

Consumer social responsibility (CnSR): antecedents and tool validation

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Abstract

Purpose – Global warming and drastic environment fluctuations have given rise to worldwide emergency, demanding to discover the most unexplored area in the field of social responsibility that is, consumer social responsibility (CnSR). This study aims to define the novel term “CnSR” and its antecedents to accomplish long-term sustainability. An in-depth analysis is executed to discover key antecedents, and proposed tool validation is implemented with the help of the big size of consumer population.

Design/methodology/approach – Primary data are collated using consumer responses, and reliability statistics were analyzed implementing Cronbach's alpha, and factor analysis is performed for required validation.

Findings – Probing existing research, CnSR was mostly correlated with consumers' ethical and moral behavior. The present work proposes a unique tool which has successfully revealed a broader approach resulting in four vital antecedents: environmental orientation (EO), ethical and moral disposition (EMD), spiritual orientation (SO) and orientation toward shared consumption (OSC). Cronbach's alpha is adopted to determine internal consistency of the survey and has showed precision of 0.953 which affirms accuracy of the proposed tool.

Research limitations/implications – Splitting of EO using factor analysis into environmental oriented preference (EOP) and recyclable oriented preference (ROP) has indicated further required inputs for better understanding.

Practical implications – Sustainable issues were limited to corporates in the form of corporate social responsibility (CSR) activities. Present work demands consumer awareness about their consumption consequences and fix their responsibility to achieve long-term sustainability.

Originality/value – The present study is the first to identify the antecedents of CnSR and effectively demonstrates a tool for the same.

Keywords Consumer social responsibility (CnSR), Sustainable development, Shared consumption, Spiritual orientation

Paper type Research paper

Introduction

Social responsibility is a framework that demands an entity, be it an institution or an individual, behave ethically for the societal benefit and environment at large. For the past many years, this responsibility has been laid on the shoulders of the corporates in the form of the well-acquainted term, that is, corporate social responsibility (CSR). The recent scenario has raised the necessity and demand for sharing this responsibility with a larger section of society, that is, consumers. The present work proposes a novel term, consumer social responsibility (CnSR), which is the need of the hour and introduces the framework related to the social responsibility of consumers.

In the past, this term has been described in a distinct manner by researchers, for instance, responsible consumption (Fisk, 1973), socially conscious consumer (Webster, 1975) and



socially responsible consumers (Antil, 1984; Robert, 1993). Researchers have also revealed consumer understanding as an utmost important factor to realize green offerings developed by companies (Peattie, 2001) for long term sustainability. Not only is green consumption significant but also the overall level of consumption must be reduced to make a significant difference (Alfredsson, 2004). Some consumer population can be emphasized to adopt ethical factors in their product selections. On the contrary, this is also observed that focus of companies on “greenness” without satisfying consumer expectations or being unable to deliver the “claimed green benefit” will result in product failure (Ottman *et al.*, 2006).

To achieve long-term sustainability, the construction of social responsibility of consumers and use of their purchasing power for the benefit of social outcomes are necessary. In addition, they should be charged with some responsibility, the same way as the corporates are being charged (Caruana and Crane, 2008). It is not an easy task to put a large population of consumers in some legal framework, but their behavior can be molded through proper communication. Development of understanding and awareness can be generated through diverse mediums as it has been witnessed that human psychology shapes what we appreciate, learn and propagate (Buenstorf and Cordes, 2008). A survey analyzed, in case of food, cleaning products and toiletries that green or ethical consumers often forego price, brand, convenience and sometimes product performance. This consumer category also makes sure that their purchases are aligned with their notions such as the use of organic food, rational trade and environmentally friendly products, that is, not tested on animals (McDonald *et al.*, 2009).

No doubt, consumers are taking interest in the sustainability and are ready to alter their choices accordingly, but the information needs to be disseminated through proper channel or labeling and in time too (Dooley *et al.*, 2011). Influence of two dimensions of sustainability, (1) environment and economic and (2) price, on consumer responses were inspected and recorded to have negative responses toward companies having poor sustainability (Choi and Ng, 2011). Not only consumption, nonconsumption should also be stressed, and the evaluation of sustainability should be done on both the parameters (Cherrier *et al.*, 2011). It is also seen that the sole reason corporates invest in CSR activities is to build positive public relations as consumers also pursue their self-interest and convenience by seeking price-efficient products, and this will continue until consumers show their interest for the green products (Morrison and Bridwell, 2011). In addition, companies support the sustainability under the regulatory framework of CSR activities, and these activities do not get reflected in the products and services delivered, so to enhance the sustainability in consumers’ purchase decisions, communication about CSR activities is necessary (Fricke and Schrader, 2011).

The way consumers interpret sustainability was explored (Simpson and Radford, 2012), and it was concluded that consumers do not fully understand the results of their consumption and fail to make a decision in the interest of larger sustainability; hence, to overcome this situation, firms need to make efforts to help them in making sustainable choices. CnSR is considered as intangibles and companies should link these intangible social components to the products and services they are offering (Devinney *et al.*, 2012). Analysis for better understanding of green consumer behavior in the context of emerging economies is presented (Carrete *et al.*, 2012) for clarifying confusions and compatibility. Consumers should be provided with all necessary information related to the product using eco labels; this will help in judgment between environment friendly and harmful products (Bertrandias *et al.*, 2012; Galbreth and Ghosh, 2013; Ghvanidze *et al.*, 2016).

An experimental study’s results indicated female respondents associated themselves more with sustainable consumption (SC) when personal identity was leading; and when the social identity was prominent, male respondents’ interest for SC is observed to be increased (Costa Pinto *et al.*, 2014). Consumers’ faith in corporation is directly affected by corporates’ crystal-clear production practices and their responsible efforts toward local society

(Kang and Hustvedt, 2014). Survey results (Samavatyan *et al.*, 2014) concluded that the increased awareness and positive attitude of consumers can increase their social responsibility. It is observed that when consumers compare sustainable and nonsustainable options, they end up punishing the nonsustainable option (Meise *et al.*, 2014).

Corporates believe that consumers will not pay more for green products, and this will end up with increasing cost for the corporates only, without bringing instant financial benefit for them (Nidumolu *et al.*, 2015). Consumers' inclination toward green products purchase is systematically addressed (Joshi and Rahman, 2015), and factors affecting green purchase behavior along with the opportunities available in this area are discussed. Efforts of CSR cannot succeed in isolation (Vitell, 2015), unless this is backed up by consumers' understanding of their social responsibility. Social responsibility does not play a significant role for consumers in decision-making, and their decisions are dominated by price and product quality issues.

Consumers are interested in buying cheap products and do not bother for socially responsible (SR) production irrespective of its information, which will lead to reduction in the profit of producers (Pigors and Rockenbach, 2016). Survey results and their findings affirm that some consumers do not perceive being environmental friendly as an urgent issue that essentially requires immediate attention (Tan *et al.*, 2016). But CSR programs can often be difficult and even unprofitable without CnSR as consumers hold more power over the producers of goods and services (Quazi *et al.*, 2016). Governments and organizations should come forward for transferring sustainability information to consumers to fulfill the gap that still exists between sustainable production and SC (Shao *et al.*, 2017). There is a close relationship between consumers' ethical beliefs, religiosity, and CnSR, and not all dimensions of social responsibility are important for consumers (Arli and Tjiptono, 2018). Mismatch in consumers' purchase intentions and real buying behavior has also been noticed (Groening *et al.*, 2018) by several researchers. An optimum or consensual model for testing green consumer behavior is presented (Paço *et al.*, 2019), and the influence on green consumption values is briefly discussed for better understanding.

Broadly, as recorded consumer decision-making is a complex process which involves consideration of different factors having direct and indirect influence on consumption. The present study is an effort to construct another important perspective of social responsibility, that is, consumers, by exploring CnSR and its antecedents. This work is a novel initiative to explore CnSR along with its inherent antecedents and will completely add new dimensions to the existing available research. In addition, an attempt is made to frame a related measurement tool which will help in assessing CnSR and its impact on SC for long-term sustainability.

Defining consumer social responsibility and its antecedents

As per the available literature, researchers have demonstrated different key areas of CnSR as per their own understanding. Natural environment was highlighted as the prominent research area for defining SR consumers (Antil, 1984), particularly energy and pollution factors were the center of discussion. As time passes, the critical areas comprised the consumers purchase decisions (Webster, 1975; Robert, 1993; Devinney *et al.*, 2006; Ingenbleek *et al.*, 2015; Pigors and Rockenbach, 2016; Schlaile *et al.*, 2018) including the importance of the disposal of products and services along with their procurement and use (Mohr *et al.*, 2001; Vitell, 2015). Many researches have also highlighted the importance, the consumers weigh to the corporates CSR activities and participate by showing their interest in the products and services of these companies (Robert, 1993; Mohr *et al.*, 2001; Morrison and Bridwell, 2011; Caruana and Chatzidakis, 2014; Quazi, 2016; Arli and Tjiptono, 2018; Golob *et al.*, 2019). Further, ethical beliefs and moral behavior of consumers have also been discussed as the vital domain of social responsibility of consumers (Muncy and Vitell, 1992; Devinney *et al.*, 2012;

Caruana and Chatzidakis, 2014; Quazi, 2016; Arli and Tjiptono 2018; Asante, 2019). Consumers' participation in protests and social campaigns have also been focused on (Devinney *et al.*, 2006; Schlaile *et al.*, 2018; Asante, 2019) for better understanding. Authors (Devinney *et al.*, 2006) also included donations and charities as part of CnSR to widen and throw more light on this area. To identify various domains and to fix consumers responsibility, necessity is raised to refer to the previous literature related to prominent areas of CnSR and hence to analyze the research gap in this domain. An outline of approaches attempted by researchers is collated here in Table 1.

Above collated research reflects that researchers have covered responsibility of consumers under following mentioned components only:

- (1) ethical and moral behavior;
- (2) purchase decisions;
- (3) consumption of green products and services;
- (4) participation in charities, donations and protests;
- (5) use and disposal of products;
- (6) nonconsumption of goods and services.

The domain of CnSR is even more diverse and cannot be limited to only the aforementioned areas. The present work elaborates all required consumers' perspectives which include utilization of environmental resources, basic and social needs, and society and environment at large. Broadly, the two major additions, which will augment new a dimension to CnSR are presented here as

- (1) spiritual orientation (SO) and
- (2) orientation toward shared consumption (OSC).

In general, as consumers, this is also our moral duty to protect the environment and work toward the societal benefit. Based on the above discussion, the definition of the term CnSR is refined here along with its antecedents. A new definition for CnSR is presented below:

Definition of consumer social responsibility (CnSR)

CnSR is an understanding which helps consumers pursue green practices with the aim of societal and environmental welfare by sacrificing their luxuries, seeking resource sharing, avoiding unnecessary wastage, and adopting ethical and moral behavior, thereby strengthening the weakest to become fittest.

Consumer social responsibility (CnSR) antecedents

Based on the above definition, broadly the blend of the following antecedents is identified for defining CnSR:

- (1) environmental orientation (EO);
- (2) ethical and moral disposition (EMD);
- (3) SO;
- (4) OSC

Further, to explore the antecedent's relation with CnSR and hence to analyze the overall impact, the scope of antecedents is elaborated as follows:

	Title	Authors	Year	Journal	Key areas
1	Criteria for a theory of responsible consumption	G. Fisk	1973	Journal of Marketing	(1) Natural resources
2	Determining the characteristics of the socially conscious consumer	F. E. Jr. Webster	1975	Journal of Consumer Research	(2) Pollution environment (1) Purchasing decisions of consumers
3	Socially Responsible Consumers: Profile and Implications for Public Policy	John H. Antil	1984	Journal of Macro marketing	(1) Natural environment (energy and pollution)
4	Consumer ethics: An investigation of the ethical beliefs of the final consumer	James A. Muncy & Scott J. Vitell	1992	Journal of Business Research	(1) Ethical beliefs of consumers
5	Sex differences in socially responsible consumers' behavior	J. A. Robert	1993	Psychological Reports	(1) Consumers' purchase decisions and their interest in corporates' social performance
6	Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior	Lois A. Mohr, Deborah, J. Webb & Katherine E. Harris	2001	The Journal of Consumer Affairs	(1) Consumers' consumption and disposition of products (2) Consumers' buying from companies with good social performance
7	The Other CSR: Consumer Social Responsibility	T.M. Devinney, P. Auger, G. Eckhardt & T. Birtchnell	2006	SSRN Electronic Journal	(1) Contribution of individuals to specific causes, such as donations, participation in protests (2) Purchasing or nonpurchasing behavior (3) Participation in surveys or market research
8	Constructing consumer responsibility: Exploring the role of corporate communications	R. Caruana & A. Crane	2008	Organization studies	(1) Corporate communication to play a role in building consumer responsibility
9	Consumer Social Responsibility – The True Corporate Social Responsibility	Edward Morrison & Larry Bridwell	2011	Competition Forum, American Society for Competitiveness	(1) Related consumers' actions to the corporates' social performance
10	Corporate communication to promote consumers' social responsibility?	V. Fricke & U. Schrader	2011	Ökologisches Wirtschaften-Fachzeitschrift	(1) Communication of consumers' individual responsibility for their behavior change toward sustainability
11	Can the Socially Responsible Consumer Be Mainstream?	T. M. Devinney, P. Auger, G. Eckhardt	2012	SSRN Electronic Journal	(1) Ethical consumerism

Table 1.
Key areas presented in previous research studies related to consumer social responsible behavior

(continued)

	Title	Authors	Year	Journal	Key areas
12	Consumer Social Responsibility (CnSR): Toward a Multi-Level, Multi-Agent Conceptualization of the "Other CSR"	R. Caruana & A. Chatzidakis	2014	Journal of Business Ethics	(1) Ethical and moral behavior of individual, group, corporate and institutional agents
13	A case for Consumer Social Responsibility (CnSR): Including a Selected Review of Consumer Ethics/Social Responsibility Research	Scott J. Vitell	2014	Journal of Business Ethics	(1) Use and disposal of products and services which give rise to two consumer responsibilities: <ul style="list-style-type: none"> • first toward other stakeholders and • second toward society
14	Buyer social responsibility: a general concept and its implications for marketing management	P. T. Ingenbleek, M. T. Meulenbergh & H. C. Van Trijp	2015	Journal of Marketing Management	(1) Consumers' personal needs fulfillment and social consequences of their consumption
15	Conceptualizing and measuring consumer social responsibility: a neglected aspect of consumer research	Ali Quazi, Azlan Amran & Mehran Nejati	2016	International Journal of Consumer Studies	(1) Ethical and moral behavior of consumers in the buying process (2) Consumers' support toward green products and corporates' CSR activities
16	Consumer Social Responsibility	Mark Pigors & Bettina Rockenbach	2016	Management Science	(1) Consumers' purchasing and nonpurchasing behavior
17	Consumer Ethics, Religiosity, and Consumer Social Responsibility: Are They Related?	Denni I Arli and Fandy Tjiptono	2018	Social Responsibility Journal	(1) Included consumers' aspect of CSR. (2) Ethical buying and concerns of consumers
18	From Bounded Morality to Consumer Social Responsibility: A Trans disciplinary Approach to Socially Responsible Consumption and Its Obstacles	M.P. Schlaile, K. Klein & W. Böck	2018	Journal of Business Ethics	(1) Collection of information regarding products, services and companies (2) Sharing of reliable information with other consumers (3) Participation in protests (4) Purchase decisions (5) Consequences for the third party and responsibility for usage (6) Responsibility for disposal

*(continued)***Table 1.**

Table 1.

	Title	Authors	Year	Journal	Key areas
19	Components and Elements of Consumer Social Responsibility	R. E. Asante	2019	SSRN	(1) Critical/ethical behavior (2) Action/legal behavior (3) Caring/social behavior (4) Health/environmental behavior (5) Solidarity/sustainable behavior (6) Supporting/citizen behavior
20	The importance of corporate social responsibility for responsible consumption: Exploring moral motivations of consumers	U. Golob, K. Podnar, M. K. Koklič & V. Zabkar	2019	Corporate Social Responsibility and Environmental Management	(1) Individual viewpoint on CSR (2) Prosocial behavior (3) Personal norms (4) Awareness of negative impact on society (5) Social norms

Environmental orientation (EO)

When consumers aim for zero harm to the environment through nonconsumption practices and attempts to minimize the environmental harm through their consumption practices, then this will portray a clear picture of EO. The basic aim here is to protect the environment by adopting environment friendly products and services. Consumer awareness toward animal testing, plastic pollution, recyclable, reusable products, nonrenewable resources, etc. is a key area of concern and is worth considering in defining environmental orientation.

Ethical and Moral Disposition (EMD)

Ethical behavior seeks knowledge and is governed by an individual's own morals that discriminate among right and wrong. A consumer looking for ethics and morals in the products and services will certainly emphasize the right and wrong manufacturing processes. Examples such as child labor utilization, employees' working conditions, inclination toward domestic products, avoiding counterfeit products, customer handling, using harmful chemicals and products like tobacco, liquor, etc. fall under this category and are the important issues which will define ethical and moral behavior.

Spiritual orientation (SO)

SO is the term which is governed by the human soul and relates to the sacrifice of luxuries and fulfilling the basic needs by investing savings for the welfare of all. This sacrifice may be in terms of both time and money. It can be declared as the utmost difficult part of CnSR as it is not an easy task to sacrifice all luxuries and lead a simple life. Making donations and charities for the weaker section, helping the needy people, leading a simple life, observing companies' social performance and preferring their goods, participation in protest, etc. will evolve the SO.

Orientation toward shared consumption (OSC)

Resource sharing is the need of the hour, especially for exhaustible resources such as petrol, diesel as it takes millions of years to procure them. Especially, nonrenewable resources are required to be shared and protected for future generations. Relative examples are as follows: carpooling for the same workplace will save fuel, decrease congestion and hence help in reducing air and noise pollution. Similarly, the concept of joint family also promotes sharing of resources and hence saves wastage of useful resources. Further, we would advocate that

replacing the joint family concept with the nuclear family has raised the utilization of electronic goods, fuel consumption, land acquisition, deforestation in terms of infra-developments, etc. Sharing of one roof and resources will be helpful for the economy and environment and hence improve mental health.

Methodology

Data compilation and tool framing

The present work is an effort to precisely formulate, validate and identify important antecedents for CnSR. To accomplish this task, a unique tool in the form of a questionnaire was framed, and hence, feedback is collated through a big size of consumer population. This questionnaire was designed with 60 items under six different sections, namely, (1) EO, (2) EMD, (3) SO, (4) OSC, (5) CnSR and (6) SC.

A broad classification of the identified six sections mentioned above is required to be analyzed for developing proper understanding and tool identification. A framed questionnaire is an output of proper formulation adopting a big sample size (429) of consumer population.

For accurate computation, the framed questionnaire was first duly validated through subject professionals, which has resulted in the filtered output of 39 items, and then the finalized questionnaire was floated for consumer feedback. As standard practice, the individual items are organized in a Likert-scale format ranging from (1) “Strongly Disagree” to (5) “Strongly Agree”. The Likert-Scale framework is used to get opinions of the respondents based on their level of agreement so that accurate analysis for the purpose is achieved. For example, typical multiple-choice options include strongly agree, agree, no opinion, disagree and strongly disagree as per the Likert item.

The finalized questionnaire is provided here for reference in the appendix as supplementary data for future work. The questionnaire available in the same is based on the chosen parameters that are categorized in the above mentioned identified six different sections.

Sample population

Sampling is another important aspect and generally leads accuracy level for the present category of computation. Target population is the group of people from whom data are collected to make inferences, and conclusions hence arrived are then generalized. In the present work, the target population is the consumers, whose purchasing power has diverse impact on society and environment at large. Demographics like age, income, gender, education, marital status, occupation, etc. were applied here and a brief description of the same has been provided in Table 2. Demographic data show the unique identities of the consumers and most of the respondents here are well-educated, that is, graduates and postgraduates. Demographic analysis shows another interesting fact that participating respondents are mostly males (60%) having younger age (50%) who are self-dependent people (45%) and occupy substantially good annual earnings (70%). For a clear understanding of data collection in various above-mentioned categories, and hence their corresponding values, we have presented the results in both tabular (Table 2) and graphical manners (Figure 1) here. This will be helpful to draw a clear picture of the target population which may not be grasped in the elaboration done above. Specifically, the drawn colored illustrations in an individual measure collated in Figure 1 will categorically discriminate chosen demographics.

Results and discussion

Reliability testing using Cronbach's alpha

Cronbach's alpha (α), or coefficient alpha, is a measure used to assess the reliability, or internal consistency, of a set of scale or test items (Lee Cronbach, 1951). In other words,

Table 2.
Demographic
characteristics

Measure		Responses	Percentage
Age	<20 years	126	29.37
	20–30 years	111	25.87
	30–40 years	129	30.07
	>40 years	63	14.69
Gender	Male	255	59.44
	Female	174	40.56
Income	<5 LPA	114	26.57
	5–10 LPA	150	34.97
	>10 LPA	165	38.46
Occupation	Homemaker	42	9.79
	Student	195	45.45
	Service	168	39.16
	Business	24	5.59
Education	Undergraduate	174	40.56
	Postgraduate	159	37.06
	Higher than postgraduate	96	22.38
Marital status	Married	219	51.05
	Unmarried	210	48.95

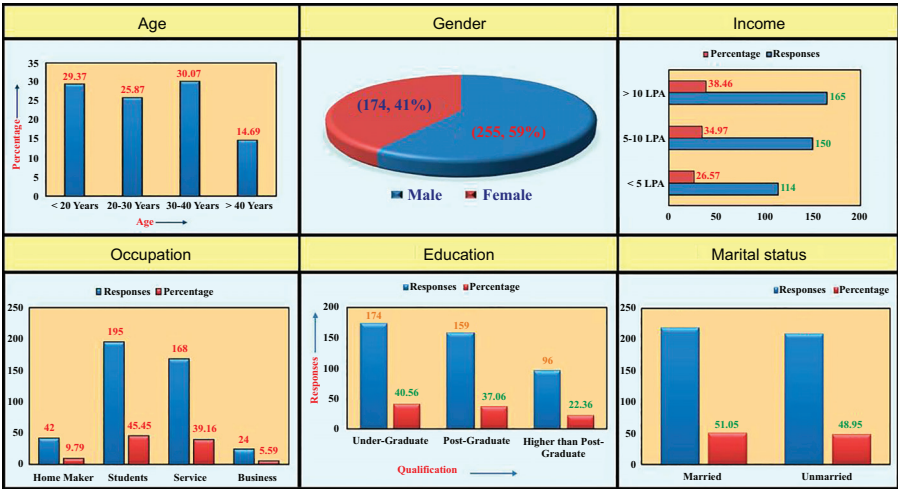


Figure 1.
Demographic statistics
presentation of collated
responses

reliability of any given measurement refers to the extent to which it is a consistent measure of concept. Cronbach's alpha is one reliable way of measuring the strength of that consistency and to see that this multiple-question Likert scale surveys are always reliable.

In the present case, a pilot study of 100 respondents was conducted. To assess the reliability of this study, reliability statistics was calculated, and this has shown the value of Cronbach's alpha as 0.950. Later, the structured questionnaires were administered through an online and offline mode to consumers of different age and income groups. In total, 458 respondents returned the questionnaires and among them, those in the offline mode had not responded completely. Looking into the raised practical implications, we have finally selected 429 questionnaires for in-depth analysis. Reliability statistics of this main study showed the value of Cronbach's alpha as 0.953, which clearly indicates the accuracy of the present

investigation. In addition, the Cronbach's alpha value was also calculated for the different sections framed in the questionnaire, and their respective values have been depicted in [Table 3](#).

Section	Title	Cronbach's alpha
A	Environmental orientation	0.762
B	Ethical and moral disposition	0.713
C	Spiritual orientation	0.711
D	Orientation toward shared consumption	0.838
E	Consumer social responsibility (CnSR)	0.905
F	Sustainable consumption	0.889

Table 3.
Cronbach's alpha
values for different
sections mentioned in
the tool

Tool validation for identified antecedents

Validation using factor analysis. To validate the designed tool, factor analysis, that is, the data reduction technique, factor validation technique and principal component method with varimax rotation are adopted, in order to club highly correlated statements. Here, we want to mention that principal component analysis (PCA) adopted here is basically a statistical procedure that uses an orthogonal transformation to convert a set of observations of possibly correlated variables into a set of values of linearly uncorrelated variables called principal components. Similarly, varimax rotation is a statistical technique used at one level of factor analysis as an attempt to clarify the relationship among factors. Generally, the process involves adjusting the data coordinates that result from a PCA.

In addition, the Kaiser–Meyer–Olkin (KMO) value as the measure of sampling adequacy is also calculated here for all the six sections which is a measure to analyze suitability of collected data for factor analysis. This test measures sampling adequacy for each variable of the model and equally for the complete model. This is in general the measure of the proportion of variance among variables that might be a common variance. KMO values computed for all six sections are collated here in [Table 4](#).

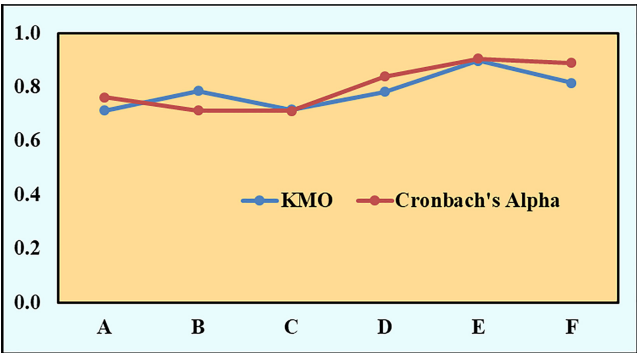
Section/factor	Title	KMO	Bartlett's test
A	Environmental orientation	0.713	0.000
B	Ethical and moral disposition	0.785	0.000
C	Spiritual orientation	0.715	0.000
D	Orientation toward shared consumption	0.781	0.000
E	Consumer social responsibility (CnSR)	0.897	0.000
F	Sustainable consumption	0.815	0.000

Table 4.
KMO value and the
Bartlett's test of
sphericity (p value) for
each section of the
questionnaire

As observed here, all KMO values have magnitudes greater than 0.7 which reveals that the current sample size is adequate for applying factor analysis. The variation of Cronbach's alpha (α) and KMO values for all six chosen sections is plotted here in [Figure 2](#) for clear understanding.

Analyzing the result presented in [Figure 2](#) indicates that factors A, D and F are recorded having a drop in the magnitudes of KMO values when compared with Cronbach's alpha (α) values. On the other hand, the values are matching or higher for the factors B, C and E. The reflections recorded for higher values here reflect CnSR as an important perspective and proves research credibility in this area.

Figure 2.
Cronbach's alpha (α)
and KMO values for
different sections



Further, to check certain redundancy among variables, we have also performed Bartlett's test of sphericity which has resulted in 0.0 value for all six sections. The null hypothesis resulted for this test indicates that the variables are orthogonal, that is, not correlated, revealing that factor analysis can be performed for validation of factors. Factor analysis was employed here for all six sections of the questionnaire, and using the "rotated component matrix", factor loadings were analyzed. The representation of the analyzed factor loadings for all statements under various factors are mentioned here in [Table 5](#).

In general, factor loading represents the correlation between that statement and the factor chosen. Coefficients less than 0.4 were suppressed in the analysis, as the loading is observed to be insignificant and represents low correlation. All extracted factors were provided with appropriate labels and these factors, statements and corresponding factor loadings are collated above in [Table 5](#). It is observed that the criterion of convergent validity and discriminant validity is satisfied by all considered statements. Further, convergent validity shows that variables within a single factor should be highly correlated and the identical pattern is evident from the recorded factor loadings. Similarly, discriminant validity articulates that one variable relates more strongly to its own factor than to another factor. If "cross loading" exists, that is, if any variable has loading on more than one factor, then the difference should be more than 0.2. All these required inputs are duly considered here for sustaining the accuracy of the present computations. Further, the factor analysis performed here resulted in an interesting fact that the first antecedent, that is, EO is separated into two major parts: (1) environmental oriented preference (EOP) and (2) recyclable oriented preference (ROP). This phenomenon is also endorsed by scree plots for each section plotted here in [Figure 3](#) as given below:

Conclusion

In the present work, a novel and most unexplored research area, CnSR is attempted to unfold the field of social responsibility with an entirely diverse perspective. Previous research shows limited work in this field and has not stressed on developing any scale for proper understanding. Many authors have tried to describe consumers' responsibility toward environment and society under different names and included key areas like purchasing decisions, participation in protests and charities, 3 R's (recycle, reuse and reduce), etc. These key areas have been defined under various names: ethical consumption, green consumption, moral consumption, etc. The authors of this paper have first attempted to identify the corresponding antecedents of CnSR with the available literature; in total four vital antecedents, namely, (1) EO, (2) EMD, (3) SO and (4) OSC have been recorded here. The authors found two missing areas from the past literature review which play an important role

				Responsible consumption
Section	Factor	Factor labels and statements	Factor loading	
A	EO1_EOP	(1) Do not buy products which are harmful to environment	0.777	<div>433</div>
		(2) Do not buy product made up from animal substances	0.752	
		(3) Prefer cloth or jute or paper bags for shopping instead of plastic ones	0.568	
		(4) Do not to use the goods that increase the environmental contamination	0.755	
	EO2_ROP	(5) Prefer organic products over inorganic products	0.643	
		(1) Like to consume recycle products	0.844	
		(2) Use those products that can be reused after consumption	0.878	
B	EMD	(1) Employee satisfaction in the organization matters me to take a purchase decision	0.438	
		(2) Prefer companies which consider customers feedback sincerely	0.600	
		(3) Do not use products which have been produced using child labor	0.574	
		(4) Do not consume those products which cause health issues (e.g. tobacco)	0.640	
		(5) Consume products having less preservatives, additives and artificial coloring	0.681	
		(6) Give preference to domestic products over foreign products	0.648	
		(7) Avoid consuming counterfeit products	0.662	
C	SO	(1) Focus more on fulfillment of basic needs rather than luxuries	0.632	
		(2) Consume products of those companies which donate for social welfare	0.842	
		(3) Buy those products whose sales supports social cause	0.783	
		(4) Like to buy brands of those companies which support community	0.762	
D	OSC	(5) Provide products to others which I am not using	0.442	
		(1) Believe in sharing of products with others to preserve the resources	0.843	
		(2) Share the products to reduce the wastage	0.868	
		(3) Work to create awareness about product sharing to reduce depletion of resources	0.795	
E	CnSR	(4) I think product sharing also avoids over-storage of products	0.796	
		(1) It is important to share social responsibility with the corporate houses	0.734	
		(2) I have a responsibility to maintain environmental health	0.828	
		(3) Consider my responsibility to make a difference on environmental issues like waste management, electricity consumption etc.	0.772	
		(4) I always give feedback to concerned authorities about their responsibilities towards society	0.620	
		(5) Consider my responsibility to improve the weaker section of the society	0.740	
		(6) I consider environmental issues in day to day consumption practices	0.842	
		(7) I focus on ethical and moral practices exercised by companies	0.791	
		(8) I support weaker section of the society by doing charities and donations from time to time	0.713	
		(9) Prefer those companies' brands which fulfill legal responsibilities	0.778	
F	SC	(1) I believe in green consumption practices motivating sustainable production	0.815	
		(2) I believe to consider sustainable/green products instead of selecting usual products	0.697	
		(3) I believe that my consumption activities (i.e purchase and use) have an impact on the environment	0.778	
		(4) Individuals should be careful when purchasing products, because consumption of certain products possibly has more harmful impacts on the environment	0.825	
		(5) Prefer to consume products whose packaging is ecofriendly	0.761	
		(6) Green product usage saves environment and society	0.768	
		(7) Consume products that can be recycled/reused	0.787	
				Table 5. Factor loadings for different antecedents' statements of CnSR

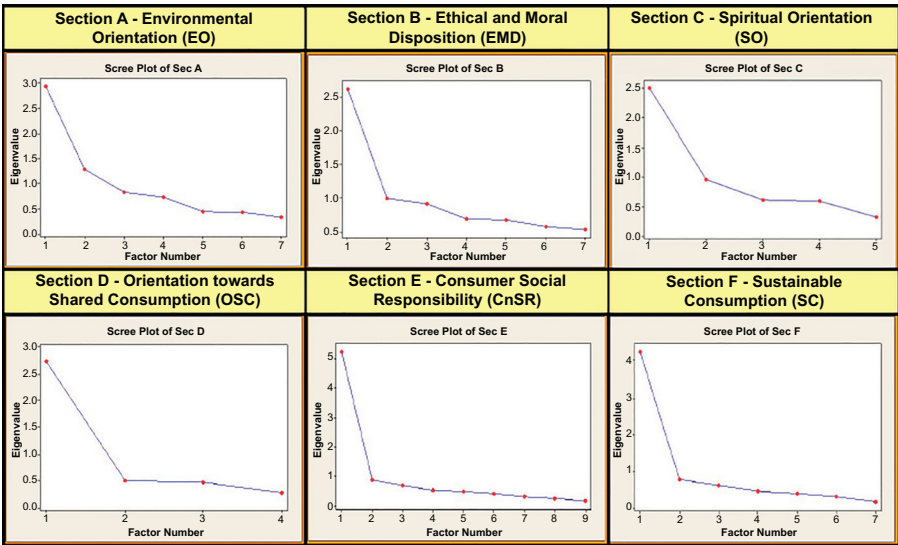


Figure 3.
Scree plots for all six
identified sections

in fulfilling consumers' role in society and environment at large. These missing areas are shared consumption and spiritual consumption. Shared consumption leads to sharing of resources which will ultimately lead to minimization of wastage and saving of resources for future generations. Practicing spiritual consumption will develop positive lifestyles and a feeling of sacrifice for the upliftment of society and will bring harmony and peace in environment. Another interesting observation is the splitting of EO into (1) EOP and (2) ROP through factor analysis, which has shown a new pathway for future research work. The results show 3 R's – recycle, reuse and reduce as an important parameter for the fulfillment of social responsibility for both consumers as well as corporates. Corporates need to add 3 R to their products, and consumers need to show interest in products backed by 3 R as it will enhance the societal and environmental health. Internal consistency of the performed survey is verified through the computation of Cronbach's alpha and the results showed precision of 0.953, which affirms the accuracy of the designed tool. The research may be further extended through the inclusion of additional questions related to recycling which will certainly improvise the designed tool and enhance accuracy levels.

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Further reading

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Appendix.

The Appendix file is available online for this article.

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