used when determining if an item should be retained or deleted from an emerging construct operationalization, with some suggesting values of .30 (Costello and Osborne 2005) and others proposing values of .40 (Hinkin, 1995). In the confirmatory factor analysis stage, scale items with factor loadings under .40 were eliminated (cf., Brown 2015; Stevens 2009). Some researchers have argued that the cut-off values of .40 should be used when conducting an exploratory factor analysis. However, no distinction is made for when this cutoff value is appropriate or if it is acceptable for either EFA or CFA (Ondé and Alvarado 2020). The refined findings are shown in Table 2.2 (see Table 2.2)

[insert table 2.2 about here]

Study 3: Concurrent Validity

Study 3 aims to assess the convergent and discriminant validity of the newly developed operationalizations of the anti-consumer scales by examining their relationship with other related constructs. The study explores the possible relationships between anti-consumption, deceleration, materialism, and experiential consumption.

First, I examined the relationship between anti-consumption and deceleration, also known as voluntary simplification. Consumers who are exhausted by the fast pace of life and willing to engage in slow forms of consumption are considered decelerated consumers (Husemann and Eckhardt, 2019). The concept of deceleration is related to the alone anti-consumer scale, as both involve a slower and more mindful approach to consumption. The concept of voluntary simplification, in which people resist fast-paced consumption and reduce their consumption to minimize stress (Iyer and Muncy, 2009), is also included in this study. The scale items for voluntary simplification include: 1) making efforts to buy products made from recycled materials, 2) following the philosophy "waste not, want not," and 3) trying to recycle as much as possible (Iyer and Muncy, 2009).

Second, materialism is also included in this study. Materialism is a philosophical concept that explains a consumer's devotion to acquiring material items to fulfill their needs and desires (Richins and Dawson, 1992). In other words, materialism suggests that happiness can be achieved through the acquisition of products (Richins and Dawson, 1992). Given that materialism is the opposite of anti-consumption, I hypothesize a negative relationship between materialism and anti-consumption. Examples of items from the materialism scale are 1) I admire people who own expensive homes, cars, and clothes, 2) It sometimes bothers me quite a bit that I can't afford to buy

all the things I'd like, and 3) I like to own things that impress people (Griffin, Babin, & Christensen, 2004).

Lastly, experiential consumption is also included in the study. Although there is a lack of research examining the relationship between experiential consumption and anti-consumption, a few studies have found that experiential consumption is negatively related to minimalism (e.g., Wilson & Bellezza, 2022). This finding suggests that consumers who belong to the anti-consumption group may also have an aversion towards experiential consumption. Examples of experiential consumption scale items are: 1) In general, if I have extra money, I am likely to spend it on a life experience, 2) When I want to be happy, I am more likely to spend my money on activities and events, and 3) I generally spend more money on life experiences than on possessions.

Process

A survey with 290 respondents is administered to test the concurrent validity between the newly devised measures of anti-consumption, voluntary simplicity, materialism, and experiential consumption. After agreeing to participate in the survey, respondents are required to answer the questionnaire items. The ten-item Aggressive anti-consumer scale, four-item Agitative anti-consumer scale, four-item Alone anti-consumer scale, and six-item Arcane anti-consumer scale are adopted from study 2. Furthermore, a three-item Voluntary simplicity scale (Iyer and Muncy 2009), six-item Materialism scale (Griffin, Babin, and Christensen 2004), and a three-item Experiential consumption pattern scale (Wilson and Bellezza 2022) are randomly interspersed throughout the survey instrument. I also include attention check items (“Please select agree on this

statement if you are reading”) in the survey. Finally, I collect basic demographic information from the respondents, including their gender, age, income, and ethnic backgrounds.

Results

Twelve respondents who failed the attention check were excluded from the analysis. To assess concurrent validity, I compared the AVE for each scale with the squared multiple correlations between constructs (Fornell and Larcker 1981) using a sample containing 278 respondents. Prior to testing for concurrent validity, I dropped one of the Agitative anti-consumer scale items because its factor loading is lower than the recommended .40 threshold (Hinkin, 1995). As Table 2.3 shows, the square root of the AVEs exceeded the correlations except for those of some of the measures. That is, the correlations among voluntary simplicity, materialism, and experiential consumption are higher than the square root of the AVEs.

In addition, a correlation analysis showed that the anti-consumer scales are significantly related to the other anti-consumer scales. As I described earlier in Essay 1, some anti-consumers are theoretically related, as a result of the fact that they were devised based on self-construal and political ideology.

Study 4: Marketing Strategies

Differentiating between Aggressive and Agitative anti-consumers is theoretically and managerially important. First, these two types of anti-consumers can affect organizations’ revenues differently. To be more specific, Aggressive anti-consumers who engage in boycotts and

retaliation can harm organizations directly (Takayanagi, 1932). For instance, a study from Pruitt and Friedman (1986) found that boycotts can have an immediate and profound effect on company's stock prices. On the other hand, Agitative anti-consumers who spread negative word of mouth can damage organizations indirectly. That is, negative word of mouth can reduce consumers' trust and perceptions of fairness, which can harm organizations in the long term (Casidy and Shin 2015). Second, delineating between these two distinct types of anti-consumers facilitates the development of effective marketing strategies such as creating both gain and loss framed messages, which have the potential to appease anti-consumers. The current study assumes that Aggressive and Agitative anti-consumers attenuate their behaviors differently depending on gain and loss framed messages (Septianto et al. 2019).

Research Design

Based on the scales that have been developed through the previous studies, Study 4 is designed to examine the effectiveness of marketing strategies, such as alternating marketing communications between gain and loss framed messages to counteract against the potentially deleterious effects of anti-consumers. The fourth study is conducted with a scenario-based survey. To be more specific, we adopted a scenario from the past literature (Septianto et al. 2019) to test the effectiveness of gain and loss framed messages on attenuating both Aggressive and Agitative anti-consumption behaviors.

Message Pretest

Prior to conducting study 4, the current research tested if the messages represent a gain (vs. loss) for consumers. “If you forgive us (vs. don’t forgive us), we will (vs. won’t) be able to continue our research to make a safer phone, and we can continue to support (may have to stop supporting) local charities,” is an example of a gain (vs. loss) framed message.

Two marketing Ph.D. students voluntarily provided ideas on message development and subsequently reviewed the messages. Nine-teen undergraduate students also indicated that an example of a gain-framed message represents a gain (i.e., saving and earning) (Average = 3.90), rather than a loss (Average = 3.70), while an example of a loss-framed message represents a loss (Average = 5.70) compared to that of a gain (Average = 3.50).

Sample and Procedures

Two hundred and thirty-three (Average age = 31, 51% female) survey respondents, including undergraduate students from a large South American university and Amazon Mechanical Turk workers, took part in this study in exchange for extra credit and financial rewards, respectively. Six participants were excluded from the analysis due to the fact that they submitted incomplete surveys.

To begin, participants are asked to read a scenario about a phone catching fire, adapted from a consumer report about phone fires caused by batteries. After reading the short article, they are asked to share their opinions in an open-ended question. Next, participants are asked to indicate their scores on both the Aggressive ($\alpha = .89$) and Agitative ($\alpha = .88$) anti-consumer scales, which are adopted from previous studies. After responding to the anti-consumer scales, one of two

different messages is randomly shown to participants. Then, participants are asked to rate their level of consumer forgiveness ($\alpha = .74$) using a scale developed by Tsarenko and Tojib (2012). Examples of items on the consumer forgiveness scale include 1) I will continue my relationship with this brand, 2) I will make an effort to be friendly in my future interactions with this brand, and 3) I will end my relationship with this brand. Prior to finishing the survey, participants were asked to answer an abbreviated version of the PANAS ($\alpha = .93$) as refined by Thompson (2007), as well as several demographic questionnaire items. This negative emotion semantic differential scale is anchored by polar opposites including afraid, nervous, hostile, ashamed, and upset.

Analysis and Results

First, an independent samples *t*-test is conducted to compare the anti-consumption tendencies for both Aggressive and Agitative anti-consumers. Aggressive anti-consumers indicate significantly higher scores on the Aggressive anti-consumer scale ($M = 5.14, SD = .89, p < .01$) compared to the Agitative anti-consumer scale ($M = 4.48, SD = 1.32$). On the other hand, Agitative anti-consumers score higher on the Agitative anti-consumer scale ($M = 5.43, SD = 1.21, p < .05$) compared to the Aggressive anti-consumer scale ($M = 4.72, SD = .94$). Next, using consumer forgiveness as the dependent measure, I explored the relationship between anti-consumers and consumer forgiveness with SPSS 24 PROCESS 4.1 Model 1. The results revealed a non-significant two-way interaction ($F(1, 215) = 2.40, p = .12$) between anti-consumers and message type. In addition, negative emotions do not significantly affect consumer forgiveness ($p > .05$).

Aggressive anti-consumers ($N = 74$) showed a stronger tendency towards consumer forgiveness when they received a gain-framed ($M = 4.13$) compared to a loss-framed message (M

= 4.07) at a marginally significant level ($p = .10$, LLCI = $-.03$, ULCI = $.37$). The results from a Johnson-Neyman analysis visually depict the effects of message types (1 = gain-framed message, 2 = loss-framed message). Interestingly, the results reveal that the level of consumer forgiveness is higher for aggressive anti-consumers, especially among those who possess a stronger tendency towards aggressiveness when they receive a loss-framed message (See Figure 2.2).

[insert figure 2.2 about here]

Agitative anti-consumers ($N = 153$) showed a stronger tendency towards consumer forgiveness when they received a loss framed message ($M = 4.13$) compared to a loss framed message ($M = 4.10$), but at a non-significant level ($p > .05$, LLCI = $-.11$, ULCI = $.32$). Similar to what was done in the previous analysis, the results from a Johnson-Neyman analysis visually depicted the effects of message types (1 = gain-framed message, 2 = loss-framed message) on consumer forgiveness. The results reveal the level of consumer forgiveness is higher for agitative anti-consumers, especially among those who possess a stronger tendency towards aggressiveness when they receive a loss-framed message. Surprisingly, the effects from both gain- and loss-framed messages on consumer forgiveness were found to be lower for an individual with stronger Agitative anti-consumer tendencies (See Figure 2.3).

[insert figure 2.3 about here]

Study 4 Discussion

Study 4 examines the interaction effect between anti-consumers (i.e., Aggressive and Agitative anti-consumer) and message type (i.e., gain- and loss-framed messages) on consumer

forgiveness. Although the results are not statistically significant, the finding implies that communicating with different message types can potentially be an effective marketing strategy to reduce anti-consumption behaviors. Specifically, communicating with a gain-framed message is recommended to attenuate Aggressive anti-consumers' behaviors in general. However, it is also important to note that a loss-framed message can represent a more effective remedy for reducing the deviant behaviors associated with a stronger level of Aggressive anti-consumer tendencies. On the other hand, using a loss-framed message can be an effective strategy for marketing practitioners in attenuating stronger Agitative anti-consumption tendencies, while using a gain-framed message is suggested as an antidote to attenuate the negative actions potentially taken against firms by an individual with a weaker Agitative anti-consumption tendency.

GENERAL DISCUSSION

In the research presented, I conceptualize Aggressive, Agitative, Arcane, and Alone anti-consumers and validate Likert-type measurement scales to assess these constructs. More specifically, by drawing on the literature to identify scale items (DeVellis and Thorpe 2021; Hinkin 1995), in conjunction with conducting exploratory factor analysis, reliability assessments, and construct validation, the current research proposes that two dimensions, self-construal and political ideology, are fundamental in the development of anti-consumers. We also provide an empirical demonstration of the usefulness of leveraging marketing strategies, gain and loss framed messages, in an effort to mitigate Aggressive and Agitative anti-consumption behaviors, respectively.

THEORETICAL AND PRACTICAL IMPLICATIONS

This work adds several theoretical contributions to anti-consumer research. First, past literature on anti-consumption has examined a variety of types of anti-consumption behaviors such as boycotts (Herman 1993), non-consumption (Stammerjohan and Webster 2002), rebellion (Dobscha 1998), resistance (Fischer 2001), retaliation (Johnson et al. 2011; Komarova Loueiro et al. 2018), and sabotage (Kahr et al. 2016). While past studies have focused on examining such anti-consumption behaviors, less attention has been paid to understanding how group level anti-consumption behaviors are developed (Iyer and Muncy 2009; Muncy and Iyer 2021). We have tried to demonstrate that both self-construal and political ideology are aligned with group level anti-consumption behaviors.

Moreover, rather than examining the specific type of behaviors (e.g., rebellion, resistance, and negative word of mouth), the development of operationalizations for our constructs will allow researchers and marketers to determine if anti-consumers actively engage in behaviors such as boycotts and rebellion or passively join in spreading negative word of mouth. Moreover, the research presented allows researchers to understand the importance of self-construal and political ideology in differentiating between active and passive anti-consumers.

Anti-consumers are often considered to be the most detrimental type of consumers because of their ability to inflict harm on organizations. To avoid such harmful consumers, sometimes, organizations such as Meta and Dunkin' Donuts rebrand their organizations, which can potentially lead organizations to experience risks and barriers to maximize their profits (Miller, Merrilees, and Yakimova, 2014). Instead of implementing radical changes to placate anti-consumers, our research suggests that marketing managers should consider the effects of communication strategies,

applying gain and loss framed messages, to mitigate the anti-consumption behaviors of Aggressive and Agitative anti-consumers, respectively. Therefore, marketing managers should consider using gain- and loss- framed messages interchangeably to mitigate anti-consumption behaviors. Specifically, I recommend that marketing practitioners communicate with a gain-framed message to mitigate Aggressive anti-consumer behaviors in general. However, it is also important to note that a loss-framed message can be more effective to attenuate stronger Aggressive anti-consumption behavior. On the other hand, to reduce Agitative anti-consumption tendencies, I recommend using a loss-framed message to attenuate stronger Agitative anti-consumption tendencies while using a gain-framed message to reduce an individual with a lower level of Agitative anti-consumption tendency.

More generally, our research is also useful for marketing managers who wish to understand anti-consumers for segmentation purposes. Having a clear understanding of the conceptual underpinnings of anti-consumers and in developing marketing communication strategies are useful tools to engage anti-consumers. That is, the meaningful factors associated with anti-consumers, which are self-construal and political ideology, can help managers to leverage marketing strategies to mitigate their behaviors by measuring consumers' levels of Aggressive and Agitative anti-consumption tendencies.

LIMITATIONS AND FUTURE RESEARCH

While the current research develops measures for both Aggressive and Agitative anti-consumers based on self-construal and political ideology, it sets the stage for future research. First, future research is needed to investigate how changes in the environment can aid in the development

of anti-consumer behaviors. For example, supporting members of the LGBTQ+ (lesbian, gay, bisexual, transgender, and questioning) community and other arguably marginalized consumer segments, as well as organizational characteristics (i.e., exciting brands) can affect anti-consumption behaviors (Shepherd, Chartrand, and Fitzsimons, 2021). Shepherd and his colleagues (2021) found that conservative consumers can perceive congruency between themselves and exciting brands, although such organizations may actually better represent the lifestyles and beliefs associated with the LGBTQ+ community. In addition, events in the external environment, including the advent of the COVID-19 pandemic, have the potential to change consumers' ideology. Goldsmith and Lee (2021) stated that conservative individuals are less likely to comply with mandatory mask wearing, as they value their personal freedoms. Investigating these environmental changes and their impact on consumers' behavioral changes, especially on anti-consumption behaviors, can add to our understanding of anti-consumption behaviors in general.

Exploring the additional behavioral consequences associated with anti-consumption behaviors could also be a productive avenue for future research. For instance, there is a good possibility that anti-consumers will actually purchase targeted products and services. We see some evidence of this notion in that some consumers rate low satisfaction with targeted companies, but they still patronize these firms. That is, exploring consumption behaviors among anti-consumers might represent an interesting area to investigate in the near future.

Lastly, examining how and why gain- and loss-framed messages can attenuate anti-consumer behavior would be fruitful. Although the current research was not able to find a statistically significant interaction effect between anti-consumerism and message type, I found that the message had partial statistical significance. Based on this finding, future researchers can re-

test the effects of the message, as well as explore the underlying mechanisms to understand the effects of message type at a deeper level.

In conclusion, the current research identifies valid and reliable anti-consumer scale items. Based on the concept of self-construal and political ideology, we develop and test a set of anti-consumer scale items. In addition to the creating scale items, I also tested if gain- and loss- framed messages attenuate anti-consumers' behavior. Finally, future research should continue to examine how factors in the external environment (i.e., changes in the brand based on ideology and natural disasters) and additional marketing strategies can affect anti-consumption behaviors.

**I DIDN'T LIKE IT, SO I SWITCHED IT: THE INTERACTION BETWEEN SELF-
CONSTRUAL AND POLITICAL IDEOLOGY ON SWITCHING BEHAVIOR AMONG
ANTI-CONSUMERS**

ABSTRACT

The current research sheds light on how anti-consumers can benefit organizations through product switching behaviors. To be more specific, the current paper explores how and why anti-consumers increase their product switching intentions, which leads them to increase their consumption of alternative brands. In particular, the current research posits that anti-consumers with a tendency towards both interdependent and independent self-construal and liberal (vs. conservative) ideology are more likely to switch brands from the targeted to an alternative brand. That is, both types of self-construal, interdependent and independent self-construal, lead consumers to avoid the social- and self-risk associated with purchasing products, respectively, whereas individuals espousing a liberal ideology will exhibit increased switching behaviors. The current essay contributes to the anti-consumer literature by suggesting that anti-consumers can increase their purchasing behavior through switching products and services. In addition, by priming a liberal ideology, such as through shifting an anti-consumer's social paradigm and position on political issues, marketers can appeal to anti-consumers.

Keywords: Anti-consumer, Self-construal, Political ideology, Identity, Emotion

INTRODUCTION

Many consumers are obsessed by the prospect of possessing certain products (Wilson and Bellezza 2021). However, recent research indicates that consumers protest against what they perceive of as injustice in an attempt to transform their lives (Schmitt, Brakus, and Biraglia 2021), and seek out opportunities to escape their lives (Husemann and Eckhardt 2019). These consumer movements imply that a growing number of consumers are choosing not to consume products. Along with the revitalization of the consumerist movement, marketers have made an effort to satisfy the consumer's need to right social wrongs. For instance, Patagonia advertises itself as an activist company, while Apple promotes simple products to assist consumers in achieving their goal of life simplification. These strategies imply that marketers make an effort to more mindfully maximize their profits, although many consumers have chosen to reduce their consumption.

Anti-consumers are defined as consumers who are not willing to consume products and services (Cherrier, 2009; Lee and Ahn, 2016; Piacentini and Banister, 2009). To understand their consumption behaviors, marketing scholars have focused on examining the potential reasons as to how and why anti-consumers are less likely to purchase certain products and services. A variety of reasons such as a negative relationship with brands, brand (or product) identity incongruity, and negative emotions (Cheerier 2009; Lee and Ahn 2016; Piacentini and Banister 2009) are prominent findings of why consumers do not purchase products. Additionally, considerable research shows that there are a variety of such anti-consumer behaviors. Examples of anti-consumption behaviors include boycotts and protests (Herman 1993), anti-social movements (Zavetoki 2002), and non-consumption (Stammerjohan and Webster 2002). Likewise, the literature implies that

understanding the anti-consumer is important given the potentially damaging effects that they can have on the firm's image, as well as the myriad of factors influencing their behaviors.

Recent studies explore broader mechanisms regarding how and why consumers have chosen to abstain from purchasing products (e.g., Schmitt, Brakus, and Biraglia 2021; Wilson and Bellezza, 2021). To be more specific, decelerating culture has been shown to cause consumers to slow their consumption cycles (Husemann and Eckhardt 2019), while consumers' adherence to a particular political ideology has been found to be associated with anti-consumption behavior (Crockett 2017; Crockett and Wallendorf 2004; Ordabayeva and Fernandes 2018). As an example, a study from Ordabayeva and Fernandes (2018) found that a conservative (and a liberal) ideology leads consumers to distinguish themselves from others vertically (and horizontally) in the social hierarchy. Likewise, the finding implies that societal (i.e., self-construal) and ideological (i.e., political ideology) factors play an important role in shaping the anti-consumer's behavior.

Ironically, recent marketing examples show that anti-consumers do not always react through consumption reduction, but instead can respond with increased consumption behaviors. For instance, a group of anti-consumers increased their stock purchasing behaviors in an effort to confront socially irresponsible hedge funds (Bloomberg 2020). An additional example shows that consumers visit Walmart although they hate to spend their money there (Nietd 2021). Such examples imply that there are cases of increasing consumption patterns among anti-consumers. Based on the importance of understanding the anti-consumer's behavior and recent evidence of their capricious nature, the current research attempts to fill the gap by answering the following question: What causes anti-consumers with different levels of both self-construal and political ideology to increase their switching consumption behavior?

The current research posits that anti-consumers with a tendency towards both an interdependent and an independent self-construal and a liberal (vs. a conservative) ideology are more likely to switch brands from a targeted to an alternative brand. That is, anti-consumers increase their consumption by switching from products (or brands), which they have purchased in the past, to products, which represent viable product substitutes. The current manuscript posits that this is because of the tendency of risk avoidance among anti-consumers adhering to both an independent and interdependent self-construal and a liberal ideology. To be more specific, both interdependent and independent self-construal lead consumers to avoid risks (i.e., threats), respectively, which makes them switch to alternative products. Additionally, this effect would be amplified for consumers espousing a liberal ideology.

The current essay contributes to the literature on anti-consumption in two ways. First, it suggests that anti-consumers can increase their purchasing intentions by switching their products and services. Specifically, by simultaneously focusing on the individual tendencies of both self-construal and political ideology, the current paper indicates that the interaction between self-construal and a liberal ideology can lead consumers to switch their products and services. Second, practically, the paper implies that marketers can find an opportunity to increase their sales by identifying anti-consumers of companies that produce substitutes. In this regard, marketers can appeal to anti-consumers by highlighting their espousal of liberal ideologies, and thus position the firm such that its image aligns with anti-consumers' social value.

LITERATURE REVIEW

Anti-consumption

The term anti-consumer refers to consumers who are not willing to consume particular products and services (Cherrier 2009; Lee and Ahn 2016; Zavestoski 2002). Thus, anti-consumption represents a willful and voluntary decision not to consume (Iyer and Muncy 2009; Lee and Ahn 2016; Zavestoski 2002). The literature suggests that anti-consumption is manifested in a variety of types of behaviors including consumer resistance (Cherrier 2009; Zavestoski 2002), complaints (Jung, Garbarino, and Wynhausen 2017), and boycotts (Jost, Langer, and Singh 2017). Likewise, such types of behaviors imply that anti-consumption is an important area to explore because these behaviors represent a potential source of harm to organizations.

Past research that has focused on exploring the reasons why anti-consumers are less likely to consume products can be partitioned into two different views, the micro and macro view. The micro approach to understanding anti-consumption has focused on examining an individual's motivations of how and why they are not willing to consume. For instance, anti-consumers are less likely to purchase identity-incongruent (Lee et al. 2009), environmentally harmful (Black 2010), non-prosocial (Piacentini and Banister 2009), and(or) negatively experienced products (Anime 2008; Varman and Belk 2009). That is, unlike non-materialists, who merely avoid consumption, anti-consumers are intentional about not consuming certain products and services (Lee and Ahn 2016).

In contrast with the micro aspect, the macro approach views the reasons underlying anti-consumption behaviors from two different angles, societal and ideological. First, the societal approach explores the relationship between an individual's instinctive aversion to conformity,

which represents their reaction against the dominant social paradigm (Kilbourne 2004), and anti-consumption. To be more specific, the currently installed dominant social paradigm suggests that systemic inequalities exist in our society, leading more socially aware consumers to seek to redress this through their anti-consumption behavior (Cherrier 2009). Again, the finding implies that the consumer's basic nature of opposing domination increases the likelihood of the emergence of anti-consumption tendencies (Foucault 1990).

The second component of the macro perspective posits that the changes in consumers' ideology and the resulting impact on their anti-consumption behaviors are a consequence of societal development. That is, the increasing pace of societal change results in cognitive and emotional exhaustion, which decelerates consumption behavior (Husemann and Eckhardt 2019). In other words, the rapid societal transformation has engendered anti-consumption tendencies. Similarly, another study from Wilson and Bellezza (2021) also provides the insight that consumers are starting to display what they describe as a monochromatic life, which is characterized by minimalism. Taken together, past literature provides evidence that the macro approach, which recognizes the pervasive societal and ideological changes that abound, leads to the transformation from consumerism to anti-consumerism.

Whereas the macro approach considers ongoing societal and ideological changes, the current research attempts to deepen our insights into how societal and ideological concepts can lead anti-consumers to abstain from purchasing products. Specifically, exploring political ideology as an individual's worldview and self-construal as an individual's perception of their relationship to society might provide a window into understanding anti-consumption behaviors. A few studies provide evidence that both self-construal and political ideology are appropriate concepts for

understanding anti-consumers' behavior. First, a study from Fifita, Smith, and Fernandez (2015) found that an independent self-construal results in a tendency to resist a friend's consumption persuasion by defining their unique identity, which increases the individual's confidence to have viewpoints that differ from that of their friends. Second, another study from Ordabayeva and Fernandes (2018) found that political ideology shapes individuals to differentiate their consumption behaviors from those of their social groups, which leads consumers not to purchase certain types of products. In this sense, both self-construal and political ideology are appropriate concepts that should be examined in the anti-consumption literature. Next, the related literature on self-construal and political ideology are reviewed and hypotheses are developed.

Self-construal and Switching behavior

Self-construal refers to the concept of how individuals consider themselves embedded within the greater society (Markus and Kitayama 1991). Self-construal implies that individuals maintain one of two different tendencies, independent and interdependent self-construal, which result in two distinct types of individual behaviors. Specifically, individuals with a higher tendency towards interdependent self-construal consider themselves to be an active and engaged member of the broader society, which makes them value reference groups and their group goals, while individuals with a higher tendency towards independent self-construal look at themselves as a unique identity. In this case, consumers are motivated to pursue personal values (e.g., goals), rather than those of a reference group (Markus and Kitayama 1991).

Self-construal is a pivotal concept in explaining human behaviors. Past literature has found that individuals behave differently depending on the perceived linkages between themselves and the social groups (e.g., communities, friends) to which they aspire to belong. For instance, self-construal explains human behaviors related to expressions of the self and their social identity (e.g., Mandel 2003; White, Argo, and Seungupta 2012; White, Simpson, and Argo 2014). A study from White et. al (2014) found that adherence to an interdependent self-construal leads individuals away from their reference groups when they are perceived of as threats. Similarly, research on emotions also found that emotional reactions vary depending on the consumer's level of self-construal (e.g., Piantentini and Banister 2009; Updegraff and Sub 2007). For example, Dahl et al. (2001) discovered that embarrassment plays an essential role in a public setting to evoke an interdependent self-construal, which results in an increased tendency towards risk-avoidance.

Most importantly, the current research posits that self-construal affects anti-consumption behavior. As is discussed earlier, anti-consumers are less likely to purchase products if the products in question do not fit with the consumer's identity (e.g., Cherrier 2009; Lee et al. 2009). Along with this finding, research from Mandel (2003) indicates that a consumer with an interdependent self-construal is less likely to purchase products that violate social norms. Similarly, other research shows that individuals with an interdependent self-construal are less likely to purchase products that do not represent the consumer's identity (White, Argo, and Seungupta 2012; White, Simpson, and Argo 2014). Likewise, the literature provides evidence that self-construal is related to anti-consumption behaviors, especially when the consumer's product choice is related to their identity.

Previous research suggests that consumers maintain a number of products in their considerations sets (Morgan and Dev 1994), and that their linkage to their identity represents an

important antecedent of consumer switching behavior (Choi 2010). Given past findings, it is also important to note that consumers would naturally have alternative product and service choices in their minds. For instance, a study from White et al. (2014) found that consumers can cognitively switch their reference group, especially when in the presence of a viable alternative social group to which they could belong. In other words, consumers may choose products that are related to other groups' identities. In this sense, it is reasonable to assume that:

H1: *Self-construal positively affects consumers' switching behavior if they are presented with a substitute choice in the context of anti-consumption.*

Self-construal causes individuals to avoid risk. Past literature has shown that an interdependent self-construal provides individuals with a signal for avoiding risks, mainly as a result of their inclination towards social awareness (e.g., concern for others) and their desire to protect their social identity (e.g., Dahl, Manchanda, and Argo 2001; Li et al. 2021; Mandel 2003; Wang and Sudino 2011). For example, Dahl et al. (2001) observed that purchasing embarrassing products (e.g., condoms) plays an essential role in a public setting for invoking an interdependent self-construal. Similarly, Mandel (2003) found an increase in risk averse product choices from those embodying an interdependent self-construal if the choice is related to social relationships. Further, past literature has shown that a consumer's product choice can be switched from one preferred by their reference group to one preferred by an alternative group if the individual's interdependent self-construal is ideologically threatened (White, Simpson, and Argo 2014).

While interdependent self-construal helps consumers to avoid the risk of harming their social identity, independent self-construal activates consumers to avoid risk in terms of their self-identity (e.g., Ma and Yang 2010). In general, those maintaining an independent, compared to an interdependent, self-construal focused on benefiting the self (Ma and Yang, 2010), and showed a greater tendency towards self-differentiation from others to protect their unique identity (Escalas and Bettman 2005). That is, consumers with a greater tendency towards independent self-construal reduced their connection with a product if the product is negatively perceived of by their reference group (Escalas and Bettman 2005). Overall, the findings imply that both consumers with an interdependent and independent self-construal avoid certain types of risk, which can affect their consumption choices. Based on the implications of past findings, the current research assumes that both interdependent and independent self-construal increase consumers' switching behaviors in an effort to avoid risk.

H2: *Risk avoidance mediates the relationship between self-construal and switching behavior with a substitutable product option in the context of anti-consumption.*

Political Ideology

Political ideology refers to the set of attitudes, including cognitive and affective, that explains how society should be organized in order to achieve social justice (Crockett and Wallendorf 2003; Jost 2006; Kidwell, Farmer, and Hardesty 2013). As such, political ideology is a central part of an individual's identity that can shape their life goals and consumption behaviors (Jost et al. 2003; Ordabayeba and Fernandes 2018). With the acknowledgment from the past

literature that political ideology plays a vital role in influencing consumer behavior, researchers have explored how political ideology affects consumer behavior. For example, political ideology affects sustainable consumption via message fluency (Kidwell et al. 2013), distinctive consumption via social justification (Ordabayeva and Fernandes 2018), tendency to complain via system justification (Jung et al. 2017), and other types of behaviors.

The distinction between conservatism and liberalism is important to understand for consumer research because this polarization differentiates among individuals' behavior systematically (Jost et al. 2003; Kidwell et al. 2013; Ordabayeva and Fernandes 2018). For instance, Jost et al. (2003) identified the predictors of individual political ideology. According to this study, individuals with a more conservative nature tend to experience higher levels of perceived anxiety, ambiguity avoidance, need for order, and fear of threats and losses. On the other hand, individuals with a tendency towards liberalism show a higher level of openness to experience and uncertainty tolerance (Carney et al. 2009; Han et al. 2019; Jost et al. 2003; Khan, Misra, and Singh 2013).

In consumer research, political ideology is discussed as the heart of consumer behavior because it helps in understanding consumers' distinct preferences (Crockett and Wallendorf 2004; Jung et al. 2017; Ordabayeva and Fernandes 2018; Varman and Belk 2009). The findings from a recent study suggest that political ideology plays an influential role on anti-consumption behaviors (e.g., Pecot, Vasilopoulou, and Cavallaro 2021). To be more specific, political extremism (Pecot et al. 2021) and the geographic concentration of certain political ideologies (Varman and Belk 2009) are factors that can increase consumers' propensity towards anti-consumption. As an example, different tendencies toward political ideology can lead consumers to different levels of

justification, which leads individuals with a conservative ideology to reduce their willingness to complain (Jung et al. 2017). A study from Ordabayeva and Fernandes (2018) found that a conservative (vs. liberal) ideology leads consumers to differentiate themselves from others vertically (vs. horizontally) in the social hierarchy. That is, conservative consumers are less likely to purchase products from different social classes. Additionally, other factors including the incongruence between political ideology and message appeal (Kidwell, Farmer, and Hardesty 2013) and charities' misalignment between political ideology and moral identity (Winterish, Zhang, and Mittal 2012) can lead consumers not to consume or donate. Likewise, past literature provides evidence that a misalignment between political ideology and product identity can lead consumers not to consume products and services.

Several disciplines across the social sciences have found that the relationship between political ideology and risk avoidance, including risk taking and aversion in different domains (e.g., Choma et al. 2013; Christensen et al. 2015; Stewart, Gulzib, and Morris 2019; Tybur et al. 2015; Tybur et al. 2016), leads individuals espousing a conservative ideology not to consume products. To be more specific, conservatives react to social threats (e.g., climate change and handguns) more sensitively, while liberals react to personal threats more sensitively (Choma et al. 2013). As an example, a recent survey by the Pew Research Center (2020) reveals that only 41 percent of Republicans consider economic inequality to be a major issue, compared with 78 percent of Democrats.

The current research posits that anti-consumers with a tendency towards both interdependent and independent self-construal and liberal (vs. conservative) ideology are more likely to switch brands from the targeted to an alternative brand. In other words, both

interdependent and independent self-construal lead consumers to avoid the social- and self-risks, respectively, associated with purchasing products, and switching behaviors will be amplified among individuals with a liberal ideology. The current manuscript acknowledges the prior research findings that a liberal, compared to a conservative, ideology is related to variety seeking and hence incentivizes product trial (i.e., Carney et al. 2008; Han et al. 2019; Lee et al. 2010). In other words, the findings provide support for the idea that conservatism increases consumers' likelihood of accepting the present, whereas liberals embrace change (Jost et al. 2003; Han et al. 2019). Therefore, it is reasonable to assume that:

H3: *The relationship between independent self-construal and switching behavior with a substitute choice is strengthened among consumers with a liberal ideology, compared to a conservative ideology.*

The hypotheses are summarized in Figure 3.1 (See Figure 3.1). The current study assumes that consumers espousing a conservative ideology show a reduced tendency towards switching behavior. Research suggests that this is due to conservatives' reduced levels of openness to experience (Jost et al. 2017). For instance, the literature shows that individuals with a stronger adherence to a conservative ideology choose not to take vaccines nor to have their children vaccinated (Baumgaertner et al. 2018). In other words, consumers with a conservative ideology are less likely to engage in switching behaviors, but they are more likely to stop consuming products.

[insert figure 3.1 about here]

METHOD

Overview of Studies

Two studies are conducted to examine the impact of self-construal on switching behavior. Study 1 captures the relationship between self-construal and switching behavior among anti-consumers. Based on the findings from study 1, study 2 experimentally manipulates self-construal and examines switching behavior, and investigates how political ideology can strengthen such a relationship.

Study 1 Anti-consumers and Switching Behavior

Overview

The main goal of study 1 is to examine the relationship between self-construal and switching behavior (Hypothesis 1 and 2). Specifically, we collect survey data from undergraduate students from across the United States. To test hypothesis 1, a two-step analysis, combining confirmatory factor analysis and structural equation modeling was conducted.

Sample and Procedures

Based on an agreement with instructors, two hundred and ninety-eight undergraduate students across the United States including Texas, Indiana, Wisconsin, and North Carolina took a 20-minute survey. By limiting the survey to only 20 minutes in length, respondent fatigue will be minimized (Hair et al., 2010). Participants elect to take part in the online survey based upon their

agreement to do so. The survey presents respondents with minimal risk, and extra credit is provided as a reward (i.e., 2 percent of the total course grade) to incentivize participation (Hair et al., 2010).

First, based on their agreement to participate in the study, participants started off reporting their self-construal scores. Next, participants are reminded of their past experiences of a product that they do not like. They were also asked to write three reasons for why they dislike the product that they wrote down. By cataloguing the reasons behind their anti-consumption, participants would be primed to think in terms of anti-consumption. Then, their tendency towards risk avoidance is measured. Next, the participants were asked to write whether they can think of substitutable products and their intentions to switch to a different product that they dislike. Prior to finishing the survey, participants were asked to provide demographic information.

Measures

The survey includes items that are adopted from past studies, measured using a seven-point Likert scale (1 = “strongly disagree” to 7 = “strongly agree”).

Self-construal While Singelis and Sharkey (1995) provided original scale items for measuring self-construal, the current research adapts a self-construal scale from D’amico and Scrima (2016) whose scale contains relatively fewer items than that of Singelis and Sharkey (1995). The shorter version of the scale might reduce respondent fatigue. A ten-item scale is used to measure self-construal in this study. Some example items are “I do my own thing, regardless of what others think,” and “I often have the feeling that my relationships with others are more important than my own accomplishments.”

Risk Avoidance A risk avoidance scale was adopted from Meertens and Lion's (2008) study. A four-item scale is used to measure risk avoidance in this study. Some example items are "I do not take risks with my safety," and "I take risks regularly."

Switching Intention A switching intention scale was adapted from Hsu's (2014) study. Examples of some of the switching intention items used include: "I am considering switching from my current product soon," "The likelihood of me switching to another product is high," and "I am determined to switch to another product."

Data Analysis

From the total sample of 298, I deleted 54 respondents because they replied that they are not able to think of substitutable products. A total of 244 (Female = 59%) respondents are used to test the hypotheses. To proceed with the analysis, first, a confirmatory factor analysis is conducted. To conduct the confirmatory factor analysis, I used AMOS 16 (Anderson and Gerbing 1988). Next, I also verified that Cronbach's alpha exceeds the recommended .70 threshold (Bagozzi and Yi 1988; Nunally 1978; Nunally and Bernsein 1994) to see if the measures are reliable. Then, support for convergent validity is provided by the average variance extracted for each construct exceeding the recommended critical value of .50 (Fornell and Larcker 1981). Finally, the model should exhibit appropriate fit indices, as suggested by Bagozzi and Yi (1988). Then, I proceeded to conduct a structural equation modeling analysis to test the substantive hypotheses.

Confirmatory Factor Analysis

SPSS 26 and AMOS 16 were used to validate the measures. Prior to conducting the confirmatory factor analysis, invariance test is conducted because I collected data from four different states in the United States including Texas, Indiana, Wisconsin, and North Carolina. As suggested by Vandenberg and Lance (2000) and Gentina et al. (2018), the following criteria were adopted for configural (factor structure) invariance (meeting four out of five criteria): (1) chi-square and degrees of freedom ($\chi^2/df < 5$); (2) root mean square error of approximation (RMSEA $< .08$); (3) standardized root mean square residual (SRMSR $< .10$), (4) comparative fit index (CFI $> .90$); and (5) non-normed fit index (NNFI $> .90$). Our four-factor model showed reasonably good fit: $\chi^2 = 163.56$, $df = 98$, $p < .01$, CFI = .95, NFI = .89, RMSEA = .05, SRMR = .05, TLI = .94.

The internal consistency of the variables was acceptable because Cronbach's alphas and composite reliabilities are all greater than .70 (Fornell and Larcker, 1981). The results, however, indicate some potential issues with the constructs' convergent validity as some of the variables, including interdependent and independent self-construal, were found to not exceed the recommended threshold (i.e., AVE $> .50$). As suggested by Fornell and Larcker (1981) and Malhotra and Dash (2011), the AVE is a more conservative and robust measure than CR, and convergent validity could be concluded as adequate on the basis of CR alone even though more than 50% of the variance in each construct is attributable to error. Past studies have also reported low AVE values for self-construal (e.g., de Araujo Gil et al., 2016). The model was found to exhibit acceptable discriminant validity because the square root of the AVEs is greater than the correlation between constructs (Fornell and Larcker 1981). In this sense, it is reasonable to conclude that the psychometric properties of the research constructs are adequate, thus providing license to proceed with testing the structural model (Schreiber et al., 2006) (See Table 3.1 and Table 3.2).

[insert table 3.1 about here]

[insert table 3.2 about here]

Structural Equation Modeling Results

A structural equation modeling analysis is used to test the hypotheses by using AMOS 16 software. Overall, the model fit the data reasonably well ($\chi^2 = 213.69$, $df = 124$, $p < .01$, $CFI = .93$, $NFI = .86$, $RMSEA = .05$, $TLI = .93$) based on Anderson and Gerbing's (1988) criteria. Gender ($p = .644$) and age ($p = .341$) are controlled for in the model because past literature has suggested that gender and age are factors that influence switching behaviors (e.g., Bardazzi and Paziienza 2017; Chen et al. 2014). In testing hypothesis 1, independent self-construal was found to be positively related to switching intentions ($\beta = .18$, $p < .05$). Yet, the relationship between interdependent self-construal and switching behavior is not significant ($\beta = -.04$, $p > .05$). Thus, hypothesis 1 is partially supported. Further, the mediated relationship between self-construal and switching intention was examined by estimating the model's indirect effects. Hypothesis 2 was not supported, as the results were non-significant. To be more specific, independent self-construal was found to negatively affect risk avoidance ($\beta = -.18$, $p < .05$). Additionally, the relationship between risk avoidance and switching intention ($\beta = .12$, $p = .15$) was also found to be non-significant. Furthermore, the results do not show that interdependent self-construal significantly related with risk avoidance ($\beta = -.11$, $p = .18$) and switching intention ($\beta = -.04$, $p > .05$) (See Figure 3.2).

[insert figure 3.2 about here]

Study 1 Discussion

Using a sample of undergraduate students, study 1 provides initial evidence for the relationship between independent self-construal and switching intention, as depicted in the conceptual model (See Figure 3.1). That is, individuals with an independent self-construal are more likely to switch to substitutable products in the context of anti-consumption. On the other hand, individuals with a tendency towards an interdependent self-construal may not switch their products even if they dislike the products.

Study 1 provides empirical evidence in support of the relationship between an independent self-construal and switching intentions, but they do not offer support for the hypothesized partial mediation effect. A potential reason for this non-significant finding may center on the participants' age range. Past literature has found that young consumers are more likely to take risks on decision making (Li, Choi, and Forrest 2022). Furthermore, political ideology can affect participants' intentions to switch products. To further investigate this finding, in study 2 we experimentally manipulate self-construal and examine the interaction effect between self-construal and political ideology.

Study 2: Manipulating self-construal and political ideology

Building on the findings from study 1, the aim of study 2 is to investigate the interaction effect of self-construal and political ideology on switching behavior. In study 1, I measured self-construal. That is, it is possible that the effects can be driven by constructs other than self-construal. In this study, therefore, participants were randomly assigned to either an interdependent or independent self-construal in which participants' self-construal levels were

manipulated to be either independent or interdependent. This experimental design allows us to gain a deeper understanding of the potential causal relationship between an individual's level of self-construal and their switching behavior.

Sample and Procedure

Four hundred and fifty-eight Amazon Mechanical turkers participated in this study. Building on the findings from study 1, the aim of study 2 was to investigate the interaction effects between self-construal and political ideology on switching behavior. To begin, participants were randomly assigned to either the interdependent or independent self-construal condition. Participants were presented with a short paragraph titled 'Trip to the City' based on a manipulation that has been previously employed in the literature (Brewer and Gardner, 1996). The paragraphs in the two conditions were identical, except that the pronouns that are used in the independent self-construal condition were 'I,' 'me,' 'my,' and 'myself,' while the pronouns used in the interdependent self-construal condition were 'we,' 'us,' 'our,' and 'ourselves.' After reading the paragraphs, participants were asked to briefly summarize the content. I then assessed manipulation of self-construal using a scale developed by D'amico and Scrima (2016). Participants then answered a perceived risks scale adopted from Meertens and Lion (2008). Following an assessment of the experimental subjects' levels of perceived risks, they completed a scale measuring their switching intentions, adapted from Hsu (2014). Next, participants were asked to answer a scale that assessed their political ideology adapted from Nail et al. (2009). The scale assessed participants' perceptions on issues such as abortion, gun control, and same-sex

marriage on a 7-point scale: 1 = strongly against, 7 = strongly favor. Prior to finishing the study, participants answered several demographic related questionnaire items.

Analysis and Results

One hundred and seventy-three subjects were deleted from the analysis due to not completing the questionnaire, and a total of 284 subjects (Female = 55.6%, Average age = 39.8, SD = 13.67) are included in this study (See Table 3.3). The majority of subjects (170 out of 173 subjects) who did not complete the survey did so on December 22nd and November 27th between the hours of 2PM and 4PM (Mountain Standard Time zone). I suspect that this incident was caused by technical issues either from Amazon Mechanical Turk or Qualtrics.

[insert table 3.3 about here]

Manipulation check The results showed that participants in the independent self-construal condition scored higher on the independent self-construal scale than those in the interdependent condition ($\alpha = .75$; $\alpha = .89$) (Singelis and Sharkey 1995). Specifically, individuals in the independent condition indicated a stronger tendency towards independent self-construal (N = 148, M = 5.43, SD = .70, $p < .01$) compared to individuals in the interdependent condition (N = 136, M = 4.72, SD = 1.02). Although individuals in the interdependent group scored higher on the interdependent self-construal scale (N = 136, M = 5.31, SD = 1.17) compared to those in the independent self-construal group (N = 148, M = 4.14, SD = 1.23), the difference was not statistically significant ($p > .05$). However, I proceeded with the analysis because the higher mean

value represents a stronger tendency towards interdependent self-construal for individuals primed by the interdependent self-construal condition, and vice versa.

Switching Intention First, I used the Hayes' SPSS 26 PROCESS model 4 to estimate the direct and indirect effects between independent self-construal and switching intention. I also included age and tendency towards impulsivity ($\alpha = .93$) as control variables in this study. Control variables such as age and impulsivity had small and non-significant effects on switching intention ($\beta = -.01$, $p < .05$; $\beta = -.001$, $p > .05$), respectively. The results, however, showed that independent self-construal was significantly associated with switching intention ($\beta = .28$, $p < .05$), but risk avoidance did not significantly mediate this relationship ($\beta = .08$, LLCI = $-.01$, ULCI = $.20$). Second, using the PROCESS model 4 again, I tested the direct and indirect effects between interdependent self-construal and switching intention including two control variables (i.e., age and impulsivity). The results showed that interdependent self-construal significantly increases switching intentions ($\beta = .56$, $p < 0.01$), and risk avoidance ($\alpha = .75$) significantly mediates the relationship between interdependent self-construal and switching behavior ($\beta = .12$, LLCI = $.05$, ULCI = $.22$).

Interaction between self-construal and political ideology on switching behavior To examine the moderating effects of political ideology ($\alpha = .80$) on the mediation of self-construal and switching behavior ($\alpha = .91$), I employed the Hayes' SPSS 26 PROCESS model 7. Similar to the findings discussed above, independent self-construal significantly affects switching behavior ($\beta = .28$, $p < .01$). However, the hypothesized moderated mediation effect was found to be non-significant ($\beta = -.03$, $p > .05$, LLCI = $-.11$, ULCI = $.01$). Similar to the results for independent self-construal, the interaction between interdependent self-construal and political ideology was not significant ($\beta = .01$, $p > .05$, LLCI = $-.04$, ULCI = $.06$). I also checked the Johnson-Neyman interval to visually

identify the effects of political ideology (-1SD, Mean, +1SD). In this case, higher scores for the political ideologies (e.g., +1SD) represented the tendency of conservative ideology among participants. Moreover, political ideology did not moderate the relationship between independent self-construal and switching behavior. However, the results suggest a marginally significant relationship for interdependent self-construal (mean and +1SD groups) (See Figure 3.3 and Figure 3.4).

[insert figure 3.3 about here]

[insert figure 3.4 about here]

Study 2 Discussion

In study 2, I examined the moderated-mediation effects between self-construal and political ideology on switching behavior (See Figure 3.5). There are two takeaways from the current study. First, the results provided evidence that an individual's political ideology, especially a liberal ideology, strengthens the relationship between independent self-construal and political ideology. Although the findings were non-significant, the relationship between risk-taking tendency and liberal ideology became more pronounced at higher levels of liberal ideology. Second, whereas study 1 does not indicate a significant relationship between an interdependent self-construal and political ideology, study 2 shows that an interdependent self-construal plays a role in shaping switching behavior.

[insert figure 3.5 about here]

Study 3: Replicating and elucidating with different measures

Study 3 is designed to re-test my hypotheses using different measurement items. While the findings of Studies 1 and 2 explain the relationship between self-construal and switching intention, I was not able to find empirical evidence that might explain a moderated mediator effect. To elucidate such a moderated mediator effect, first, I measure both social and self-risk avoidance to understand the underlying mechanism at a deeper level. While the findings of studies 1 and 2 imply that risk avoidance can be an important mediator, they do not provide evidence of the type of risk (i.e., social and self-risk). Past literature has also indicated that individuals with a higher level of interdependent self-construal are concerned with social (vs. self) risk (e.g., Mandel 2003). Therefore, it is reasonable to measure two different types of risk to understand the precise mechanism, and I adopted the scale items from Cassidy and Wymer's (2016) study.

H4: *An independent (vs. interdependent) self-construal increases switching intentions by avoiding self (vs. social) risks, which may be strengthened by a liberal political ideology.*

Second, I also measure political ideology with a different measure from Kay and Jost's study (2003). Although the measurement items for political ideology that I used in Study 2 are recognized as a widely used measurement (e.g., Kidwell et al. 2013; Nail et al. 2009), they have limitations when used for certain participants. For example, some scale items measure whether participants agree with abortion (pro-life) and same-sex marriage, and it may not be appropriate to indicate their political ideology due to their religious beliefs.

Sample and Procedure

Three hundred and thirty-two (Average age = 36, 53% female) survey respondents, including undergraduate students from a large South American university and Amazon Mechanical Turk workers, took part in this study in exchange for extra credit and financial rewards, respectively. Forty-one participants were excluded from the analysis because either they cannot think of a substitutable product and (or) they submitted incomplete surveys.

Similar to Study 2, participants are primed for self-construal by reading two different scenarios that are randomly assigned. After reading one of the two scenarios, they are asked to answer a 10-item interdependent ($\alpha = .92$) and independent ($\alpha = .89$) self-construal scale from D'amico and Scrima's (2016) study. Next, participants are asked to respond to eight items related to political ideology ($\alpha = .82$) including 1) In general, you find society to be fair, 2) My country is the best country in the world to live in, and 3) In general, our political system operates as it should. Then, participants are asked to write about products they dislike, and asked to provide reasons for their dislike of the product. After that, I measured the subjects' tendencies toward taking social ($\alpha = .89$) and self ($\alpha = .92$) risks. Examples from the social and self risk scales are 1) The thought of buying the product causes me concern because some friends would not think well of me and 2) Consuming the product would cause me to be thought of as being foolish by some people whose opinions I value (Social risk), and 1) The thought of buying the product gives me a feeling of unwanted anxiety and 2) The thought of buying the product causes me to experience unnecessary tension (Self risk). Finally, participants are asked to answer the scale items of switching intention ($\alpha = .90$) that was used in study 2. Prior to finishing the study, participants answered several demographic related questionnaire items.

Analysis and Results

Manipulation check Individuals who are primed to elicit an independent self-construal ($M = 5.06$, $SD = 1.30$, $p < 0.01$) are indicated to be significantly higher than those primed to elicit an interdependent self-construal ($M = 4.76$, $SD = 1.59$). However, there is no significant difference between individuals who are primed to interdependent self-construal ($M = 4.99$, $SD = 1.59$, $p > 0.05$) compared to independent self-construal ($M = 4.71$, $SD = 1.46$).

Switching Intention To understand the moderated mediation effect, I first selected independents only and examined the main and interaction effect on switching intention by using Hayes' SPSS 26 Macro Model 7. The results from using Hays Macro Model 7 indicated that independent self-construal positively affects switching intention ($\beta = .16$, $p < .05$, $LLCI = .04$, $ULCI = .28$). The concerns of self risk are not significantly mediate the relationship between independent self-construal and switching intention ($\beta = .02$, $p > .05$, $LLCI = -.00$, $ULCI = .13$). However, the moderated mediation effect between self-construal and political ideology on self-risk ($\beta = .02$, $p > .05$, $LLCI = -.08$, $ULCI = .13$) is not statistically significant (See Figure 3.6).

[insert figure 3.6 about here]

Second, I also selected those subjects primed for only an interdependent self-construal and examined the interaction effect between self-construal and political ideology on switching intention, as was done previously. The results indicated that interdependent self-construal positively affects switching intention ($\beta = .26$, $p < .05$, $LLCI = .13$, $ULCI = .40$). In addition, the concerns of social risk also mediate the relationship between independent self-construal and

switching intention ($\beta = .13, p < .05, \text{LLCI} = .01, \text{ULCI} = .25$). However, the interaction effect between interdependent self-construal and political ideology on social-risk is not significant ($\beta = .05, p > .05, \text{LLCI} = -.01, \text{ULCI} = .13$). Similar to study 2, I also checked the Johnson-Neyman interval to visually identify the effects of political ideology (-1SD, Mean, +1SD). In this case, higher scores for the political ideologies (e.g., +1SD) represented the tendency of conservative ideology among participants (See Figure 3.7).

[insert figure 3.7 about here]

Study 3 Discussion

Based on the findings from studies 1 and 2, study 3 is designed to replicate the findings from studies 1 and 2 with different measures of political ideology and elucidated risk (i.e., social and self-risk) (See Figure 3.8). In addition, unlike in study 2, participants were asked to answer the political ideology measurement after answering the self-construal scale items in study 3. Although the primed effect of interdependent self-construal is not statistically significant, the results indicate that both interdependent and independent self-construal significantly affect switching intention. Furthermore, social risk is identified as an important factor in understanding switching behavior. Unfortunately, I was not able to find a significant moderated mediation effect between self-construal and switching intention.

[insert figure 3.8 about here]

GENERAL DISCUSSION

The current research extends previous studies on anti-consumers by examining how an interaction between anti-consumers' self-construal and political ideology encourages brand switching from targeted to alternative products. To be more specific, the research presented suggests that maintaining both an interdependent and an independent self-construal leads anti-consumers to manifest a higher level of intentions to switch due to their tendency towards avoidance of social- and self-risks, respectively. Furthermore, this effect is amplified among anti-consumers espousing a liberal ideology, compared to those adhering to a more conservative ideology. Together, these findings provide several noteworthy theoretical and practical implications.

THEORETICAL AND PRACTICAL IMPLICATIONS

Based on the call from Crockett and Pendarvis (2017) and Jung et al. (2017) to explore sociocultural and political factors in consumer research, the current research makes several theoretical contributions by examining the effects of political ideology and self-construal on understanding anti-consumers' behavior. In addition, while past literature has provided insights into understanding anti-consumption behaviors, there is a relative lack of research that examines anti-consumers' switching behaviors, knowledge of which can benefit marketers.

First, the current research extends the anti-consumer literature by examining two overarching drivers of human behavior, political ideology and self-construal, to explain how and why anti-consumers switch their products and services. While past research suggests a need to explore socio-political factors in consumer research (e.g., Crockett and Pendarvis 2017; Jung et al.

2017), there is no research that simultaneously explores self-construal (i.e., cultural view) and political ideology (i.e., ideological view). Therefore, the current research attempts to explore both self-construal and political ideology simultaneously. In other words, the goal of the current research is to fill the knowledge gap on general consumer behaviors, specifically, focused on anti-consumers by examining how and why anti-consumers can increase their intentions of switching products and services.

Second, we also contribute to the literature on anti-consumer research by suggesting that anti-consumers can benefit organizations because anti-consumers can actually increase their consumption behaviors. While research on anti-consumers provides fruitful insights into understanding the reasons behind why some consumers choose not to purchase products as well as their tendencies to participate in boycotts and engage in deviant behaviors, there is a dearth of research suggesting that anti-consumers can increase their purchase intentions by switching from products of which they were previously loyal to alternative products. To fill this gap, the current research examines how anti-consumers can switch their products and services, which extends the concept of anti-consumption, which implies that anti-consumers do not merely stop purchasing, but instead that they can increase their consumption behavior by switching products.

The current manuscript also extends the anti-consumer literature by examining the interaction between self-construal and political ideology on risk avoidance. Based on the need to explore how anti-consumers are subject to societal and ideological changes (e.g., Pecot, Vasilopoulou, and Cavallaro 2021), the current research examines anti-consumption behaviors' underlying mechanisms, risk avoidance, in the context of the interaction between self-construal and political ideology.

The current research also provides a practical contribution for marketing practitioners who are interested in understanding anti-consumers. For instance, self-construal (e.g., interdependent and independent) can assist marketers in segmenting consumers based on geography (e.g., White, Argo, and Sengupta 2021). Consider that past literature has shown that Asians (vs. Caucasian Americans) have a stronger tendency towards interdependent (vs. independent) self-construal (e.g., Lalwani and Wang 2019; White, Argo, and Sengupta, 2012) and that they assumed that geographical view can provide evidence for a tendency towards self-construal. By doing so, marketing practitioners are able to understand the types of risks (i.e., social- and self-risk) that anti-consumers might perceive. Then, marketing practitioners can promote their firms as maintaining a high (or higher) level of conservatism, which can increase their likelihood of acquiring relatively liberal anti-consumers (Ordabayeva and Fernandes, 2018). By doing so, marketers can benefit from anti-consumers' switching behaviors via preventing such behaviors.

LIMITATIONS AND FUTURE RESEARCH

While the current research examined how the interaction between self-construal and the adoption of a liberal ideology can increase anti-consumers' tendencies towards switching behaviors, some limitations should be noted. First, the current research assumes that individuals are more likely to switch from targeted to alternative products. That is, the current research assumes that there are alternative choices available in the marketplace for consumers (Morgan and Dev 1994). However, some products may not easily be switched due to a lack of alternative products in terms of quality and(or) price. For instance, although consumers may have had negative experiences with their targeted companies, these companies may dominate the market, which implies that these companies provide the best quality products. Furthermore, individuals

with a high sense of self-regulation, and thus who are more likely to process product information in a rational way, are less likely to switch the products that they used to consume.

Second, the current research limits its use of control variables to negative emotions. Future research extensions, however, should consider other variables found in the literature. A study from Ekman and Rosenberg (2005) found that there are six basic emotions, including fear, anger, sadness, happiness, surprise, and joy. That is, researchers should be careful to examine the effects of negative emotions because all negative emotions may not result in the same behavioral effects (Raghunathan and Pham, 1999). In other words, different types of negative emotions such as anger, fear, and sadness should be examined to provide clarity on the potential differential impact of various emotions.

In conclusion, the current research examines how individuals will switch their purchase of products and services from targeted companies to alternative companies. The current research may find that individuals with a stronger tendency towards both independent and interdependent self-construal are more likely to switch brands from targeted companies to alternative companies, especially for those espousing a liberal ideology. Future research should continue to explore the switching behavior among anti-consumers.

SUMMARY

This dissertation focuses on examining anti-consumers behaviors based on self-construal and political ideology. In addition, the dissertation provide evidence how marketers should leverage their profit by interchanging a communication strategy between gain and loss framed messages. Particularly, the first essay focuses on how interdependent and independent self-construal could interact with tendencies of conservatism and liberalism, and thereby result in four distinct anti-consumer types. By reviewing the past literature, the current essay proposes a typology consisting of 1) the Aggressive, 2) the Agitative, 3) the Alone anti-consumer, and 4) the Arcane anti-consumer. Depending on the levels of self-construal and political ideology, anti-consumers' concern about themselves and the greater society would be differently activated. These activations lead anti-consumers to different types of anti-consumption behaviors.

The second essay proceeded based on the finding from the first essay. That is, based on the conceptual finding from the first essay, the second essay tries to develop measurement scales for marketers and researchers. By following a protocol, which is suggested by past literature, the second essay can provide valid measurements. Furthermore, societal and ideological view of anti-consumption behaviors are implied on the developed measurement scales.

The third essay adds additional consumption behavior, switching behavior, which has not been examined on anti-consumer literature. Experimental designs are planned to test how the interaction between self-construal and political ideology affects anti-consumers' switching behavior.

In conclusion, the dissertation puts an effort on examining anti-consumers by identifying their anti-consumption behaviors based on two overarching individual characteristics, self-construal and political ideology. This dissertation does not only providing profound insights for

marketers and researchers, but also opening rooms for emerging researchers who are interested in understanding anti-consumers.

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FIGURES AND TABLES

Table 2.1: Essay 2 Study 2 Refined scale items and results from an exploratory factor analysis

Anti-consumers	Scale Items	Mean	SD	Alpha
Aggressive	1. It would please me to know I have inflicted harm on the firm that makes this brand.	5.06	1.32	.86
	2. I would be willing to expend effort to hurt the brand.	5.10	1.19	
	3. Marketing has made me suspicious.	5.12	1.31	
	4. I would feel angry about my experience with the product.	5.10	1.33	
	5. I would feel very displeased with the service with the product.	5.13	1.29	
	6. I would threaten an employee if the problem wasn't corrected.	5.18	1.33	
Agitative	1. I avoid purchasing products from companies that do not protect the community.	5.39	1.07	.77
	2. Many companies take advantage of consumers.	5.29	1.06	
	3. Human beings are severely abusing the environment.	5.21	1.13	
	4. I believe in not purchasing products from companies that do not respect consumers.	5.13	1.38	
	5. I am not willing to suggest the product to my friends so they would not have the same problem.	4.89	0.45	
	6. If I am not satisfied with the product, I will not recommend it to anyone else.	5.02	1.37	
Alone	1. I am not willing to purchase products that are exaggerated in their advertisement.	5.32	1.14	.76
	2. I am less likely to purchase products if I had negative experiences consuming the product.	5.59	1.03	
	3. I am not willing to engage in purchasing products from a brand I do not like.	5.34	1.19	
	4. I prefer not to consume these products.	5.39	1.20	
	5. I am not going to purchase the product because I am not satisfied with it.	5.26	1.28	
Arcane	1. Normally, new products are not better than traditional products.	5.19	1.33	.84
	2. I am uncertain about new products.	5.09	1.46	

3.	Sometimes I question the whole notion of marketing.	5.32	1.16
4.	I would feel that I could have made a better choice by choosing a different product.	5.27	1.33
5.	I would feel sorry for choosing this product.	4.98	1.50
6.	I can accept products although I do not like them.	5.34	1.28

Note: The table includes each type of anti-consumer scale item based on Eigenvalues greater than one and Bartlett's Test of Sphericity, including test statistic and *p*-value. A total of 6 (Aggressive), 6 (Agitative), 5 (Alone), and 6 (Arcane) anti-consumer scale items were retained in each final operationalization.

Table 2.2: Essay 2 Study 3 Refined scale items as a result of confirmatory factor analysis

Anti-consumer			Factor Loadings	AVE	CR
Aggressive	1.	It would please me to know I have inflicted harm on the firm that makes this brand.	.79	.54	.86
	2.	I would be willing to expend effort to hurt the brand.	.71		
	3.	Marketing has made me suspicious.	.68		
	4.	I would feel angry about my experience with the product.	.76		
	5.	I would feel very displeased with the service with the product.	.74		
Agitative	1.	I believe in not purchasing products from companies that do not respect consumers.	.66	.46	.77
	2.	I avoid purchasing products from companies that do not protect the community.	.66		
	3.	I am not willing to suggest the product to my friends so they would not have the same problem.	.70		
	4.	If I am not satisfied with the product, I will not recommend it to anyone else.	.70		
Alone	1.	I am not willing to purchase products that are exaggerated in their advertisement.	.64	.42	.74
	2.	I am not willing to engage in purchasing products from a brand I do not like.	.69		
	3.	I prefer not to consume these products.	.55		
	4.	I am not going to purchase the product because I am not satisfied with it.	.71		
Arcane	1.	I am uncertain about new products.	.67	.49	.85
	2.	Normally, new products are not better than traditional products.	.73		
	3.	Sometimes I question the whole notion of marketing.	.74		
	4.	I would feel that I could have made a better choice by choosing a different product.	.67		
	5.	I would feel sorry for choosing this product.	.66		
	6.	I can accept products although I do not like them.	.73		

Notes: The table 2.2 provides scale items for each type of anti-consumer including factor loadings, average variances extracted, and composite reliability.

Table 2.3: Study 3 square root of average variances extracted (AVE) and correlations among constructs

	Aggressive	Agitative	Arcane	Alone	S	M	E
Aggressive	(.61)						
Agitative	.25**	(.44)					
Arcane	.07	.17*	(.39)				
Alone	-.01	.09	.16*	(.41)			
S	.01	-.10	-.01	-.12	(.38)		
M	-.03	-.05	-.06	-.07	-.61**	(.62)	
E	-.07	-.23*	-.08	-.08	-.74**	.70**	(.55)

Note: The square roots of the average variances extracted are written in parentheses. S implies voluntary simplicity, M represents materialism, and E represents experiential consumption.

Table 3.1: Essay 3 Study 1 Factor Loadings, Average Variances Extracted, Composite Reliability, and Cronbach's Alphas

			λ	AVE	CR	α
Independent self-construal	1.	I do my own thing, regardless of what others think.	.67	.34	.71	.71
	2.	I'd rather say 'No' directly, than risk being misunderstood.	.60			
	3.	I prefer to be direct and forthright when dealing with people I've just met.	.63			
	4.	I act the same way no matter who I am with.	.55			
	5.	I act the same way at home that I do at school (or work).	.41			
Interdependent self-construal	6.	I will sacrifice my self-interest for the benefit of the group I am in.	.41	.39	.76	.75
	7.	If my brother or sister fails, I feel responsible.	.55			
	8.	I often have the feeling that my relationships with others are more important than my own accomplishments.	.73			
	9.	My happiness depends on the happiness of those around me.	.72			
	10.	I will stay in a group if they need me, even when I am not happy with the group.	.66			
Risk avoidance	1.	I do not take risks with my safety.	.75	.46	.72	.72
	2.	Safety comes first.	.64			
	3.	I prefer to avoid risks.	.64			
Switching intention	1.	I am considering switching from the product to the substitutable product soon.	.84	.80	.92	.94
	2.	The likelihood of me switching to the substitutable product is high.	.90			
	3.	I am determined to switch to the substitutable product.	.94			

Note: N = 244. The table shows descriptions of each construct including factor loadings, Average Variances Extracted (AVE), Composite Reliability (CR), and Cronbach's Alphas.

Table 3.2: Essay 3 Study 1 Means, Standard deviations, square root of average variance extracted (AVE), and correlations among variables

Variable	Mean	SD	1	2	3	4
1. Independent self-construal	4.53	1.09	(.58)			
2. Interdependent self-construal	3.95	1.17	-.16**	(.63)		
3. Risk avoidance	4.82	1.22	-.24*	-.23	(.68)	
4. Switching Intention	5.73	1.39	.23*	-.07	.12	(.89)
5. Age	22.50	3.88	.25	-.16*	.23	-.10

Note: * $p < .05$, ** $p < 0.01$

Table 3.3 Study 2 Participants' Demographic Information

Demographic variable	Categories	Frequency	Percent
Gender	Male	124	43.06%
	Female	160	55.56%
	Other	4	1.38%
Age	20-29	39	15.90%
	30-39	78	31.90%
	40-49	51	20.90%
	50 and older	76	31.10%
Ethnicity	Caucasian	228	81.72%
	African American	9	3.23%
	Hispanic	8	2.87%
	Asian	28	10.04%
	Native Indian	6	2.15%
Income	39,999 or below	70	29.41%
	40,000 - 49,999	43	18.07%
	50,000 - 59,999	39	16.39%
	60,000 - 69,999	37	15.55%
	70,000 or above	49	20.59%

LIST OF FIGURES

		Self-construal	
		Interdependent self-construal	Independent self-construal
Political ideology	Liberalism	Aggressive	Alone
	Conservatism	Agitative	Arcane

Figure 1.1: Types of Anti-consumers

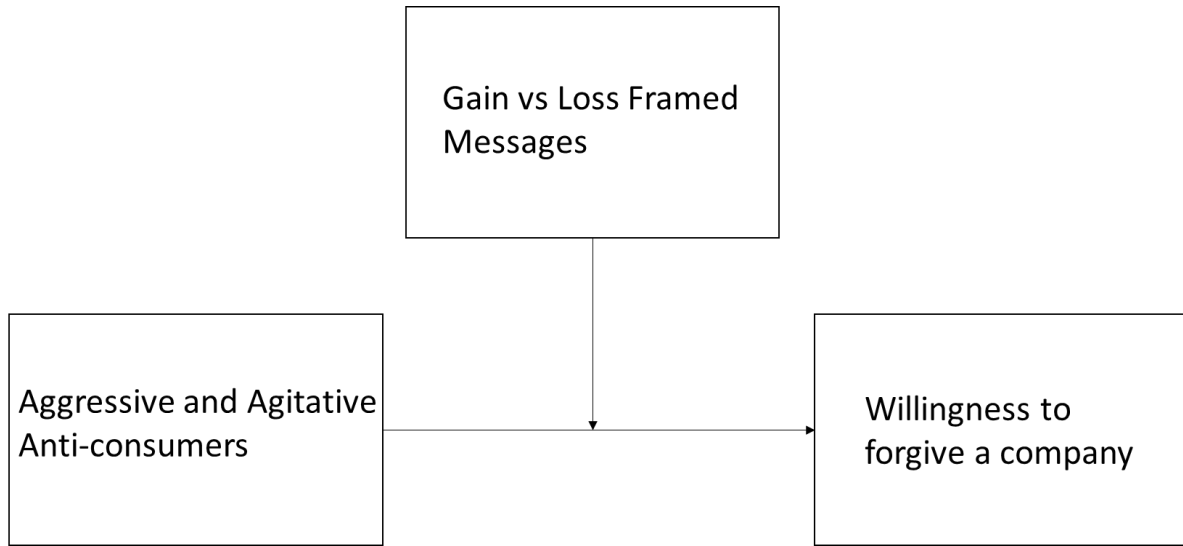


Figure 2.1: Proposed model for Essay 2 Study 4

Notes: This figure represents a theoretical model for testing the effectiveness of implementing marketing strategies, the use of gain and loss framed messages, on anti-consumers' willingness to forgive a company

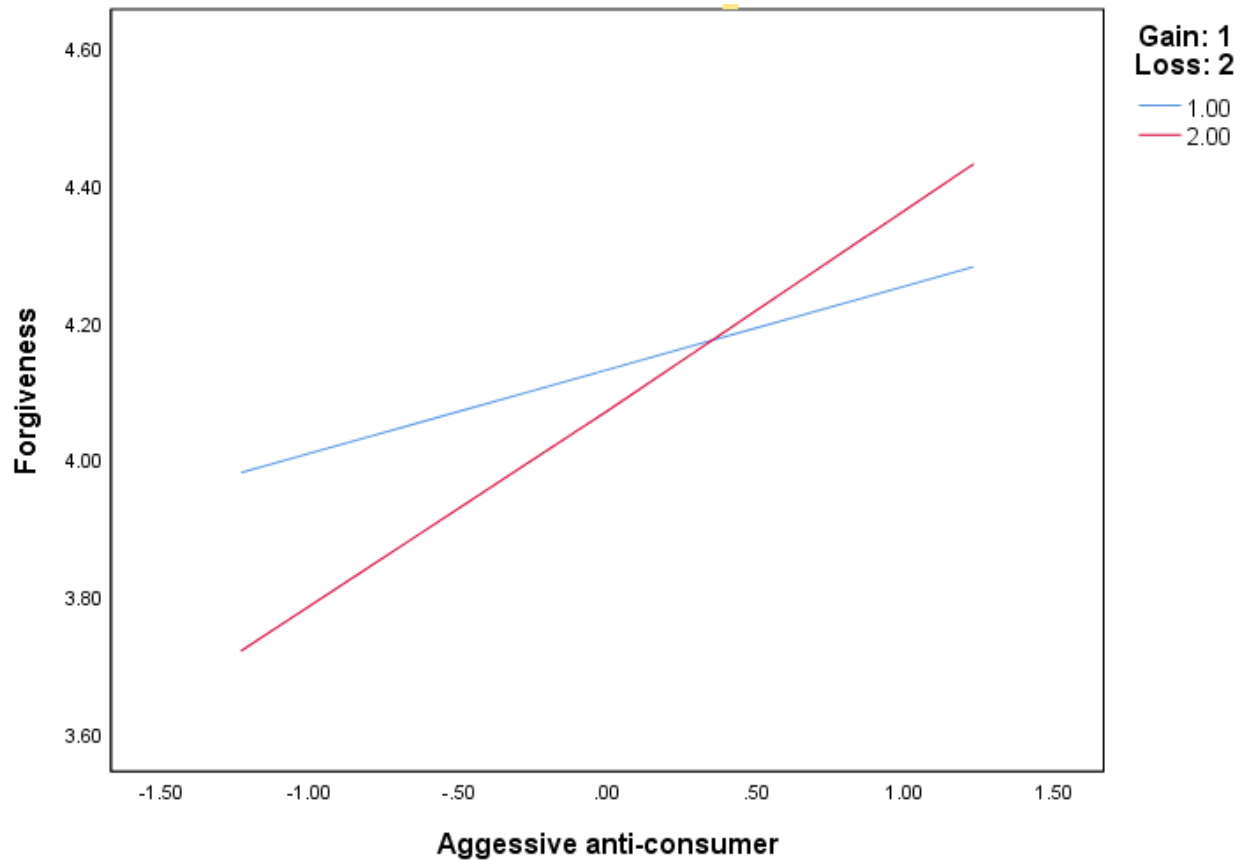


Figure 2.2: The Interaction between Aggressive anti-consumption and Message Type on Consumer Forgiveness

Note: Figure 2.2 implies that consumer forgiveness is at a greater level for aggressive anti-consumers, especially among those who possess a stronger tendency towards aggressiveness when they receive a loss-framed message.

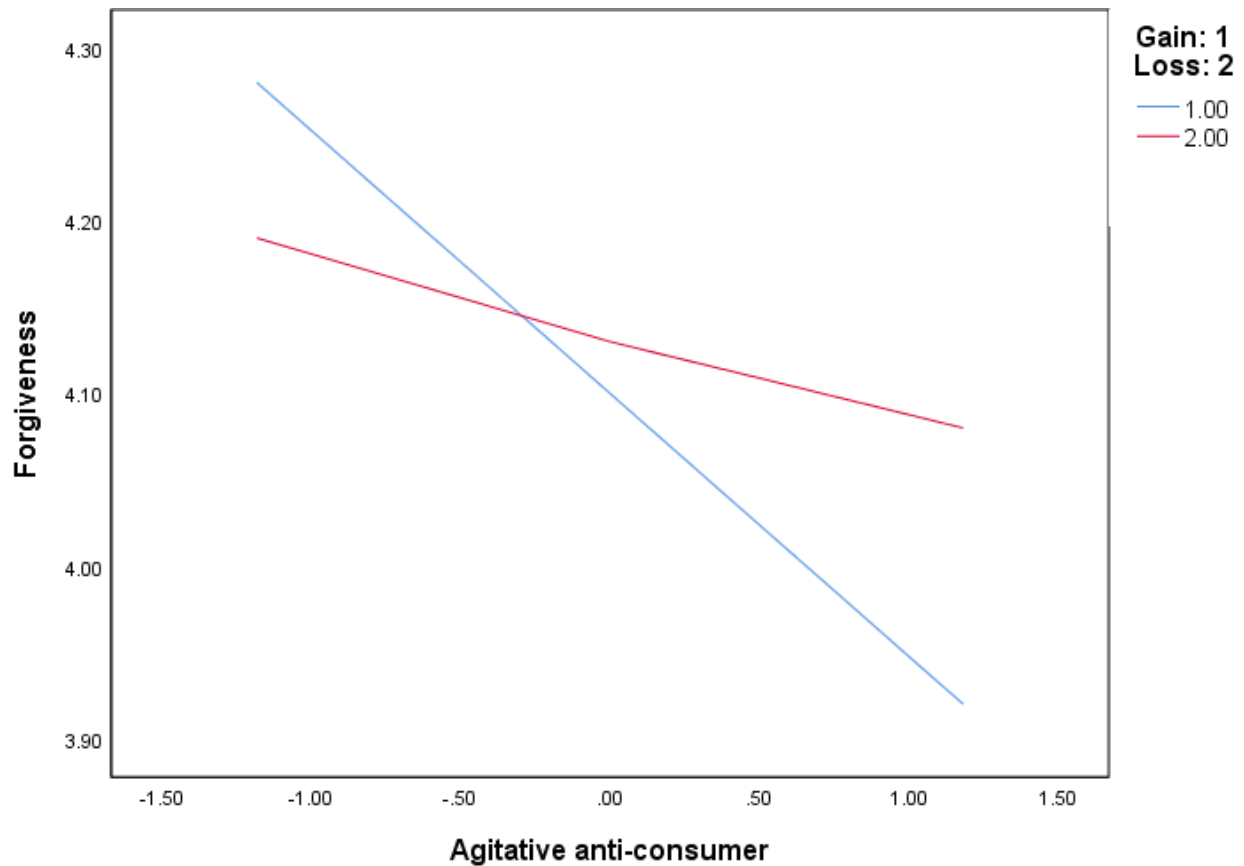


Figure 2.3: The Interaction between Agitative anti-consumption and Message Type on Consumer Forgiveness

Note: Figure 2.3 implies that the level of consumer forgiveness is higher for agitative anti-consumers, especially among those who possess a stronger tendency towards aggressiveness when they receive a loss-framed message.

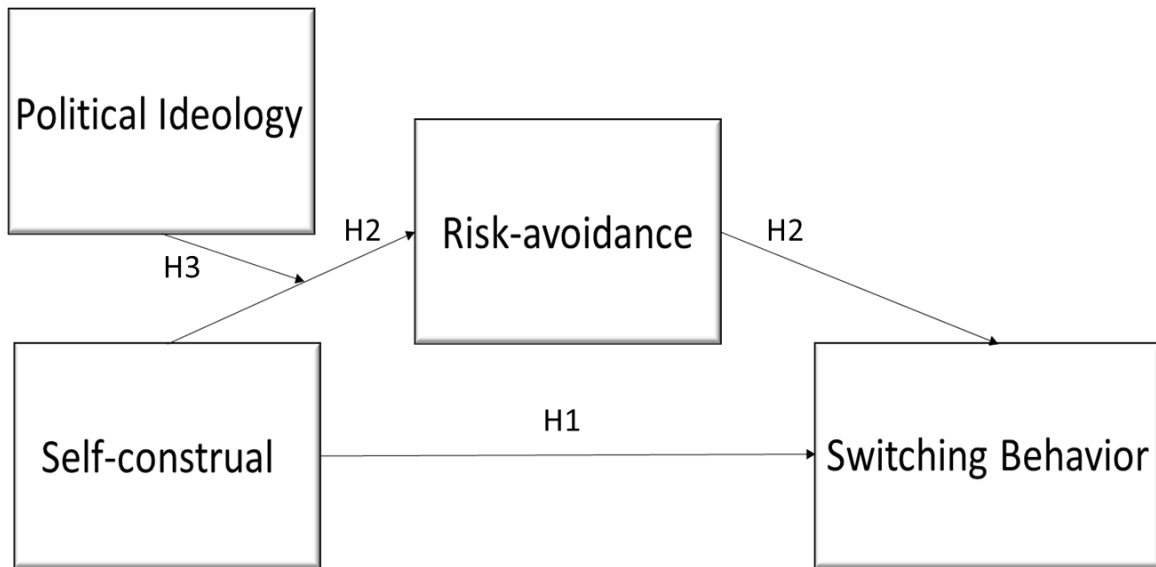


Figure 3.1: Theoretical Framework

Notes: This figure represents a moderated-mediated model demonstrating the effects of self-construal on consumers' switching behaviors. The model suggests that self-construal leads individuals to switch their consumption behavior via their risk-avoidance tendency, which is strengthened by political ideology (i.e., liberal ideology).

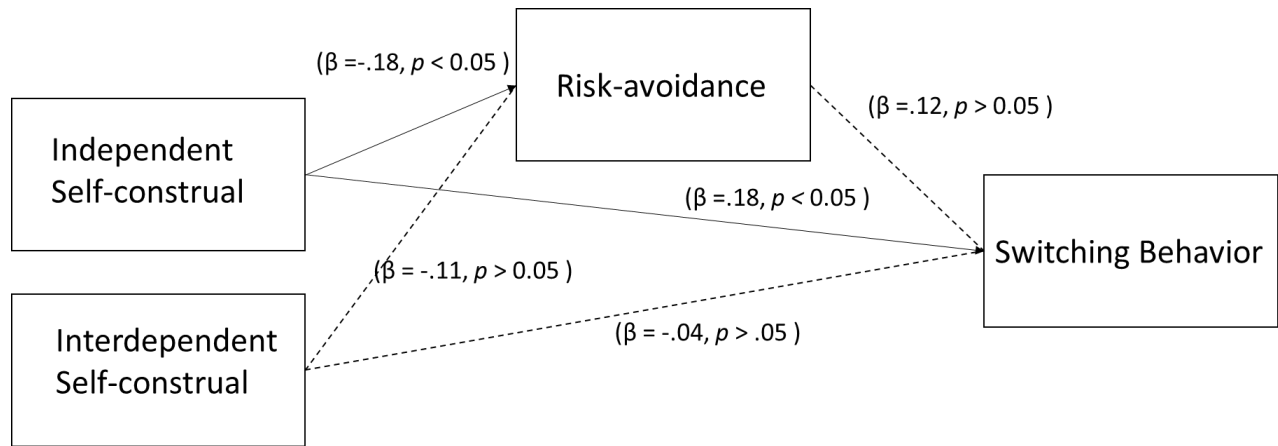


Figure 3.2: Structural Equation Modeling

Notes: This figure represents a mediated model demonstrating the effects of self-construal on consumers' switching behaviors via risk avoidance. A solid line represents significant findings, while a dotted line indicates non-significant findings.

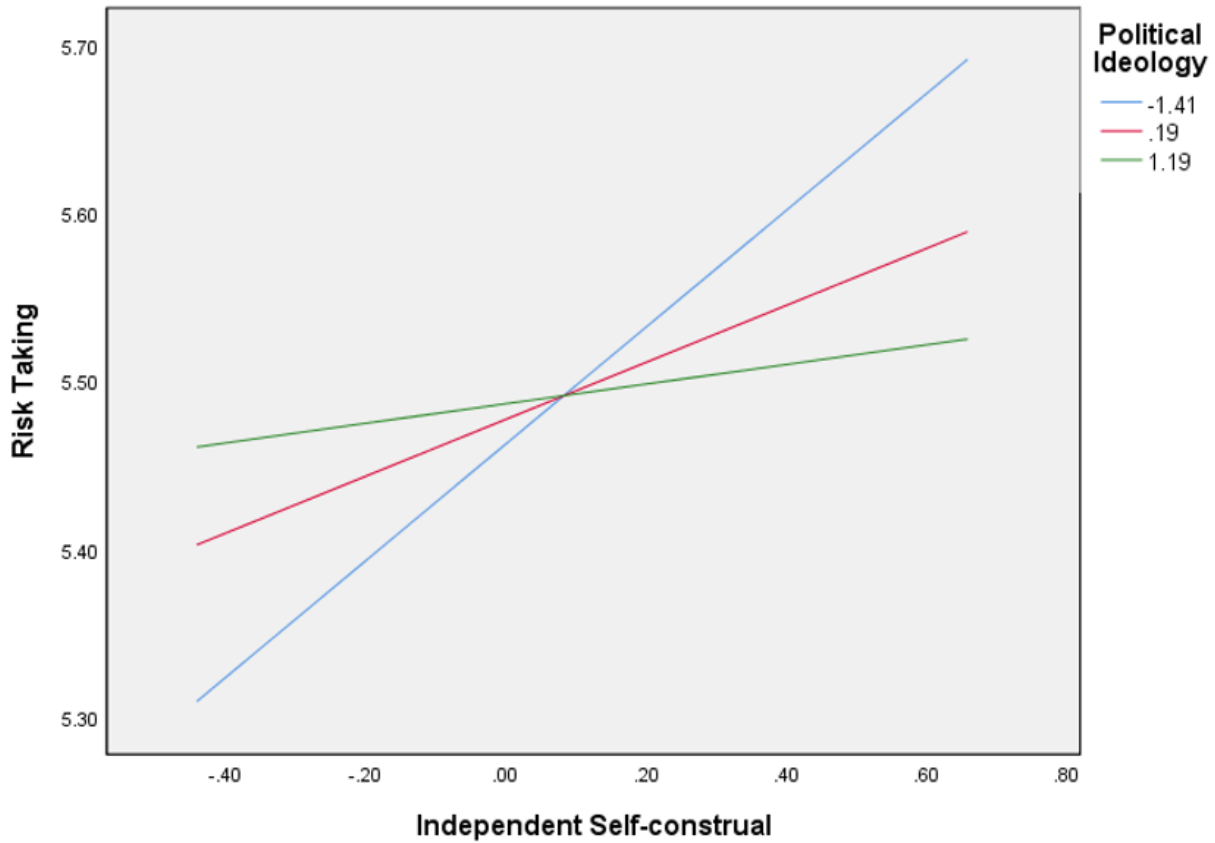


Figure 3.3: The Interaction between Independent Self-construal and Political Ideology on Risk Avoidance

Note: Figure 3.3 implies that experimental subjects with an independent self-construal and a tendency towards liberal political ideology show a higher level of risk-taking tendency compared to subjects with an independent self-construal and a tendency towards a conservative political ideology.

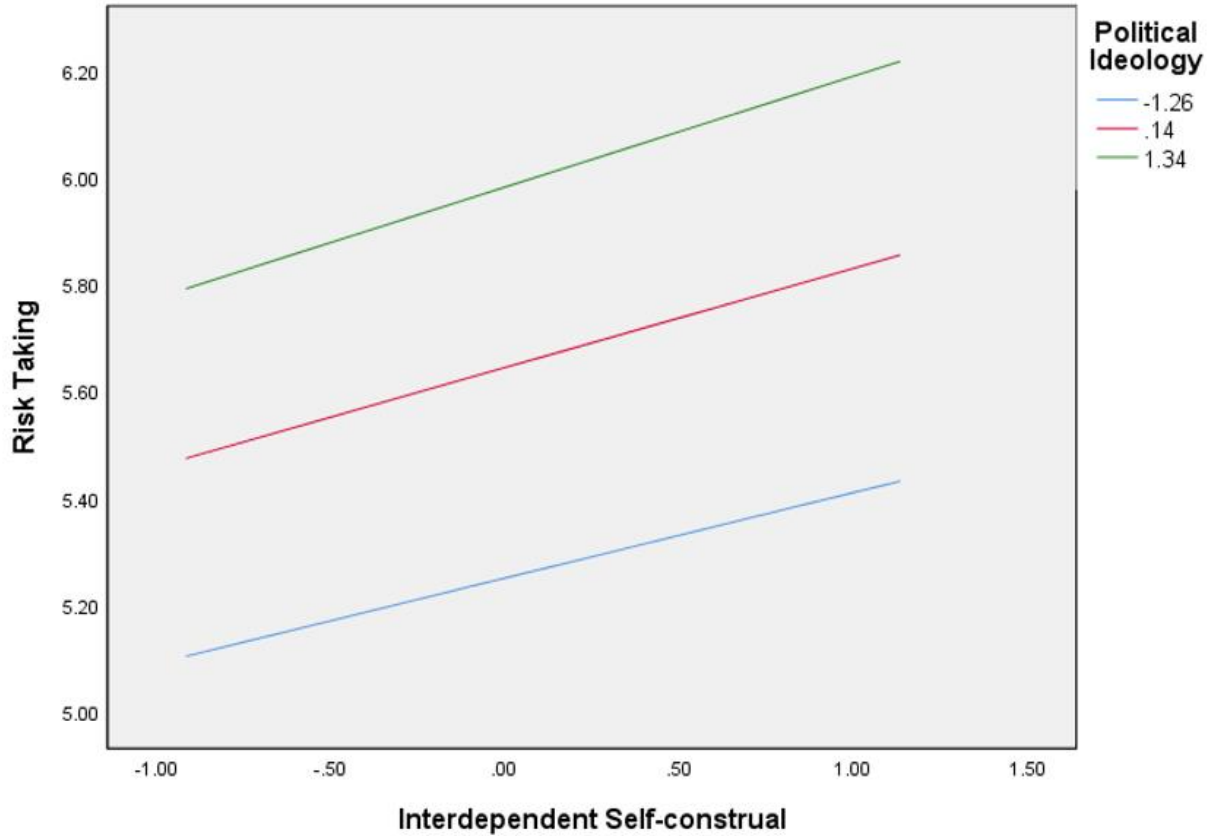


Figure 3.4: The Interaction between Interdependent Self-construal and Political Ideology on Risk Avoidance

Note: Figure 3.4 implies that experimental subjects with an interdependent self-construal with a tendency towards conservative political ideology shows a higher level of risk-taking tendency compared to subjects with an interdependent self-construal with a tendency towards a liberal political ideology.

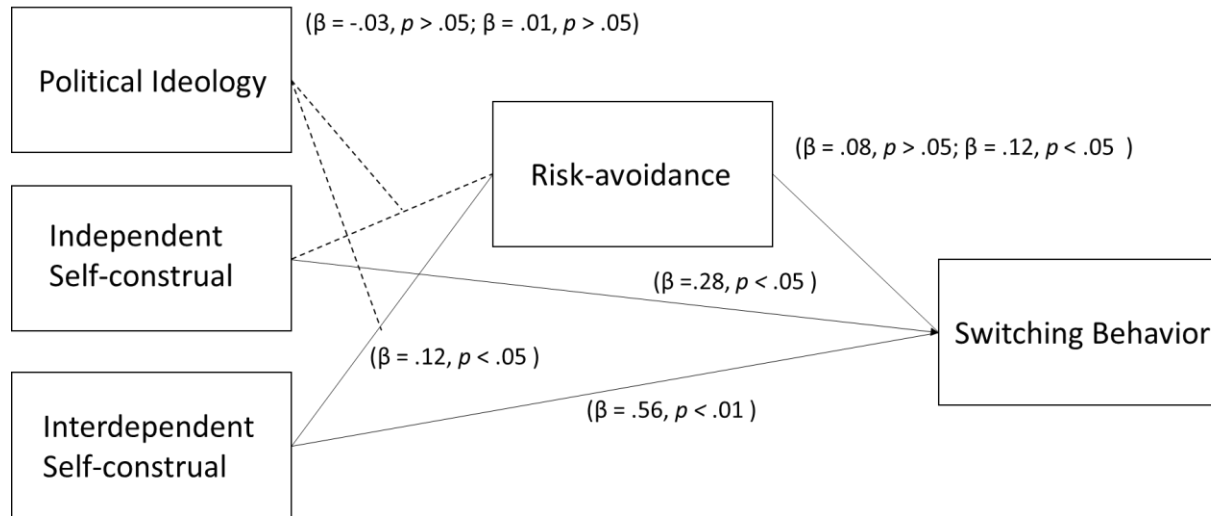


Figure 3.5: Results of Study 2

Notes: This figure represents a moderated-mediation model demonstrating the effects of self-construal on consumers' switching behaviors via risk avoidance. A solid line represents significant findings, while a dotted line indicates non-significant findings.

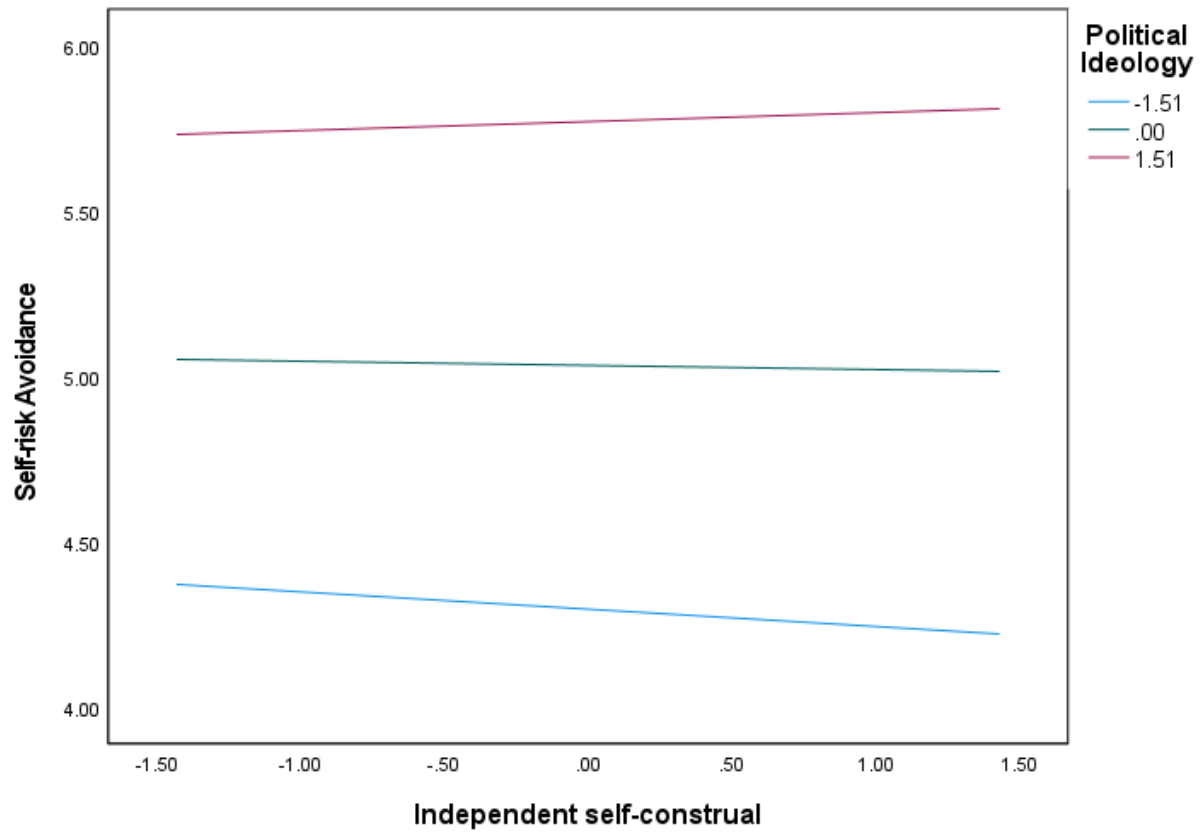


Figure 3.6: The Interaction between Independent Self-construal and Political Ideology on Self-risk

Note: Figure 3.6 implies that for subjects primed for an independent self-construal with a tendency towards a conservative political ideology show a higher level of self-risk compared to those primed for an independent self-construal with a tendency towards a liberal political ideology.

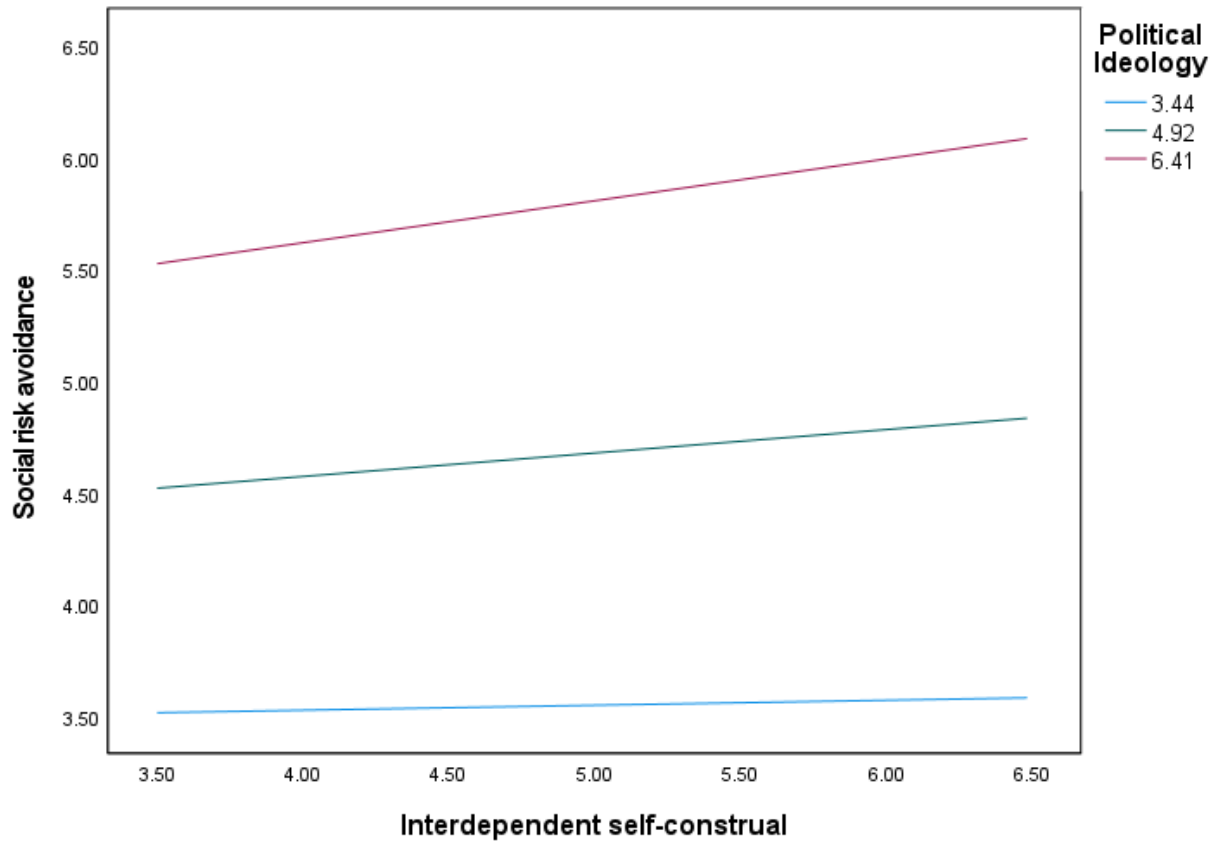


Figure 3.7: The Interaction between Interdependent Self-construal and Political Ideology on Social-risk

Note: Figure 3.7 implies that those primed for an interdependent self-construal with a tendency towards a conservative political ideology show a higher level of social-risk compared to those primed for an interdependent self-construal with a tendency towards a liberal political ideology.

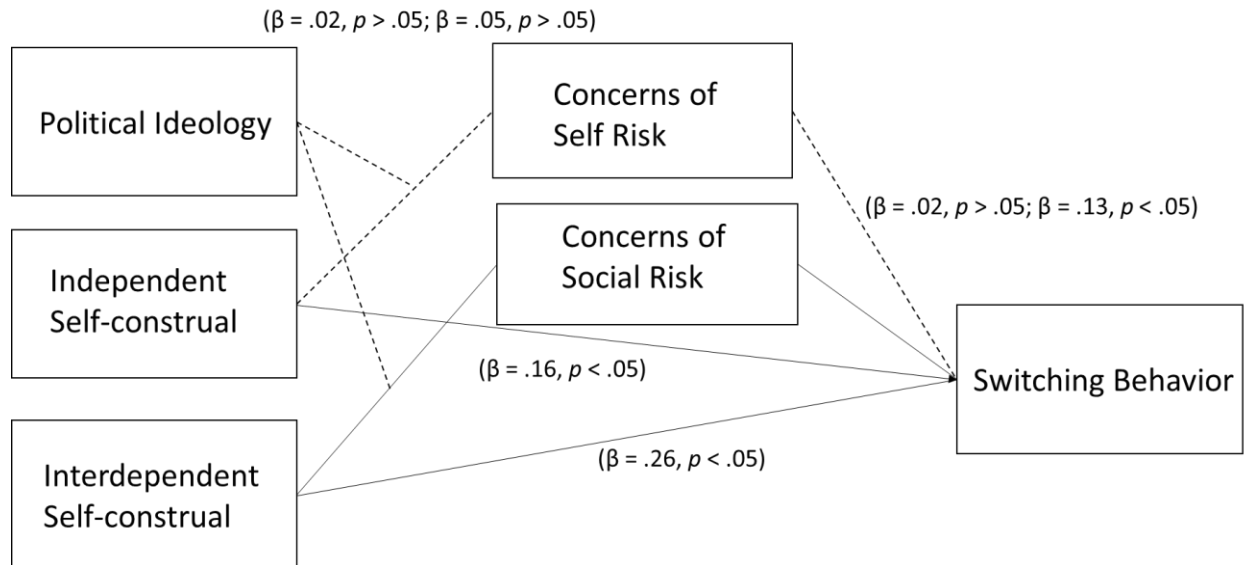


Figure 3.8: Results of Study 3

Notes: This figure represents a moderated-mediation model demonstrating the effects of self-construal on consumers' switching behaviors via risk avoidance. A solid line represents significant findings, while a dotted line indicates non-significant findings.

APPENDIX

Essay 2, Study 1 measurements

- | | | |
|--------------------------|----|--|
| Aggressive anti-consumer | 1 | I am bothered by fears of being an inadequate individual. |
| | 2 | The brand is my enemy. |
| | 3 | It would please me to know I have inflicted harm on the firm that makes this brand. |
| | 4 | I would be willing to expend effort to hurt the brand. |
| | 5 | Boycotts are an effective means to make a company change its actions. |
| | 6 | I boycott products made by companies which are unethical. |
| | 7 | Marketing has made me suspicious. |
| | 8 | I would feel angry about my experience with the product. |
| | 9 | I would feel very displeased with the service with the product. |
| | 10 | I would threaten an employee if the problem wasn't corrected. |
| | 11 | I would complain to an employee. |
| | 12 | I can place a fake order (or purchase) in order to run up business expenses. |
| | 13 | I can place a fake order (or purchase) in order to run up business expenses. |
| | 14 | I filed a lawsuit that asked for more than just damages. |
| Agitative anti-consumer | 1 | I am bothered by fears of being an inadequate individual. |
| | 2 | The brand is my enemy. |
| | 3 | It would please me to know I have inflicted harm on the firm that makes this brand. |
| | 4 | I would be willing to expend effort to hurt the brand. |
| | 5 | Boycotts are an effective means to make a company change its actions. |
| | 6 | I boycott products made by companies which are unethical. |
| | 7 | Marketing has made me suspicious. |
| | 8 | I would feel angry about my experience with the product. |
| | 9 | I would feel very displeased with the service with the product. |
| | 10 | I would threaten an employee if the problem wasn't corrected. |
| | 11 | I would complain to an employee. |
| | 12 | I can place a fake order (or purchase) in order to run up business expenses. |
| | 13 | I can place a fake order (or purchase) in order to run up business expenses. |
| | 14 | I filed a lawsuit that asked for more than just damages. |
| Arcane anti-consumer | 1 | We must all do our part to conserve. |
| | 2 | If the world continues to use up its resources, we will not survive. |
| | 3 | Helping this brand fail would be a source of satisfaction for our community. |
| | 4 | By telling others about the negative aspects of brands, we can help change their purchasing decisions. |
| | 5 | Society should not depend heavily on consuming products to improve consumers' well-being. |
| | 6 | This product may have long term negative societal effects. |

- 7 I believe in not purchasing products from companies that do not respect consumers.
- 8 I avoid purchasing products from companies that do not protect the community.
- 9 I believe that unethical brands are not worthy of my approval.
- 10 Marketing has a negative effect on society.
- 11 Many companies take advantage of consumers.
- 12 Companies take advantage of consumers.
- 13 Human beings are severely abusing the environment.
- 14 Consumers should be interested in the environmental consequences of the products they purchase.
- 15 If we all consumed less, the world would be a better place.
- 16 I believe that the current level of consumption is not good for society.
- 17 We should be more interested in saving the earth than growing the economy.
- 18 I will say bad words about the product I do not like.
- 19 I am not willing to suggest the product to my friends so they would not have the same problem.
- 20 If I am not satisfied with the product, I will not recommend it to anyone else.

Alone anti-consumer

- 1 I am not willing to purchase products that are exaggerated in their advertisement.
- 2 I keep as much distance as possible between products and myself.
- 3 There are brands I will not buy on principle.
- 4 By voluntarily reducing my level of consumption, I can avoid stress.
- 5 The less I buy, the better I feel.
- 6 I avoid purchasing products from companies that do not fit my identity.
- 7 I am less likely to purchase products if I had negative experiences consuming the product.
- 8 Even if I have the money, I try to keep my consumption level to a minimum.
- 9 I am not willing to engage in purchasing products from a brand I do not like.
- 10 I want nothing from these products.
- 11 I prefer not to consume these products.
- 12 I am not going to purchase the product because I am not satisfied with it.

Essay 2, Study 4 measurements

Aggressive anti-consumer

- 1 It would please me to know I have inflicted harm on the firm that makes this brand.
- 2 I would be willing to expend effort to hurt the brand.
- 3 Marketing has made me suspicious.
- 4 I would be willing to expend effort to hurt the brand.
- 5 I would feel very displeased with the service with the product.

- Agitative anti-consumer
- 1 I believe in not purchasing products from companies that do not respect consumers.
 - 2 I avoid purchasing products from companies that do not protect the community.
 - 3 I am not willing to suggest the product to my friends so they would not have the same problem.
 - 4 If I am not satisfied with the product, I will not recommend it to anyone else.

- Consumer Forgiveness from Tsarenko and Tojib (2012)
- 1 I will continue my relationships with this brand.
 - 2 I will make an effort to be friendly in my future interactions with this brand.
 - 3 I will cut off this relationship with this brand.

- PANAS from Thompson (2007)
- 1 Afraid
 - 2 Nervous
 - 3 Hostile
 - 4 Ashamed
 - 5 Upset

Essay 3 measurements

- Self-construal from D'amico and Scrima (2016)
- 1 I do my own thing, regardless of what others think.
 - 2 I would rather say "No" directly, than risk being misunderstood.
 - 3 I prefer to be direct and forthright when dealing with people I've just met.
 - 4 I act the same way no matter who I am with.
 - 5 I act the same way at home that I do at work.
 - 6 I will sacrifice my self-interest for the benefit of the group I am in.
 - 7 If my loved one fails, I feel responsible.
 - 8 I often have the feeling that my relationships with others are more important than my own accomplishments.
 - 9 My happiness depends on the happiness of those around me.
 - 10 I will stay in a group if they need me, even when I am not happy with the group.

Self-construal manipulation (Interdependent) from Brewer and Gardner (1996)

We love to travel together. So we ventured downtown and into the new Victoria Square Mall. We stopped for lunch at a fast-food chain in the food court. After that we stopped for a look at the historic Parliament Buildings, where the Government conducts its affairs. We got some wonderful photographs in front of the fountain, using the buildings as a backdrop.

Self-construal manipulation (Independent) from

I love to travel alone. So I ventured downtown and into the new Victoria Square Mall. I stopped for lunch at a fast-food chain in the food court. After that I stopped for a look at the historic Parliament Buildings, where the

Brewer and Gardner (1996)	Government conducts its affairs. I got some wonderful photographs in front of the fountain, using the buildings as a backdrop.
Political ideology from Kay and Jost's study (2003)	<ol style="list-style-type: none"> 1 In general, you find society to be fair. 2 In general, our political system operates as it should. 3 Our society needs to be radically restructured. 4 My country is the best country in the world to live in. 5 Most policies serve the greater good. 6 Everyone has a fair shot at wealth and happiness. 7 Our society is getting worse every year. 8 Society is set up so that people usually get what they deserve.
Political ideology from Nail et al. (2009)	<ol style="list-style-type: none"> 1 Capital punishment 2 Abortion (prolife) 3 Gun control 4 Socialized health care 5 Same-sex marriage 6 Illegal immigration 7 Democrats
Social concern from Cassidy and Wymer's (2016)	<ol style="list-style-type: none"> 1 The thought of buying the product causes me concern because some friends would not think well of me. 2 Consuming the product would causes me to be thought of as being foolish by some people whose opinions I value.
Self concern from Cassidy and Wymer's (2016)	<ol style="list-style-type: none"> 1 The thought of buying the product causes me to experience unnecessary tension. 2 The thought of buying the product gives me a feeling of unwanted anxiety. 3 I would worry a lot when buying the product.
Risk avoidance from Meertens and Lion's (2008)	<ol style="list-style-type: none"> 1 I do not take risks with my safety. 2 I take risks regularly. 3 Safety comes first. 4 I prefer to avoid risks.
Switching intention from Hsu's (2014)	<ol style="list-style-type: none"> 1 I am considering switching from the product to the substitutable product soon. 2 The likelihood of me switching to the substitutable product is high. 3 I am determined to switch to the substitutable product.

CURRICULUM VITA

Soochan Choi is a PhD candidate majoring in marketing at the University of Texas at El Paso.

His primary research interests include consumer behavior, particularly in the areas of cultural diversity and identity. He has published articles in the Journal of Consumer Behaviour, Young Consumers, and Journal of Management Policies and Practices.

Prior to joining the University of Texas at El Paso, he earned a bachelor's degree in operations management from the Ohio State University and a master's degree in management from Middle Tennessee State University.