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The Impact of Vertical/Horizontal Individualism and Collectivism on Ethical Consumption

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Abstract: This study aimed to investigate how cultural values affect ethical consumption behavior. For this purpose, cultural values were divided into the following four groups: vertical individualism, vertical collectivism, horizontal individualism, and horizontal collectivism. Ethical consumption was analyzed across two dimensions: eco-friendly and socioeconomic-oriented consumption. Exploratory factor analysis was conducted using the results of an online survey. Survey links were texted and e-mailed to 938 subjects who responded after being contacted in advance to join consumer panels registered with a marketing research company. Structural equation modeling with EQS 6 was used to test the hypotheses in this study. Vertical individualism was found to have no significant effect on socioeconomic-oriented consumption. Horizontal individualism, horizontal collectivism, and vertical collectivism, however, positively impacted eco-friendly and socioeconomic-oriented consumption. In addition, an exploratory factor analysis of ethical consumption was conducted to construct the variables. This study provides valuable guidelines for further research into ethical consumption behaviors, that is, eco-friendly ethical consumption behaviors and socioeconomic-oriented ethical consumption behaviors. Based on these components, subsequent studies could provide valuable information regarding consumers' ethical value structures and the identification of causal relationships with prior factors or happiness outcomes. The study implications are discussed in the conclusion.

Keywords: cultural values; vertical individualism; horizontal collectivism; horizontal individualism; horizontal collectivism; ethical consumption

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Citation: Cui, G.-Q.; Zeng, J.-Y.; Jin, C.-H. The Impact of Vertical/Horizontal Individualism and Collectivism on Ethical Consumption. *Sustainability* **2022**, *14*, 14254. https://doi.org/10.3390/su142114254

Academic Editor: Gabriela Topa

Received: 8 August 2022
Accepted: 8 September 2022
Published: 1 November 2022

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1. Introduction

Ethical consumption involves the rational use of resources, consideration of environmental impacts, and assertion of consumer rights in modern consumption patterns [1–6]. Ethical consumption embodies social responsibility that is driven by an individual's conscience and broader ethical consciousness. Social responsibility encompasses economic, legal, and sustainable consumption responsibility and responsibility for contemporary humanity. The scope of consumption behavior includes the allocation, purchase, use, and disposal of resources [2,3,5]. Ethical consumption can reduce the negative impact of economic activity on the environment and enable consumers to achieve a measure of happiness [3,7].

Environmental protection and other socially and politically relevant issues provide a basis for understanding what motivates consumers to purchase ethical products and services [8–11]. The resulting ethical consciousness also helps explain the relationship between the general psychological structure of a consumer [12,13] and consumer perceptions of the environment, and it can be an important factor in explaining post-purchase/post-consumption behavior [8,14]. Thus, it is necessary to recognize consumer values and understand value-related factors that affect consumption behavior.

There are differences in individual values and behaviors within a given country, and different values can promote different consumer behaviors [15,16]. The results of studies on cultural differences in the field of consumer behavior indicate that consumer behavior is greatly influenced by cultural values [17], which comprise one of the most important factors influencing ethical consumption behavior. Therefore, it is important to study ethical consumption behavior in the context of cultural values. This study was based on individualism and collectivism with reference to studies of cultural values conducted at the national level. As the modern social environment changes rapidly and uncertainties increase, it is of utter importance for marketers to understand individual perceptions and psychological factors. This requires examining the notion of personal value to determine whether horizontal or vertical individualism is more suitable for ethical consumption and consumer happiness [18–22]. However, it is impractical to define vertical individualism, vertical collectivism, horizontal individualism, and horizontal collectivism (VI/VC/HI/HC hereinafter) as causal variables. As social interest and the importance of ethical consumption increase, consumers practice ethical consumption more.

Therefore, it is important to study ethical consumption in the context of cultural values, and simultaneously, it is also an important research goal to understand the relationship between these factors and consumer happiness. Based on these considerations, this study investigates the influence of cultural values on ethical consumption behavior and consumer happiness by referencing VI/VC/HI/HC. This study examined the mediating effect of ethical consumption on the relationship between VI/VC/HI/HC and consumer happiness. It suggests ways to encourage ethical consumption and increase consumer happiness through a proper understanding of the role of cultural values in realizing these objectives.

2. Theoretical and Empirical Background

2.1. Cultural Values

Considered abstractly, culture can be defined as a complex assembly of knowledge, faith, art, moral customs, and other abilities and customs shared by members of society [20–22]. Cultural value theory is recognized as a useful tool for classifying, conceptualizing, and assessing culture. Hofstede's cultural dimension theory can be applied in psychology, sociology, management, and other fields [20–22]. Culture is a widespread complex of meanings, beliefs, practices, symbols, norms, and values. Dominant values in a given society are the most important characteristics of a culture [16,20,23,24].

Cultural values emphasize individual and group beliefs, actions, and goals. Institutional devices, policies, norms, and everyday practices emphasize the fundamental cultural values of a society [24]. The influence of culture on consumer behavior and marketing continues to attract considerable attention [18,19]. The notion of a value and belief system as an operational definition of culture is regarded as an important tool for understanding consumer behavior [25].

From the perspective of research methodology, Trompenaars, Inglehart, Hofstede, and Schwartz all attempted to establish a framework for incorporating universal values that cut across cultures into a deductive approach by studying sample populations worldwide. However, these research methods have the disadvantage of showing only a cross-section of any given culture.

Individualism and collectivism have a long structural history. Thus, Hofstede, Hui, and Triandis and Singelis et al. provide cultural- and individual-level metrics that can be used to measure individualism and collectivism [16,20,26]. The individualism–collectivism dichotomy characterizes the relationships that individuals form with their respective cultures. In an individualist society, individuals care only or primarily for themselves and their immediate families, whereas in a collectivist culture, individuals enjoy membership in a group that rewards loyalty [16]. However, studies suggest that, at the individual level, individualism and collectivism represent separate cultural dimensions [20,27] because both can exist within the same culture [20]. In particular, a person may simultaneously identify as an individual and as a member of a group [16,28].

Triandis formed a more comprehensive individual–collective framework. Individualism and collectivism are said to come from an equal (horizontal) versus unequal (hierarchical/vertical) relationship [27]. Triandis's model [20] lists four independent dimensions related to individualism and collectivism, defining them as horizontal–vertical individualism–collectivism (HVIC). Horizontal collectivism (HC) is a cultural orientation in which one is perceived as equal to other group members, and social harmony is highly valued. With vertical collectivism (VC), people are positioned hierarchically within a group that encourages the sacrifice of personal desires for the greater good or group purpose. Horizontal individualism (HI) corresponds to an autonomous self-esteem model, which, in turn, promotes a tendency to value uniqueness and social equality. Vertical individualism (VI) posits an autonomous self that obtains satisfaction through competition and personal achievement [16,26,28].

2.2. Ethical Consumption

Many behaviors macroscopically represent ethical consumption. For example, green consumers and environmental movements can be said to practice ethical consumption. Ethical consumption is strongly related to global politics [29] and a sense of justice (e.g., fair trade) [7,9,10].

Ethical consumption involves the purchase of goods and services produced in an environment that meets specific ethical standards [7,29–31]. Ethical consumption involves "decision making, purchasing, and other consumption experiences affected by consumer ethical concerns" [9,10,32]. Ethical consumption in the global economy has a clear impact on equity in global consumption. Ethical consumers strive to change what they see as unattractive in the international economic order and alleviate inequality through actions such as the use of fair-trade products. Ethical consumption drives the tendency to purchase products that are environmentally friendly and ecological and do not harm society or the environment. Considering the existing literature, ethical consumption does not harm the environment or humans, and some sales, such as fair-trade purchases, can be regarded as comparable to donations to charity or the environment [9,10].

Other researchers have divided the study of ethical consumption into the following five areas: increased and decreased consumption of ethical purchases, purchase of fair-trade products, boycotts of unethical products and companies, selective shopping through selecting and purchasing only ethical products, and local purchases using local products and services [3,9,10]. Consumers want to satisfy their needs through consumption. Consumption motivations explain why consumption-related behaviors begin, persist, and end [33]. Many previous studies focused on personal characteristics to explain ethical consumption [34]. The ethical consumption motivation measured by Freestone and McGoldrick was classified into the following four factors: positive personal motivation, positive social motivation, personal motivation, and social motivation [34].

Some researchers classify ethical consumption motivations into political, religious, environmental, and individual health motivations (organic products, environmentally friendly products, and ethical products). Ethical consumption has also been classified as environmental, human, and animal, while human-related ethical consumption has been associated with motivations such as creating a sustainable society, encouraging fair trade, focusing on purchasing local goods and services, labor rights, consumption control, and legal responsibilities such as copyright protection, intellectual property protection, and ethical management [3].

Eco-friendly oriented ethical consumption behavior characteristics are created through personal efforts. These characteristics play an important role in having a tendency to separate collections, save the spirit, and pursue a natural diet. Ethical consumption behavioral propensity that has a socioeconomic basis is characterized by emphasizing fair trade or fair travel, social problems, the local economy, local environmental issues, or actions to eradicate unfair behavior. This study conducted an exploratory factor analysis to classify

ethical consumption motivations into two types: eco-friendly and socioeconomic-oriented ethical consumption.

2.3. Consumer Happiness

People put considerable effort into being happy, but the concept of happiness is highly subjective. The term "happiness" is used consistently, carrying different meanings; however, it has been given a specific meaning in positive psychology, which explores happiness from a scientific standpoint. To this end, terms such as "subjective well-being" [35,36], "life satisfaction" [29,37], "quality of life," "immersion experience," and "psychological well-being" are also used. Recently, the word "happiness" has begun to replace "subjective well-being" in research contexts [38,39]. Happiness can be viewed as a subjective emotion and evaluation of an individual's entire life [40].

Ryan and Deci argued that consumption, a critical economic activity, is an important factor that brings happiness to consumers [41]. Failure to experience products or brands often creates consumer anger and disappointment [41]. Consumption is an important part of daily life and a basic component of society. The pursuit of happiness is the basis of human life, and it has received increasing attention in consumer research over the past decade [42–44].

People consistently evaluate happiness as one of their most important goals [45], permeating their everyday thoughts [46]. In addition, positive experiences can also create pleasure in consumers. People want to have pleasant and enjoyable experiences through spending [47–49]. Happiness in these consumption-related areas can be considered consumer happiness [50]. In this study, consumer happiness was set as the research unit to measure the positive moods or emotions caused by ethical consumption.

3. Hypotheses and Theoretical Model

3.1. Hypotheses

Relationship between vertical/horizontal individualism, collectivism, and ethical consumption behavior.

The literature on individualism, collectivism, and ethical consumption has clearly shown the difference between the effects of individualism and collectivism on ethical consumption. The nature of individualism and collectivism suggests that they may be related in a different way than is suggested by the propensity to engage in eco-friendly behavior [26]. Individualism also promotes "comparative relationships" based on the principle of exchange [51]. Individualism tends to focus on the immediate benefits related to costs. Collectivist tendencies often focus on group interests, although the benefits are not immediate. Traditionally, individualism leads one to focus on oneself and emphasizes an individual's right to work. When determining behavior, cost–benefit analysis is emphasized [27]; that is, individualistic people place greater importance on the relationship between their behavior and their needs than on what their actions mean to others [52]. This personality type can be said to create negative effects of individualism on environmental behavior. Some scholars have noticed that Hofstede's individualism is a powerful and important factor in ethical consumption behavior [53–56].

The tendency toward collectivism or individualism at the human level seems to affect the motivation to participate in environmentally conscious behavior [57]. Collectivists are more likely to be involved in recycling because they are more cooperative than individualistic people and tend to help others and emphasize collective goals to a greater extent than individualistic people. In contrast, individualists tend to view recycling as less important [57]. Dunlap, Van Liere, and Mertg found that individualistic values are negatively related to beliefs in resource conservation [58]. Collectivism tends to lead to eco-friendly behavior through a specific attitude toward nature [57,59]. Therefore, in this study, individualism is expected to affect ethical consumption behavior based on eco-friendly values.

Individualism and collectivism reflect many national and cultural factors, whereas HI, VI, HC, and VC are based on individual characteristics. Similar to individualistic people, those in the HI/VI category can have different influences on the pursuit of eco-friendly values. People in the HI category have positive attitudes toward self-identification with others, market prices, quality, freedom, and a democratic social orientation [60,61].

Those who embrace HI are strongly independent because they want to be distinguished from group identities and rely on themselves to do their own work [26,27]. Cho et al. found a positive relationship between HI and environmental attitude [62]. In addition, the characteristics of members of a group that pursue HI tend to be similar. People in this group consider homogeneity to be very important in forming a social consensus. Therefore, members of the group that embrace HI feel that they can personally benefit from practicing eco-friendly behavior. Most characteristics of those embracing HI are traditionally based on collectivism. Therefore, the status of people with HI can be more heavily biased toward collectivist values. Therefore, it can be predicted that the HI value system will positively affect those seeking eco-friendly values.

People who embrace VI value differences between themselves and others, market pricing, authority, and freedom, while caring little about equality or market democracy [60,61]. VI people enjoy competition because those who embrace VI want to compete for higher positions in society [26,27]. Some scholars have studied the effects of individualism and collectivism on ethical decision-making. Individual egos not only lead individuals to think that others are different, but they also tend to highly value their personal interests. Those who pursue VI have a strong need for achievement and tend to value individual rights with minimal interference [63–65].

For those embracing VI, social, environmental, and animal welfare are not conducive to environmental friendliness because they are not the first consideration. Dunlap, Van Liere, and Mertig found that traditional American values are negatively related to beliefs in resource conservation [58]. People with a VI orientation are particularly interested in comparing themselves to others. They believe that competition is a law of nature; therefore, it is natural to compete for status.

People embracing VI tend to exhibit risk tolerance, autonomy, and aggression, which they apply to their relationships [26,27,64]. They also aspire to achievement and success [65]. Therefore, VI consumers are more likely to form relativistic perceptions of consumption behavior and accept more suspicious consumption behavior. In addition, consumers with VI orientation tend to engage in unethical consumption. Therefore, it can be predicted that the VI value system will affect the pursuit of eco-friendly values.

Hypothesis 1 (H1). *Vertical individualism (H1-1), horizontal individualism (H1-2), vertical collectivism (H1-3), and horizontal collectivism (H1-4) positively affect eco-friendly ethical consumption behavior.*

Relationship between cultural values and socioeconomic-based consumption behavior.

According to previous studies, people with HC cultural tastes prefer brands that symbolize pro-social values, while those with VI cultural tastes prefer status-related brands [66]. At the individual level, self-improvement values (e.g., power and achievement) contribute to individual interests, while transcendence values (e.g., universalism and pride) contribute to collective interests [63,67]. Therefore, strongly collectivistic people focus on self-transcendence values because they are strongly interested in their group and focus on collective goals. Moreover, collectivists tend to emphasize less personal and self-oriented interests; thus, collectivism is negatively related to self-reinforcement values. Therefore, self-reinforcement and self-transcendent values are contrasting motivational objectives, promoting the welfare of others and nature versus promoting selfish interests, that tend to affect environmental attitudes among consumers [68–70].

According to Griskevicius, Tybur, and Van den Bergh, consumers who pursue social status are similar to those who embrace VI. They tend to purchase pro-social products and

more expensive products than non-social products when they consume them in public [71]. In other words, consumers seeking higher social positions tend to purchase pro-social products. Thus, companies will benefit from providing opportunities to show that consumers are ready to purchase a product and can bear additional costs.

Among the characteristics of a person embracing VC, internal group solidarity is considered very important [60,61]. This is because VC-oriented people believe that group decisions and goals have a higher status and value than personal goals [64], although those who embrace VC value personal interests very much. In addition, VC-oriented people believe that family values are more important than personal interests. Therefore, those who embrace VC think they are different from others, but they still see themselves based on group identity. Those who embrace VC value systems obey group norms and are willing to sacrifice themselves to achieve the group's goals. They tend to emphasize integrity within a group [65].

VC-oriented people are more likely to patronize familiar retailers or service providers in their communities than those with other cultural orientations. Some studies indicate that consumers with VC cultural values tend to be eco-friendly [72]. Those who embrace VC values are willing to sacrifice personal group goals and avoid competition within and outside the group. Retailers and service providers that operate in a group's region are often considered part of their group. Therefore, they tend to hold higher ethical standards for consumption behavior. This study thus predicts that a VC-oriented value system positively affects embracing nature-friendly values.

HC-oriented people emphasize common goals and rely on each other to achieve them [64]. In contrast, consumers who embrace HC culture are interested in cause-related marketing [73,74]. Some scholars suggest that collectivism has a great influence on green product purchase behavior because collectivists value cooperation, help, and group goal consideration when compared to individualists [70]. It is argued that HC and VC have positive effects on environmental attitudes and that these positive attitudes stem from the environmental protection obligations felt by collectivists [62]. Therefore, in this study, it can be said that the HC value system positively affects the embracement of eco-friendly values.

Hypothesis 2 (H2). *Vertical individualism (H2-1), horizontal individualism (H2-2), vertical collectivism (H2-3), and horizontal collectivism (H2-4) positively affect socioeconomic-oriented ethical consumption behavior.*

Relationship between ethical consumption behavior and consumer happiness.

Many consumers recognize that material and economic goods are by no means the only sources of consumer happiness and are increasingly making material sacrifices to protect the environment [7]. Consumers who make this choice move away from their interest in material acquisition and focus on non-material quality-of-life problems; however, they spend less time in the economic system [3,9,10].

Some scholars have argued that ethical consumption can reduce the negative effects of economic activities and is closely related to subjective well-being [7]. Ottman found that consumers no longer ignore environmental quality or make consumption choices to maximize satisfaction [75]. Eco-friendly or ethical consumers are willing to reduce consumption and compromise on price, brand, convenience, or product performance to ensure that they make purchase decisions that match their principles [3,9,10,76]. This contributes to their utility, even if it reduces the absolute level of consumption.

The results of a study on sustainability and consumption indicate that consumers in wealthy countries believe that charity or aid increases their happiness [77]. Consumers believe that charity and aid are effective in reducing consumption inequality. It has been found that materialism can amplify the extent to which wealthy consumers or societies limit consumption. The path to a sustainable future is to mobilize informed self-interest on the part of consumers and businesses to promote appropriate consumption and spending on green technologies.

Some studies on sustainable development have also proven that ethical consumption does not appear to take specific forms, such as environmental, political, social, or economic spending [78–80]. Ethical consumption also enhances individual satisfaction, personal welfare, internal motivation, and psychological recovery. Gardner and Prugh stressed that a society that practices sustainable behavior should be a happy society, at least one that values the achievement of such a psychological state [81]. Therefore, happiness must be considered when analyzing the impact of environmental behavior and is judged to be a positive result [81]. Therefore, this study predicts that ethical consumption behavior positively affects consumer happiness.

Hypothesis 3 (H3). *Eco-friendly (H3-1) and socioeconomic-oriented ethical consumption behavior (H3-2) will positively affect consumer happiness.*

3.2. Research Model

The research model for this study was designed based on the factors in which individualism and collectivism cultural values influence ethical consumption behavior based on the above discussion. Hypotheses 1 and 2 were established to understand how cultural values affect consumers' ethical consumption behavior. Hypothesis 3 was established to understand the effect of ethical consumption behavior on consumer happiness. To verify the purpose and conform to the hypotheses of this study, a research model was constructed, as shown in Figure 1.

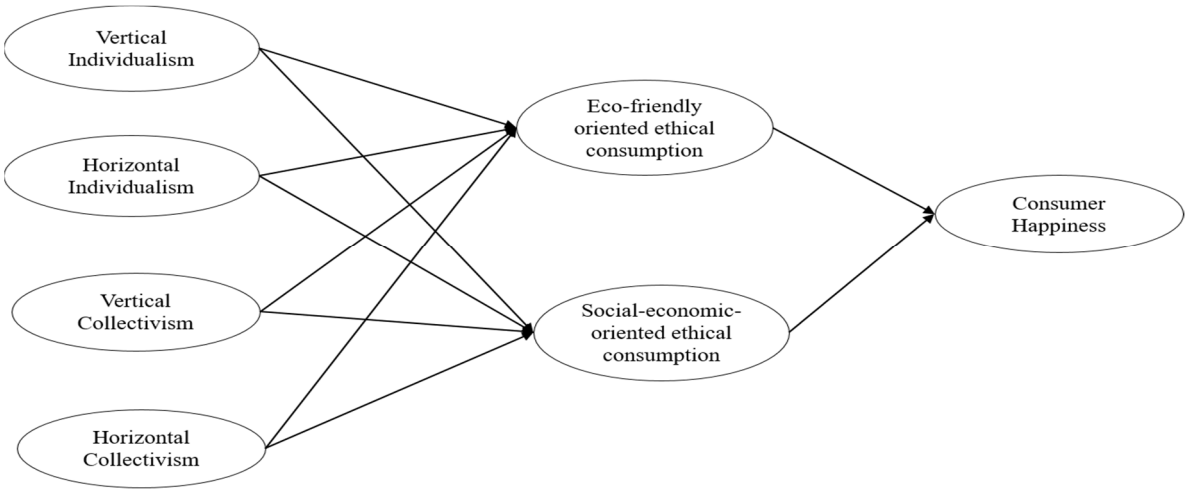

Figure 1. Suggested research model.

4. Research Methodology

4.1. Operational Definitions and Measurement of Variables

This study focuses on two cultural value systems, namely, individualism and collectivism. To analyze the differences between individualism and collectivism, an existing taxonomy was applied, comprising VI, VC, HI, and HC [20,64,82]. Based on existing comparative cultural studies, a total of 32 items were adopted to measure these variables: eight items for VI, eight items for HI, eight items for VC, and eight items for HC [20,82]. Appendix A presents the measurement tools.

Ethical consumption behavior is defined as decision-making, purchasing, and other consumption experiences that are influenced by ethical concerns [3,9,10,31]. To subdivide ethical consumption behavior into types, this study used exploratory factor analysis to measure eco-friendly and socioeconomic-oriented consumption behavior. After factor analysis, eco-friendly consumption behavior consisted of 5 items, and socioeconomic-oriented consumption behavior consisted of 11 items after factor analysis [3,9,10,31].

In this study, consumer happiness was defined as the level of positive emotions and subjective well-being induced by consumers from the overall experience of consump-

tion [29,37,83]. Four items adapted from the relevant literature were modified and supplemented to suit this study.

4.2. Survey Procedure and Data Collection

As shown in Appendixes A and B, operational definitions and measurement items for variables related to cultural values, ethical behavior, and consumer happiness support were arranged according to attributes based on questionnaires used in previous studies. The survey measures were based on 5-point Likert scales, where 1 = very negative, 3 = neutral, and 5 = very positive. In other words, the higher the score, the more positive the answer. First, basic demographic data were measured using four items: sex, age, education, and income.

The sample was randomly extracted from a list of consumer panels registered with a global research company. In general, to accurately define the nature of a population, it is necessary to clearly determine various factors, such as the subject, scope, and time of the study. Therefore, the sampling method used in this study is simple random sampling. The total survey period was approximately 1 month, from 1 March to 30 June 2021. The total number of valid participants was 938. The SPSS statistical package was used for data analysis, and SEM with EQS6 was used for hypothesis testing.

5. Results

5.1. Descriptive Statistics

The final sample consisted of 463 men and 475 women who filled out 938 questionnaires. Respondents' average monthly income was approximately USD 3000. Almost all, or 80% of the respondents, had earned college-level degrees. In the survey, those between the ages of 20 and 30 years occupied the largest share, representing 40% of the sample. In Table 1, the demographic distribution for the survey is reported.

Table 1. Sample characteristics.

Index (n = 938)		Frequency	%
Sex	Male	463	49.4
	Female	475	50.6
Years	20–29 years	375	40.0
	30–39	190	20.3
	40–49	188	20.0
	Over 50 years	185	19.7
Education Level	High school level	268	28.6
	College students	89	9.5
	College level	487	51.9
	Graduate school level	94	10.0
Monthly Income	Below USD 2000	408	43.5
	USD 2000–3000	172	18.3
	USD 3000–4000	154	16.4
	USD 4000–5000	93	9.9
	Over USD 5000	111	11.8

5.2. Measurement Validity

We tested the scales for dimensionality, reliability, and validity using exploratory factor analysis (EFA) before assessing the hypothesized relationships shown in Figure 1. Cronbach's alpha values were higher than 0.7 for all variables. The results of factor loading, communality, and Cronbach's alpha are provided in the following tables. As shown in Tables 2–4, the factor loadings of the items in the measures range from 0.524 to 0.918, demonstrating convergent validity at the item level.

As shown Table 3, the results of the factor analysis confirmed the discriminant validity of ethical consumption for the entire sample. The results of factor analysis show that the

21 items used to measure ethical consumption fall along two dimensions: Factor 1, "eco-friendly ethical consumption," and Factor 2, "socioeconomic-oriented ethical consumption." The two factors extracted for ethical consumption were shown to explain 52.5% of the total variance.

As shown in Table 4, discriminant validity was assessed by comparing the correlations of the components with the average variance extracted (AVE). The AVE values range between 0.613 and 0.693, and the means of the squares of the correlation coefficients range between 0.010 and 0.341, indicating that AVE is higher than the means of the squares of the correlation coefficients (r^2). This also satisfies the requirement of discriminant and convergent validity for research hypothesis model verification.

Table 2. Results of factor analysis for cultural values.

Variables (Cronbach's Alpha)	Items	Communality	Factor			
			1	2	3	4
VI	VI1	0.534	0.717			
−0.745	VI2	0.654	0.633			
	VI3	0.634	0.759			
	VI4	0.649	0.729			
	VI5	0.562	0.688			
	VI6	0.692	0.614			
	VI7	0.787	0.524			
	VI8	0.656	0.538			
HI	HI1	0.642		0.647		
−0.802	HI2	0.65		0.642		
	HI3	0.628		0.594		
	HI4	0.632		0.741		
	HI5	0.541		0.721		
	HI6	0.56		0.705		
	HI7	0.535		0.648		
	HI8	0.602		0.714		
VC	VC1	0.621			0.603	
−0.777	VC2	0.69			0.782	
	VC3	0.684			0.635	
	VC4	0.583			0.691	
	VC5	0.516			0.763	
	VC6	0.614			0.672	
	VC7	0.561			0.632	
	VC8	0.614			0.711	
HC	HC1	0.623				0.623
−0.822	HC2	0.588				0.618
	HC3	0.584				0.745
	HC4	0.557				0.713
	HC5	0.573				0.612
	HC6	0.682				0.549
	HC7	0.535				0.669
	HC8	0.609				0.699
Eigenvalues			6.312	4.266	3.011	1.804
% of Variance			14.213	12.443	11.982	9.465
Total variance extracted			14.213	26.655	38.637	48.102
KMO = 0.801, Bartlett's Sphericity Test χ^2 = 13428.1 (df = 496, p = 0.000)						

Note: VI: vertical individualism, VC: vertical collectivism, HI: horizontal individualism, HC: horizontal collectivism.

Table 3. Results of factor analysis for ethical consumption.

Variables		Items	Communality	Factor	
				1	2
Ethical consumption (0.958)	Eco-friendly (0.748)	EFO 1	0.553	0.708	
		EFO 2	0.542	0.710	
		EFO 3	0.522	0.696	
		EFO 6	0.511	0.700	
		EFO 7	0.549	0.580	
	Socioeconomic-oriented (0.907)	SEO 8	0.594		0.678
		SEO 9	0.602		0.704
		SEO 10	0.566		0.681
		SEO 11	0.648		0.734
		SEO 15	0.631		0.754
		SEO 16	0.870		0.543
		SEO 17	0.884		0.533
		SEO 18	0.619		0.783
		SEO 19	0.612		0.765
		SEO 20	0.601		0.743
		SEO 21	0.637		0.795
Eigenvalues				6.421	1.985
% Variances				40.134	12.406
Total variance extracted				40.124	52.540
KMO = 0.872, Bartlett's Sphericity Test χ^2 = 7939.957 (df = 120, p = 0.000)					

Note: EFO: Eco-friendly ethical consumption, SEO: socioeconomic-oriented ethical consumption.

Table 4. Discriminant and convergent validity.

Factor	1	2	3	4	5	6	7
VI	0.635						
VC	0.094 **	0.695					
HI	0.065 **	0.014 **	0.613				
HC	0.031 **	0.023 **	0.341 ***	0.621			
Eco-friendly	0.012 **	0.064 **	0.152 ***	0.106 **	0.598		
Socioeconomic	0.018 **	0.018 **	0.131 ***	0.187 ***	0.165 ***	0.682	
Happiness	0.010 *	0.040 **	0.076 **	0.116 ***	0.175 ***	0.253 ***	0.693

Note: *** $p < 0.001$, ** $p < 0.05$, * $p < 0.07$, VI: vertical individualism, VC: vertical collectivism, HI: horizontal individualism, HC: horizontal collectivism, AVE: Average Variance Extracted, r^2: correction coefficient, C.V (Convergent validity): AVE > 0.50, D.V (Discriminant validity): ($AVE/r^2 > 1$).

6. Hypothesis Testing

To test the structural relationships in the model, the hypothesized causal paths were estimated. The results are shown in Table 5 and Figure 2, and they indicate that VI as a component of cultural values did not affect socioeconomic-oriented ethical consumption (γ = 0.016, p = 0.621). However, VI as a component of cultural values has positive effects on eco-friendly ethical consumption (γ = 0.016, p = 0.621). Thus, H2-1 was rejected, but H1-1 was supported. These results indicate that vertical/horizontal individualism and collectivism were shown to be significantly positively associated with eco-friendly and

socioeconomic-oriented ethical consumption. Thus, H1-2, 1-3, 1-4. 2-2, 2-3, and 2-4 were supported. Eco-friendly-driven and socioeconomic-oriented ethical consumption have positive effects on consumer happiness. Thus, H3 and H4 were supported.

Table 5. Results of Path Analysis.

H	Paths	Coefficients
H1-1	VI → Eco-friendly	0.060 * (0.056)/z = 1.791, p = 0.072
H1-2	HI → Eco-friendly	0.214 *** (0.221)/z = 6.941
H1-3	VC → Eco-friendly	0.307 ** (0.351)/z = 8.401
H1-4	HC → Eco-friendly	0.123 ** (0.140)/z = 3.403
H2-1	VI → Socioeconomic	0.016 (0.019)/z = 0.494, p = 0.621
H2-2	HI → Socioeconomic	0.060 ** (0.071)/z = 1.987, p = 0.049
H2-3	VC → Socioeconomic	0.160 *** (0.208)/z = 4.375
H2-4	HC → Socioeconomic	0.328 *** (0.427)/z = 9.098
H3	Eco-friendly → Consumer Happiness	0.256 *** (0.296)/z = 8.604
H4	Socioeconomic → Consumer Happiness	0.399 *** (0.405)/z = 13.297
Goodness of Fit: χ^2 = 12316.3, df = 946, p = 0.000, CFI = 0.931, GFI = 0.887, AGFI = 0.857, NFI = 0.908, NNFI = 0.909, RMSEA = 0.059		

Note: *** $p < 0.001$, ** $p < 0.05$, * $p < 0.08$ (marginally significant).

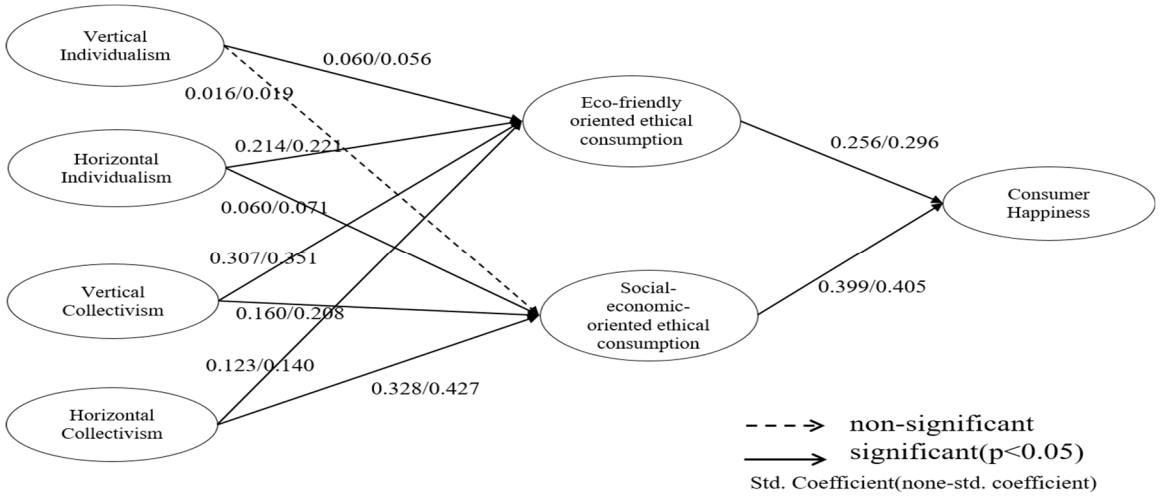

Figure 2. Path analysis.

Comparison between Groups

As seen Table 6, the classification of individualism and collectivism into sub-groups was reclassified into four groups by comparing the average values of the variables. The same average values were excluded from the final analysis. Eco-friendly ethical consumption behavior was highest in the group with an HC tendency, while it was lowest in the group with a VI tendency. Socioeconomic-oriented consumption behavior was highest in the VC group and lowest in the HI group.

Table 6. Results based on differences between groups.

Variables		VI (63)	HI (365)	VC (170)	HC (340)	*F*	*Duncan Test*
Eco-friendly	M	3.584	3.740	3.855	3.878	6.01 ***	4 > 3 > 2 > 1
	S	0.602	0.603	0.747	0.561		(3 ≠ 4)
Socioeconomic	M	3.169	3.080	3.383	3.181	16.19 ***	3 > 1 > 4 > 2
	S	0.103	0.038	0.054	0.034		(1 ≠ 2, 2 ≠ 3)

Note: *** $p < 0.001$.

7. Conclusions and Discussion

This study attempted to understand how cultural values affect ethical consumption behavior. We found that VI did not have a statistically significant effect on eco-friendly consumption behavior. It can be said that a group with VI tendencies aims for an autonomous self that obtains satisfaction through competition and personal achievement. Moreover, this group's cultural values cannot explain eco-friendly ethical consumption behavior based on a culture that values competition and obtains satisfaction through personal achievements. In other words, eco-friendly ethical consumption behavior through personal effort has a tendency to consume a natural diet but may have little effect in a culture that obtains satisfaction through achievement or competition.

HI was found to positively affect eco-friendly consumption behavior. Horizontal individualistic cultures tend to value uniqueness and social equality and emphasize individual autonomy. This cultural value system seems to play an important role in consumers' tendency to consume natural diets. VC positively affected eco-friendly consumption behavior. People who emphasize VC culture tend to sacrifice their personal desires for superior purposes within the group. They also placed themselves in their own hierarchy within the group. This cultural value system seems to play an important role in consumers' tendency to consume natural diets. HC was found to positively affect eco-friendly consumption behavior. HC is a culture in which one is perceived as equal to other group members, and social harmony is highly valued. This cultural value system seems to play an important role in consumers' tendency to consume natural diets. VI had no significant effect on socioeconomic-based consumption behavior. A propensity for ethical consumption behavior based on socioeconomic considerations also emphasizes fair trade, fair travel, social problems, the local economy, local environmental issues, and actions to eradicate unfair behavior. It can be said that there is no significant effect of VI culture that obtains satisfaction through achievement or competition.

HI was found to positively affect socioeconomic-based consumption behavior. An HI culture tends to emphasize uniqueness, social equality, and individual autonomy, and it is closely related to forming socioeconomic-based ethical consumption behavioral tendencies (e.g., fair trade or fair travel, social issues, local economy, local environmental issues, or actions to eradicate unfair behavior). VC was found to positively affect socioeconomic-based consumption behavior. There is a tendency to sacrifice personal desires for the ideal purpose of a group, thus emphasizing this cultural value system. Individuals with VC also place themselves in their own hierarchies within the group. This cultural value system can be said to be closely related to the formation of socioeconomic-based ethical consumption behavioral tendencies. HC was found to positively affect socioeconomic-based consumption behavior. In a group that embraces these cultural values, there is a culture that is perceived as treating every member as equal to other group members and in which social harmony is highly valued. HC can be said to play an important role in forming socioeconomic-based ethical consumption behavioral tendencies.

Ethical consumption behavior based on eco-friendly and socioeconomic-oriented consumption was found to positively affect consumer happiness. In two respects, ethical consumption behavior itself is an important factor that makes consumers feel happy. According to the results of the analysis of cultural value systems, the group with the strongest tendency toward HC exhibited strong eco-friendly ethical consumption behavior. Next, VC, HI, and VI cultures were found to be related to eco-friendly consumption behavior. In the case of VC groups, there is a tendency to sacrifice personal desires for the ideal purpose of the group, thus emphasizing the cultural value system. Members of VC groups also place themselves in their own hierarchy within the group, showing a strong propensity to engage in consumption behavior based on socioeconomic foundations. In the group with strong HI tendencies, consumption behavior based on socioeconomic foundations was the lowest.

The four types of classification framework used in this study refer to the characteristics of dominant thinking by the situation. It is an excessive simplification to regard the

culture of a particular country as an individualist and collectivist culture and to regard the characteristics of various actions and thoughts accordingly. The culture of the country has various subcultures, and various norms are applied differently depending on the situation and layer of people. The two-dimensional cultural framework used in this study is useful in that it helps to understand this diversity.

In addition, this study shows cultural value as a leading factor in ethical consumption behavior, and that cultural value plays a significant role as a leading variable of ethical consumption behavior. A country's cultural value is judged to be an essential variable in predicting and explaining consumers' ethical consumption behavior in its culture.

Ethical consumption trends now call for changes in marketing and the corporate environment. For sustainable growth, companies should make active efforts to protect the environment and produce products based on social responsibility and ethical factors. Modern consumers need to recognize the importance of their ethical consumption behavior to solve various problems in consumer society.

It is useful to recognize responsible social behavior that starts with the perception of how consumers' own consumption choices lead to consequences for their society, regionally and globally, for the economy, society, culture, politics, and natural ecology.

Implications

The results of this study have diverse academic and practical implications. First, the study provides an opportunity to understand tendencies toward ethical consumption behaviors in new respects by applying existing cultural theory to types of ethical consumption behavior. The study is also significant in that it establishes latent variables by conducting an exploratory factor analysis of ethical consumption behavior. Valuable guidelines can be provided for follow-up studies in that they are divided into eco-friendly ethical consumption behavior and socioeconomic ethical consumption behavior. Based on these components, follow-up studies could provide valuable information about the system of ethical consumption values and the causal relationship between the preceding factors and outcomes of consumer happiness.

This study's implications are divided into two categories. First, regarding academic implications, this study analyzed cultural values by identifying four cultural groups favoring vertical or horizontal individualism and collectivism to understand the relationship between ethical consumption behavior and consumer happiness. This study aimed to suggest ways to improve ethical consumption and consumer happiness by focusing on cultural values. As social interest in or the importance of ethical consumption increases, the number of consumers who practice ethical consumption behavior is also growing. As a result of reviewing previous studies that investigated why ethical consumption behavior occurs, most studies have been limited to testing motivations for purchasing specific products. If ethical consumption behavior is defined as a comprehensive concept rather than being limited to purchasing specific products, it is necessary to examine why ethical consumption behavior takes place. The findings of this study are significant in that they provide valuable information that can be used to understand ethical consumption behavioral tendencies using a cultural approach.

In a situation where consumer demand for and interest in ethical products is on the rise, the following theoretical and practical implications of this study's results are presented. Cultural values play a significant role as leading variables that drive ethical consumption behavior. A country's cultural values are considered essential for predicting and explaining ethical consumption behavior in a given culture. These findings provide important academic implications for studies investigating the relationship between consumers' rational and emotional consumption activities or social and cultural trends, such as ethical consumption and civil society, to explain these relationships. It is necessary to increase explanatory power by developing a wider range of cultural values and introducing additional variables, as in Hofstede's theory of cultural value.

The results of this study support the use of several indicators. First, analyzing ethical consumption behavior from various angles and understanding the relationship between these reconstructed concepts, cultural value systems, ethical consumption behavior types, and consumer happiness will help marketers identify the antecedents of consumer happiness.

The results of this study can be of practical significance because they present types of ethical consumption behavior associated with social beliefs or mature civic consciousness. The various cultural values that consumers embrace should be established while considering that they play an important role in determining ethical consumption behavioral tendencies. This cultural value system, ethical consumption behavior, and identification of the relationship with consumer happiness provide guidelines on how companies' marketing and consumer strategies should change. In the future, companies need to understand the cultural value systems that consumers embrace and focus on developing ethical consumer products or services based on natural friendships or a socioeconomic foundation, as consumer happiness can be realized in this manner.

Author Contributions: Conceptualization, G.-Q.C. and C.-H.J.; methodology, J.-Y.Z.; software, validation, G.-Q.C., J.-Y.Z. and C.-H.J.; formal analysis, investigation, resources, data curation, and writing—original draft preparation, C.-H.J.; project administration All authors have read and agreed to the published version of the manuscript.

Funding: This Research received no external funding.

Institutional Review Board Statement: The studies involving human participants were reviewed and approved by the Ethics Committee of the Kyonggi University of Korea.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: The datasets generated and analyzed during the current study are available from the corresponding author upon reasonable request.

Conflicts of Interest: The authors declare that they have no conflict of interest.

Appendix A. Statistics of the Construct Items for Individualism and Collectivism

Construct	Survey Measures
Horizontal Individualism	I prefer to be direct and forthright when I talk with people. One should live one's life independently of others. I often do my own thing. I am a unique individual. I like my privacy. When I succeeded, it was usually because of my abilities. What happens to me is my own doing. I enjoy being unique and different from the others in many ways.
Vertical Individualism	Winning is everything. It annoys me when other people perform better than I do. It is important for me that I do my job better than the others. I enjoy working in situations involving competition with others. Competition is a law of nature. When another person does better than I do, I get tense and aroused. Without competition, it is impossible to have a good society. Some people emphasize winning; I am not one of them (reverse).

Construct	Survey Measures
Horizontal Collectivism	My happiness depends very much on the happiness of those around me. I like sharing little things with my neighbors. The well-being of my co-workers is important to me. It is important for me to maintain harmony within my group. If a relative were in financial difficulty, I would help within my means. If a co-worker receives a prize, I would feel proud. To me, pleasure is spending time with others. I feel good when I cooperate with others.
Vertical Collectivism	I would do what would please my family. I usually sacrifice my self-interest for the benefit of my group. We should keep our aging parents with us at home. Children should feel honored if their parents receive a distinguished award. Children should be taught to place duty before pleasure. I would sacrifice an activity that I enjoy very much if my family did not approve of it. I hate to disagree with others in my group. Before making a major trip, I consult with most members of my family and many friends.

Appendix B. Statistics of the Construct Items for Ethical Consumption

Construct	Survey Measures
Eco-friendly-oriented ethical consumption (5 items)	I try to keep the things that I have right now and use them for a long time. In order not to generate waste, I write down the necessary items and purchase only what I need. Garbage is collected separately. I prefer to use a shopping cart rather than a disposable plastic bag when purchasing a product. I prefer to eat simply with a healthy diet rather than buy a lot of food.
Social-economic oriented ethical consumption (11 items)	I prefer fair travel, so even if I go on a trip, my money goes back to the area. I tend to choose products that are sold by companies or institutions for fair trade. I prefer to take walking tours that do not harm the environment when I travel. I buy fair-trade products, such as chocolate or coffee, so that producers can receive fair compensation for their work. I do not drink coffee from companies that buy and sell beans from local peasants for a low price. I do not use products from companies that have caused environmental or social problems. I do not buy unfair business products. I prefer to first purchase small- and medium-sized products produced locally if their functions are the same. I use traditional markets rather than large distribution stores to help the local economy. I prefer to eat vegetables rather than meat to prevent global warming. I buy vegetables or fruits that are produced in the local area, even for the same food.
Consumer Happiness	I feel happy when buying it. I am happier now than before buying it. I think buying makes people happy. I think I used my money well in buying the product.

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