

## Sustainable Anti-Consumption of Household Products: A Nepalese Context

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### Abstract

Sustainable consumption is the consumer's preference for the products that are environmentally friendly however, non-consumption also plays a major role in sustainability. A counter movement of anti-consumption runs from the beginning of mass-consumption of societies. Consumers can choose not to consume products/brands that can cause a harm to the environment or are incompatible with their ideology on conservation. The underlying notion of these non-consumption practices or anti-consumption is that the consumer is concerned about the effects that a purchasing choice has, not only on themselves but also on the external world. Anti-consumption is a resistance to, distaste of or even resentment of consumption. There is low adaptation rate of green consumption in terms of household products which shows that the non-green consumers reflect the mainstream population and indicates that consumers following anti-consumption is a niche segment reflecting the need of research in this area. So it is consequential to explore the available literatures regarding the subject matter and conduct a quantitative study. Following the notion this paper aims analyzing the factors influencing the anti-consumption behavior of household products in Nepalese context.

Keywords : Environment Concern, Anti-consumption, Ethical Consumption, Household Products

## 1. Introduction

The hardest thing is to take less when you can get more

- Kin Hubbard

Traditionally marketers have been working to encourage shoppers to buy and for many decades these marketers have focused on understanding, segmenting or empirically dissecting a product or brand's existing customer base to identify and grow the customer base. However, as world has moved towards environmental crises and unsustainable patterns, anti-consumption has been emerged as a pivotal movement that advocates for the decrease of unnecessary consumption particularly in household items. Non-consumption plays a major role in sustainability. For example, consumers can choose not to consume products/brands that harm the environment or are incompatible with their ideology on conservation [Sandikci and Ekici, 2009]. Anti-consumption refers to being against consumption. As stated by Zavestoski [2002] anti-consumption is a resistance to , distaste of or even resentment or rejection of consumption more generally.

Anti-consumption is not only related to rejecting products but also involves a conscious decision to consume less and choose alternatives that have a lower environmental impact. As stated by Iyer and Muncy [2009] cited as in Ozanne and Ballantine [2010] there are different approaches to anti-consumption and alternative consumption and impetus for anti-consumption vary among political, personal and environmental concerns. Moreover, anti-consumption often focuses on the reduction of all consumption activities it is also possible to focus on the reduction of purchase of

specific products and brands. Anti-consumerist movements as boycotts of British goods during the American Revolution and Montgomery bus boycott during US civil rights movement, are some examples of anti-consumption. Predictors of anti-consumerist attitudes and behaviors at an individual level include concerns about environmental pollution or disruption of ecological balance, a desire to live a simple life, and a belief that a search for happiness should come from internal factors [Yaldir and Ashraf, 2019]. Emergence of anti-consumerism is seen as an extension of postmodern society just like excessive consumption which is actually its antithesis. Postmodern society and a number of features distinguishing the individual have contributed to the emergence of anti-consumerism. Another factor contributing to the emergence of anti-consumerism practices is globalization [Ünal and Dalfidan, 2019]. Even though most of sustainability studies noted that practices of anti-consumption are most likely to be associated with environmental concerns, some show that anti-consumption can be motivated by individuals prioritizing their self-interests and well-being. For example reducing consumption for voluntary simplifiers is mostly an inner experience driven by a desire to live the good life [Cherrier et al., 2011a].

Anti-consumption as stated by Mukendi et al. [2020] cited as in Vesterinen and Syrjälä, [2022] is one of the radical way to achieve sustainable goals. However, the general notion of anti-consumption defines it simply as the practices of rejecting, reduction and reuse and its conceptual connection to sustainable consumption is far more ambiguous [Cherrier et al., 2011b]. Critics of anti-consumerism have accused anti-consumerists of opposing modernity or utilitarianism arguing that it can

lead to elitism, primary among libertarian viewpoints, who argue that every person should decide their level of consumption independent of outside influence [Vesterinen and Syrjälä, 2022]. Anti consumption is an integral part of trying to live a more sustainable life and in particular the acts of rejecting, reducing and reusing consumption are key elements of sustainable consumption but the study showed that green consumption whilst practiced is not an essential part of sustainable living [Cherrier et al., 2011b]. Following the notion this study attempts to analyze the factors influencing anti-consumption behavior of Nepalese consumers.

## 2. Literature Sources and Hypothesis Development

Non consumption practices has underlying notion that consumer is concerned with the effects that a purchasing choice has not only on themselves but also on the external world [Harrison et al., 2005]. According to Cherrier et al. [2011b] Non-consumption is a broad phenomenon which we classify in three ways (3 I's): "intentional non-consumption" resulting from a decision not to consume something, "incidental non-consumption" resulting from choice towards a preferred alternative (e.g. when a person chooses one brand over others, non-consumption of those unconsidered brands occurs), and "ineligible non-consumption" that results when a person cannot act as a consumer for a particular product (e.g.

an underage person not eligible for certain types product/services).

### 2.1 General-societal: global impact consumers

Global impact consumers are interested in reducing the general level of consumption for the benefit of society or the planet. They do not believe that the current level of consumption is good for society as a whole. The two most common reasons global impact consumers give for this form of anti-consumption are environmental concerns and material inequity. They hold the belief that the modern consumption of current times is causing irreparable damage to the earth's ecosystem or that over-consumption by the wealthier nations or classes is contributing to poverty problems in lesser developed nations or the poorer classes of society

### 2.2 General - personal: simplifiers

This group wishes to drop out of the fast-paced, high-consumption society and move to a simpler, less consumer oriented lifestyle. They are not the frugal materialists identified by who are reducing consumption in one area to increase consumption in other areas. Neither are they forced by changing economic circumstances to reduce consumption. Rather, they believe that maximizing their consumption, as is commonly done, has undesirable consequences, such as stress and distraction from higher pursuits. There may

Types of anti-consumers [Iyer and Muncy, 2009]

		Purpose of Anti-Consumption	
		Societal Concerns	Personal Concerns
Object of Anti-Consumption	General (All Consumption)	Global Impact Consumers	Simplifiers
	Specific (Individual Brands or Products)	Market Activists	Anti-Loyal Consumers

also be a spiritual or ethical component to the simplifiers' anti-consumption beliefs: they believe that it is morally abhorrent to focus so much energy on self-serving consumption activities [Agarwala, 2019].

### **2.3 Brand - societal: market activists**

The market activists who try to use the power of consumer dollars to impact societal issues. Market Activists might avoid using a product or brand because they feel that a specific brand or product causes a specific societal problem (e.g., a product that causes environmental degradation or a brand that encourages negative social behavior).

### **2.4 Brand - personal: anti-loyal consumers**

Anti-loyalists are consumers who exhibit the opposite of brand loyalty. Whereas brand loyalty reflects a commitment to repurchase a brand because of its real or imagined superiority [Jacoby, 1978] anti-loyalty reflects a personal commitment to avoid purchasing a product because of perceived inferiority or because of a negative experience associated with it [Lee and Heo, 2009]. products that consumers avoid are often as personally and socially important to them as products that they actively seek to purchase. Consumption preferences of the self and of other consumers are important factors in determining an individual consumer's decision to avoid a particular product.

### **2.5 Economic factors and Anti-consumption behavior**

Ozanne and Ballantine [2010] found that nearly half of their sample consisted of people that engaged in sharing practices for reasons

other than anti-consumption, such as opportunities for socialization and monetary benefits [Chatzidakis and Lee, 2013].

H1: Economic Factors has a significant negative influence on anti-consumption behavior among consumers

### **2.6 Ethical consumption and Anti-consumption behavior**

According to [Shaw, n.d.] ethical consumers are surrounded by important decisions of whether to consume with sensitivity through the selection of more ethical alternatives or whether to reduce levels of consumption to a more sustainable level through voluntary simplicity.

H2: Ethical consumption among consumers positively influences anti-consumption behavior

### **2.7 Environment Concern and Anti-consumption Behavior**

Anti-consumption lifestyles are voluntarily adopted by individuals who want to reduce the acquisition, use, and disposal of commoditized goods and services [Lee et al. 2011]. Because anti-consumption lifestyles are related to reduced consumption overall, the ecological impact of anti-consumers should also be considerably reduced [Nepomuceno and Laroche 2017b cited as in Kropfeld et al., 2018].

H3: Environment concern among consumers positively influences the anti-consumption behavior.

### **2.8 Attitude and Anti consumption behavior**

Anti-consumption attitudes are an obvious

component of marketing and consumption processes and any consumer who makes a purchase is stating a preference both for one good, and against others [Zavestoski, 2002].

- H4a: Attitude of an individual moderates the relationship between economic factors and anti consumption behaviors of house hold products.
- H4b: Relationship environment concern and anti-consumption behavior is moderated by attitude.
- H4c: Attitude of an individual is moderates the relationship between ethical consumption and anti consumption behavior.

## 2.9 Culture and anti-consumerism

The prominent effective features are supporting a decentralized culture as well as adopting belonging to smaller groups and marketing niche products [Kirmizi and Babaogul, 2012: 2 cited as in Ünal and Dalfidan, 2019].

- H5a: Culture mediates the relationship between ethical consumption and anti consumption behavior of consumers.
- H5b: Culture intervenes between the economic factors and anti consumption behavior of consumers.
- H5c: Culture mediates the relationship between environmental concern and anti consumption of behavior of consumers.

## 3. Research Methodology

### 3.1 Sample and Data Collection

The study used quantitative approach using structured questionnaire survey to test hy-

pothesized relationship and research framework. To achieve the objective of the study descriptive and correlational research design was used. Descriptive study design are useful for describing the desired characteristics of the sampled that is being studied [Omair, 2015]. Correlational research design has a conception in which the direction and strength of the relationship between two or more variables with no influence from any extraneous factor is intended to be found [Creswell and Christensen, 2010, 2012; Johnson and as cited in Şentürk and Zeybek, 2019]. The study concentrates on Nepalese consumers residing in urban areas. Self-administered questionnaire survey was used to collect the data using purposive sampling method. Purposive sampling involves deliberate choice of the informants as they possess the qualities as knowledge or experience [Sekaran, 2006]. A pilot study was conducted to check for the understandability and validity of questionnaire beforehand considering the suggestions and some of the wordings and construction of sentences were changed to make it simple and understandable to the respondent. During survey with self-administered questionnaire a valid response of only 235 respondents were recorded. Respondents consisted of male (55.7%), female (44.3 %), age group up to 25 years (39.6%), age group of 26 to 35 years (46.4%), 11.1% from 36 to 45 years (11.1%) and least (3%) were within the age group of 46 and older. Masters level education (60%), bachelor's degree (31.1%), high school level (5.1%) and lowest was respondents having education of MPhil or PhD (3.8%). Annual income level of respondents below 100000 (30.2%), 100000 to 500000 (43.4%) and above 500000 (26.4 %).

### 3.2 Measures

The measures used for the constructs in the study: environment concern, ethical consumption, economic factors, attitude, culture and anti-consumption behavior which were based on the previous literature available. All measures used for the constructs used in study were measured and were recorded on a five pointed rating Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree) and responses on demographic variables were recorded using closed ended questions.

### 3.3 Data Analysis

The data were analyzed using SPSS 23 and AMOS 23 following the guidelines of Anderson and Ginberg [1988] two step model was used: measurement model (to perform confirmatory factor analysis and for reliability and validity checking among items and constructs) and structural model (for assessing the model fit and hypothesis testing. Different indicators such as chi-square ( $\chi^2$ ), chi-square to degree of freedom ratio ( $\chi^2/df$ ), Tucker - Lewis index (TLI), comparative fit index (CFI), goodness-of-fit index (GFI) and root mean square error of approximation (RMSEA) and standardized root mean squared residual (SRMR) were used to measure model fit. An EFA was performed using a principal component analysis and varimax rotation. The minimum factor loading criteria was set to 0.50. The communality of the scale, which specifies the amount

of change in each aspect, were also calculated to ensure acceptable levels of clarification. The results showed that all the communalities were over 0.50. An important step involved weighing the overall significance of the correlation matrix is through Barlett's Test of Sphericity, which provides a measure of the statistical probability that the correlation matrix has substantial correlations among some of its components. The results were significant,  $\chi^2 (n=235) = 5360.391 (p < 0.000)$ , which indicates its suitability for factor analysis. The Kaiser-Meyer-Olkin measure of sampling adequacy (MSA), which indicates the appropriateness of the data for factor analysis was 0.886 as the data with MSA values above 0.80 are considered appropriate for the factor analysis. Finally, the factor solution derived from this yielded factors for the scale, which accounted for 62.61% of variation in the data. Nonetheless, in this initial EFA some items were removed due to low factor loading and not fall on same construct. Further, 62.61% variance was explained by the factors, Bartlett's Test of sphericity proved to be significant for all communalities were over the required value of 0.50. Assessment of the standardized loading showed factor loading and its value between 0.501 to 0.806 which are beyond the suggested value of 0.5 [Hair et al., 2014].

Internal reliability was assessed by using Cronbach alpha value which ranged from 0.807 to 0.923, that exceeded the threshold

<Table 1> KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886
Bartlett's Test of Sphericity	Approx. Chi-Square	5073.334
	df	820
	Sig.	.000

〈Table 2〉 Rotated Component Matrix

	Component										
	1		2		3		4	5		6	
EC3	.501	EF1	.600	ECN1	.674	AT4	.697	CUL1	.736	ACB1	.711
EC4	.733	EF2	.665	ECN2	.667	AT5	.641	CUL2	.733	ACB2	.700
EC5	.786	EF3	.787	ECN3	.732	AT6	.738	CUL3	.703	ACB3	.700
EC6	.639	EF5	.681	ECN4	.706	AT7	.802	CUL4	.806	ACB4	.635
EC7	.722	EF6	.545	ECN5	.726	AT8	.650	CUL5	.692	ACB5	.603
EC8	.666			ECN6	.633			CUL6	.773	ACB6	.584
EC9	.784							CUL7	.793		
EC10	.768							CUL8	.690		
								CUL9	.678		
								CUL10	.529		

of 0.7. Construct Reliability was assessed using Composite reliability, and values ranged from 0.766 to 0.919 of 0.70 to 0.90 representing high reliability [Sideridis et al., 2018], values of composite reliability/Cronbach alpha between 0.60 to 0.70 are acceptable [Ab Hamid et al., 2017]. Hence, construct reliability was established for each construct. Convergent validity of scale items was estimated using Average Variance Extracted (Fornell-Larcker criterion) which shows in an average how much variations in the items can be explained by the construct. AVE greater than 0.50 provides empirical evidence for convergent val-

idity [Bagozzi and Yi, 1988]. The average variance extracted only for two constructs culture and anti consumption behavior meet the threshold of 0.50 explaining variance of 53.5% by culture and 50.1 % by anti-consumption behavior. Other constructs as environmental concern, economic factors, ethical consumption and attitude showed the lack of convergent (〈Table 3〉).

Discriminant validity in the study was assessed using Heterotrait- Monotrait (HTMT) Ratio. 〈Table 4〉 presents descriptive statistics like mean and standard deviation are also provided in where, lowest mean value was

〈Table 3〉 Internal Reliability and Convergent Validity

Construct	Item Number (34)	Factor Loading Range	Average Variance Extracted(AVE)	Composite Reliability(CR)	Internal Reliability Cronbach Alpha
Environmental Concern (EC)	8	0.501 - 0.784	0.456	0.869	0.456
Economic Factors (EF)	5	0.545 - 0.787	0.398	0.766	0.398
Ethical Consumption (ECN)	6	0.633 - 0.732	0.490	0.851	0.490
Attitude (AT)	5	0.641 - 0.802	0.476	0.818	0.476
Culture (CUL)	10	0.529 - 0.806	0.535	0.919	0.535
Anti-Consumption Behavior (ACB)	6	0.584 - 0.711	0.501	0.800	0.501

Note: Average variance extract, composite reliability and Cronbach alpha values for the constructs.  
Source: Author.

<Table 4> Descriptive Statistics and Discriminant Validity using HTMT Ratio

Construct	Mean	SD	EC	EF	ECN	AT	CUL	ACB
EC	12	4.176						
EF	9.85	2.894	0.294					
ECN	12.03	4.202	0.326	0.661				
AT	11.94	4.059	0.258	0.310	0.417			
CUL	20.93	6.942	0.322	0.353	0.255	0.504		
ACB	7.91	2.648	0.417	0.366	0.515	0.577	0.554	

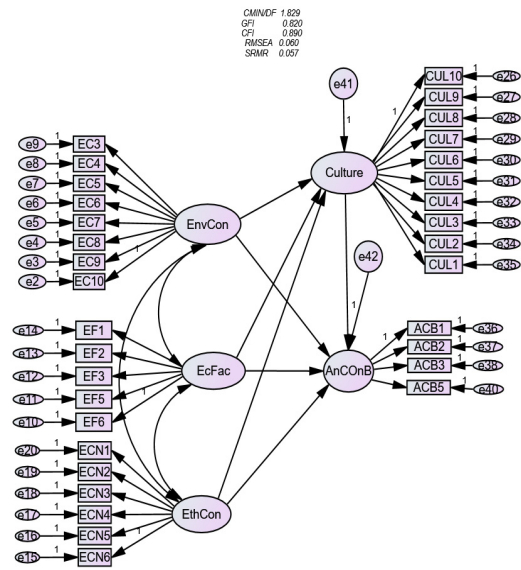
Note: Hetrotrait monotrait ratio calculation for discriminant validity

seen for anti-consumption behavior and highest for culture. The lowest and highest standard deviation was for anti-consumption behavior and culture respectively. Further, Discriminant Validity when using HTMT ratio, all ratios for constructs were less than the threshold of 0.85 or 0.90 [Henseler et al., 2015] confirming the discriminant validity.

**3.4 Measurement and Structural Modeling**

Confirmatory Factor Analysis (CFA) was calculated using AMOS to test the measurement models. Due to low factor loading two items EC1, EC2 and EC11 from environmental and societal concern, EF4 from economic factors, AT1, AT2 and AT3 from attitude, ACB4 from anti consumption behavior were removed. The model fit measures were used to measure the model's overall goodness of fit. CMIN, df = 1.528, RMR = 0.043, GFI = 0.828, AGFI = 0.800, CFI = 0.920, TLI = 0.912, RMSEA =

0.048, SRMR = 0.057. The model fit for the construct yielded a moderate fit. [Bentler, 1990; Bentler and Hu, 1998; Hair et al., 2014; Mia et al., 2019].



<Figure 1> Structural Modeling for CFA

<Table 5> Structural Model and Goodness of Fit Model

Model	p-value	$\chi^2/df \leq 5.00$	GFI $\geq 0.80$	AGFI $\geq 0.80$	CFI $\geq 0.90$	TLI $\geq 0.90$	RMSEA $\leq 0.05-0.08$	SRMR $\leq 0.08$
Measurement	0.00	1.528	0.828	0.800	0.920	0.912	0.048	0.057
Structural	0.00	1.829	0.820	0.792	0.890	0.881	0.060	0.057

Note: Adjusted Goodness-Of-Fit statistic; CFI = comparative fit index; TLI = Tucker-Lewis index; IFI = Incremental Fit Index; RMSEA = Root Mean Square Error of Approximation  
Source: Author



A structural equation model generated through AMOS was used to test for the relationships. A good fitting model is accepted if the value of the CMIN/df is  $< 5$ , the goodness of fit (GFI) indices is  $> 0.90$ , the Tucker and Lewis index (TLI), Confirmatory Fit Index (CFI) is  $> 0.90$ , an adequate fitting model is accepted if the AMOS computed value of the standardized root mean square residual (RMR), 0.05 and the root mean square error approximation (RMSEA) is between 0.05 and 0.08 [Hair et al., 2014; Bentler and Hu, 1998]. The fit indices for the given model were within their respective common acceptance levels. The model for the fit indices yielded an adequate fit for the data: CMIN/df = 1.829, GFI = 0.820, AGFI=0.792, CFI = 0.890, TLI= 0.881, SRMR = 0.057 and RMSEA = 0.060. The squared multiple correlation was 0.41 for purchase decision which shows 41% variance in the purchase decision accounted by environment and societal concern, quality of product and authenticity of product with mediation of perceived image of firm. The structural model in the study was a good fit but not a perfect fit which may be due to inadequate sample size. For a chi square to be valid the most important assumption is sample size (N) should be sufficiently large and it is believed that fitting a large SEM model (with many

observed variables) to moderate or small samples results in biased estimate for chi-square i.e Type I error rate further, chi square test is not always the final world in assessing fit [Shi et al., 2019]. It is difficult to get a non-significant chi-square for sample sizes over 200 or so even other indices suggest a decent fitting model [Usp and Winter, 2012]. <Table 6> presents the hypothesis testing of different independent variables on anti-consumption behavior. The impact of economic factors on anti-consumption behavior was non-significant ( $b=-0.017$ ,  $t=-0.154$ ,  $p= 0.877 > 0.05$ ) thus rejecting hypothesis 1, ethical concern on anti-consumption behavior was positive and significant ( $b=0.275$ ,  $t=2.322$ ,  $p=0.020 < 0.05$ ) supporting hypothesis 2 and influence of environment concern on anti-consumption behavior was positive and significant ( $b = 0.195$ ,  $t = 2.652$ ,  $p = 0.008 < 0.005$ ) supporting hypothesis 3.

### 3.3 Moderation and Mediation Analysis

The study assessed the moderating role of attitude (AT) on the relationship between EC and ACB, ECN and ACB and EF and ACB. For the purpose zstandardized value was calculated in spss and interaction product term between predictor and moderators were

<Table 6> Hypothesis testing

Relationship	Standardized estimates	t stats	P-value	Decision
Economic factors influences anti-consumption behavior	-0.017	-0.154	0.877	Rejected
Ethical Consumption influences anti-consumption behavior	0.275	2.322	0.020	Accepted
Environment concern influences anti-consumption behavior	0.195	2.652	0.008	Accepted

R Square

Anti-Consumption Behavior 0.41

Model Fit

CMIN/df = 1.829, GFI = 0.820, AGFI=0.792, CFI =0.890, TLI=0.881, RMR=0.045, SRMR = 0.057 and RMSEA = 0.060.

Source: Author

〈Table 7〉 Moderation Analysis summary

Relationship	Beta	CR	p-value
EF→ACB	0.033	0.517	0.606
EF*AT→ACB	0.101	1.479	0.141
EC→ACB	0.187	3.282	0.001
EC*AT→ACB	0.116	2.384	0.018
ECN→ACB	0.245	3.630	0.000
ECN*AT→ACB	-0.240	-3.760	0.000
AT→ACB	0.332	5.706	0.000

Note: Moderation effect of attitude.

calculated. The analysis failed to show any kind of moderating effect between economic factors and anti consumption behavior with attitude as a moderator rejecting hypothesis H4a, similarly, moderation effect of attitude in relationship of environment concern and consumption behavior was significant accepting Hypothesis H4b. Similarly, moderating effect of attitude in relationship between ethical consumption and anti consumption behavior was significant accepting hypothesis H4c (〈Table 7〉).

The study analyzed the mediating role of culture on the relationship between EC and ACB, ECN and ACB and EF and ACB. Partial mediating effect of economic factors on anti-consumption behavior via culture was found (b=0.1296, Lower bound = 0.0551 and

Upper bound = 0.2305, VAF=48.10%) accepting hypothesis H5a. Similarly, partial mediating effect of culture from ethical consumption to anti-consumption behavior was found (b=0.1122, Lower bound = 0.0544 and Upper bound = 0.1867, VAF=41.00%) supporting hypothesis H5b. Partial mediating effect of environmental concern through culture to anti-consumption behavior was established (b=0.0842, Lower bound = 0.0352 and Upper bound = 0.1461, VAF=39.23%) accepting hypothesis H5c. To be a mediation there should be no zero in between upper bound and lower bound confidence interval and a VAF value more than 0.80 is regarded as full mediation, a VAF value between 0.20 and 0.80 is partial mediation and a value less than 0.20 is regarded as no mediation [Hair et al., 2014].

〈Table 8〉 Mediation Analysis

Relationship	Total Effects	Direct Effects	Indirect Effects	VAF	Confidence Interval		conclusions
					Lower bound	Upper bound	
EF→CUL→ACB	0.2694 (0.0000)	0.1398 (0.0107)	0.1296	0.4810	0.0551	0.2305	Partial Mediation
ECN→CUL→ACB	0.2736 (0.0000)	0.1614 (0.0001)	0.1122	0.4100	0.0544	0.1867	Partial Mediation
EC→CUL→ACB	0.2146 (0.0000)	0.1304 (0.0005)	0.0842	0.3923	0.0352	0.1461	Partial Mediation

Note: Mediation analysis of culture (CUL), VAF(Indirect effect/Total Effect).

Partial mediation effect of culture was seen to mediate between all the independent variables and anti consumption behavior suggesting that the culture that the society members follow intervene the anti consumer behavior. (<Table 8>).

#### 4. Conclusion and Discussion

Anti-consumption behavior represents a significant and growing movement that challenges the traditional paradigm of consumerism. This behavior encompasses a range of practices aimed at reducing consumption, resisting materialism, and promoting sustainable living. The motivations behind anti-consumption can be diverse as included in the study as environmental concerns, ethical consumption, economic factors, attitude and culture. The findings showed a significant influence of ethical consumption, environmental concern on anti-consumption behavior however, economic factors didn't show any effect. Similarly, moderation effect of attitude an individual factor was only significant for environment concern and anti-consumption behavior and relationship between ethical consumption and anti consumption behavior. However, mediation of culture in all relationship was found which shows that Culture profoundly influences anti-consumption behaviors by shaping values, norms, and practices that either support or resist these behaviors. Understanding the cultural context is essential for promoting anti-consumption practices effectively. By leveraging cultural strengths and addressing cultural barriers, advocates of anti-consumption can foster a more sustainable and mindful approach to consumption globally. Similarly, attitude as an individual factor also

influences that anti consumption behavior at an individual level and individuals in the society are the highest consumers of household products. Moreover, anti-consumption behavior often fosters a deeper sense of personal fulfillment and well-being. By moving away from the relentless pursuit of material goods, individuals can focus on experiences, relationships, and personal growth. This can lead to improved mental health and a greater sense of life satisfaction. Anti-consumption behavior is not merely a trend but a substantive movement with the power to effect meaningful change at both individual and societal levels. It challenges the excesses of modern consumer culture and offers a pathway to a more sustainable, ethical, and fulfilling way of life. Embracing anti-consumption principles can lead to a healthier planet and a more balanced, intentional existence for individuals.

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## ■ Author Profile

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