**A Model for Socially Responsible Consumption among Millennials:
An Identity-Based Perspective**

by

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ABSTRACT

Social responsibility has rapidly gained popularity among consumers specifically among Millennials born 1980 to 2000. Millennials are characterized by their willingness to get involved with social and political initiatives and a high affinity for technology. Literature has examined psychological antecedents and demographic characteristics of socially responsible (SR) consumers. To date, no research has explored the commitment to an identity as an underlying factor in understanding Millennials decision to engage in private or public routes of SR consumption behavior. The purpose of this study is to explore the socio-cognitive process Millennials engage in when making SR consumption decisions. Using Identity theory and Symbolic Self-Completion theory as a conceptual framework, this research aims to contribute to the body of literature pertaining to Millennials and social responsibility. Incorporating both qualitative and quantitative methods, this research sought to investigate eight proposed hypotheses in the theoretical model. Structural equation modeling revealed a positive relationship between SR identity commitment and SR private and public consumption behavior, which was completely mediated by SR personal identity salience. Overall, no moderation effects of conformity or social media related to the SR identity were found.

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CHAPTER 1: INTRODUCTION

Background

The need to understand who one is, what one believes, and what one does is a fundamental part of human nature (Reed, Forehand, Puntoni, & Warlop, 2012). For example, who we are may be attributed to the roles we hold in life such as mother or athlete. These roles in turn influence what we believe in, the choices we make, and what products and services we consume. To meet consumer demands, marketing experts segment populations based on demographic characteristics such as age, gender and ethnicity. In understanding consumer behavior, no demographic characteristic is more important than age (Roberts & Manolis, 2000; Hsiao & Chang, 2007).

Age-based variations in buying behavior amongst consumer groups have been explained using generational cohorts (Mafini, Dhurup, & Mandhlazi, 2014). Generational cohorts are commonly grouped in 20 year increments (Young & Hinesly, 2012). For example, individuals born between 1946 and 1965 are referred to as Baby Boomers; those born between 1965 and 1980 as Generation Xers; and those born between 1980 and 2002 as Millennials (Pew Research Center, 2010). Members within a generational group/cohort are comprised of people who share similar historical and/or social life experiences (Young & Hinesly, 2012) and are highly influenced by external events that happen during their "coming of age" (Schewe, Meredith, & Noble, 2000, p. 48). These shared experiences bind these members and lead them to share common values, beliefs, preferences, motivations, and behaviors. Thus, a particular cohort is

associated with certain unique values and priorities that may persist over their lifetimes (Jackson et al., 2011) resulting in distinct attitudes and behaviors (Moore & Carpenter, 2008).

Millennials have an optimistic viewpoint, are socially conscious, and open to new experiences (Truman, 2007). Previous research suggests that Millennials are willing to delay personal goals for the greater good of society (Alch, 2000). Social responsibility is a value orientation that influences individual's social, moral and civic behaviors (Wray-Lake and Syvertsen, 2011). Millennials are feverishly involved in socially beneficial activities, such as participating in charities, blogging on social issues, political organizing and engaging in corporate social responsibility (CSR) initiatives (Greenberg & Weber, 2008; Rayapura, 2014, Swinand, 2014). In fact, over 75% of Millennials say that they are willing to make substantial sacrifices to address the major challenges in America today (Greenberg & Weber, 2008). Millennials' commitment to social responsibility extends beyond words and influences their behaviors and purchase intentions (Rayapura, 2014; Swinand, 2014) and studies have found that structural elements of cause-related marketing have a direct impact on Millennial's purchase intentions.

In recent years, connection with a non-profit cause has developed from a short-term promotional technique to a long-term marketing strategy (Cui et al., 2003). The World Business Council for Sustainable Development defines CSR as "the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large" (1998, p 3). CSR initiatives are expected to enhance both the image and patronage of a corporation (Bhattacharya & Sen, 2004). Yoon, Gurhan-Canli and Schwarz (2006) found through the attribution theory that CSR activities are driven by the company's idea that consumers will make positive inferences between the

company and the cause. Additionally, perceived sincerity of the company's motives plays a key factor in the success of CSR campaigns. By establishing a positive image with Millennial consumers, a business may be able to keep the consumers' patronage for many years.

Past findings (Kotler & Lee, 2005; Mohr, Webb, & Harris, 2001; Sen & Bhattacharya, 2001) suggest that companies can improve consumers' perceptions by being committed to activities that minimize the effects of capitalism and improve the lives of consumers. Companies such as the Gap and Target have successfully incorporated CSR initiatives into their marketing campaigns. The Gap's Red campaign, aimed at helping to eliminate AIDS in Africa (Amazeen, 2011), and Target's Feed program, aimed at feeding children through the United Nations World Food Program (Malcom, 2013), have educated consumers on CSR practices while continuing to promote the brand. This allows consumers to engage in SR behavior while feeding the need for consumption.

Recently, corporations have invested in social media as a vehicle for expressing commitment to CSR. This investment has bridged the gap between corporations and the tech-savvy Millennial consumer. As tech-savvy consumers, Millennials are likely to be wirelessly connected through nontraditional products such as mobile phones or tablets. These consumers are also asking tough questions and doing research on the ethical standards of the companies they purchase from. Mano (2014) found that the information communicated on the Internet impacts civic engagement in terms of extent and scope of use and increasing the amount of online donations. In 2011, only 120 companies had dedicated social media platforms for SR communication, by 2015 that number increased to 283 companies (The 6th Annual Social Media Sustainability Index, 2016). Social media engagement refers to the experiences that individuals have with a media platform which relate to "a consumer's beliefs about how the site/platform fits

into his/her life" (Calder, Malthouse, & Schaedel, 2009, p. 322). Millennials are more likely than other generations to be influenced by social media and others on the Internet when making product decisions (Greenberg, 2011). In fact, Pew Research Center (2010) found that for Millennials, the Internet represents more than a source of information -- it acts as a symbol of generational identity. Thus, this research asserts that due to the importance of social media to the Millennial consumer and the public nature of the medium, social media will influence Millennials SR consumption behavior.

Having a brand that expresses awareness of social issues and its impact on society helps them by linking shared values with the consumer. The CSR strategy links corporate identity with non-profits, causes, and significant social issues through cooperative marketing and fundraising programs. Consuming these brands provides a symbolic way to link the self and its identity (Wattanasuwan, 2005), while simultaneously communicating this to others. For example, if consumers view themselves as "socially responsible", they are likely to behave in ways that are consistent with what it means to "be" an SR individual. As a result, an inner drive is produced which creates a wide range of "identity-driven effects" such as amplified attention to identity-congruent stimuli (e.g. these consumers are more likely to take note of and value SR products) (Reed et al., 2012).

Identity salience is defined as the probability that an identity will be invoked across a variety of situations, or alternatively across persons in a given situation (Stryker & Burke, 2000). Forehand et al. (2002) noted that individuals are likely to be identity salience because of "heightened sensitivity to identity-relevant stimuli" (p. 1086). Because individuals tend to have multiple social connections, identities are conceived as being organized into a salience hierarchy. The location the identity within the hierarchical structure will affect the likelihood of being

invoked (Stryker & Serpe, 1982). Pinto, Herter, Rossi, and Borgess (2014) found support for the effect of identity salience on sustainable consumption, noting that personal and social identities influence gender differently. The findings indicated that gender affected sustainable consumption when personal identity salience was salient. When social identity was salient, male and female sustainable behavior was congruent. Based on their theoretical conception, this research conceptualizes "socially responsible" identity salience as originating from two distinct mechanisms – personal and social identities. These identities help make sense of the world but that "sense" is predicated upon which identity is salient (Aaker & Akutsu, 2009).

The Symbolic Self-Completion theory addresses the use of symbols as a way to "complete" an individual's identity. Symbolic Self-Completion theory proposes that many of the activities that individuals enact--such as the possessions they purchase--are intended to authenticate their definition of themselves, reaffirming their self-identity (Wicklund & Gollwitzer, 1982). Individuals use possessions as symbols which act as a means to complete one's identity. These symbols are representative of the routes individuals take to increase their completeness in a self-defined goal. As a result of this need to symbolize, Millennial will engage in either private or public consumption behavior congruent with their salient identity.

While the concept of linking identity and consumer behavior is not new, no published research has investigated SR consumption behavior as explained through the integrative lens of Symbolic Self-Completion theory and Identity theory, which is the goal of this research.

Although market research (Cone, 2006; Greenberg & Weber, 2008; Pew Research Center, 2010) has overwhelmingly supported the idea that social responsibility is important to Millennials, limited academic research has focused on SR consumption behavior of this generational cohort. Hence, there remain several unanswered questions on understanding the

relationship between Millennials and socially responsible consumption: How do Millennials define SR consumption behavior and how does that definition reflect their behavior? Can Millennials relationship with social responsibility be explained using Identity theory and Symbolic Self-Completion theory? Are there any moderating or mediator factors that influence Millennials decision to engage in SR private or public consumption behavior?

Problem Statement

Research on identity and consumer behavior has confirmed the relationship between identity, commitment, and identity-congruent behavior (Nuttbrock & Freudiger, 1991; Stets & Biga, 2003; Stryker & Serpe, 1982). Wicklund and Gollwitzer (1982) argued that individuals use symbols as a means of completing identities. Other research (Pinto et al., 2012) has found support for identity salience as a mechanism for predicting identity congruent sustainable consumption behavior related to gender identity. Kleine, Kleine and Kernan (1993) proposed that identity salience is related to social connections, esteem, media connections and possessions related to the identity. Millennials pose serious challenges for corporations as they attempt to adapt, stay relevant and respond in real time. No research to date has combined the postulates of Identity theory and Symbolic Self-Completion as a mechanism for understanding the Millennial generation cohort's commitment to a "socially responsible" identity and resultant consumption behaviors.

This research seeks to fill a gap in the literature regarding generational cohorts and social responsibility. Empirical research on Millennials' intentions to engage in SR consumption behavior is however limited and few studies have examined the actual consumption behavior of SR consumers. Previous research (Cone, 2006; Greenberg & Weber, 2008; Pew Research

Center, 2010) has noted Millennials commitment to SR consumption behavior but no research has examined Millennial's SR consumption behavior as a result of commitment to a salient personal versus social identity. Aaker and Akutus (2009) suggest that exploring the action-tendencies associated with personal versus social identities may provide insight into why individuals chose to give or not to give. Further, no research to date has classified the SR consumption behaviors of Millennials from a private and public lens. In fact, overall literature on public and private SR consumption is very limited. Bearden and Etzel (1982) looked at private and public purchase behavior as it pertains to luxury and necessity items. Missing from the literature is a clear classification SR private and public consumption behavior as it pertains to Millennial consumers. Thus this research seeks to develop a scale which measures Millennial's SR private and public consumption behavior.

Additionally limited literature has addressed the idea of social responsibility from the theoretical framework of identity and Symbolic Self-Completion theory. Using these theories fills a gap in literature surrounding Millennials and social responsibility. This research provides a mechanism for explaining the how and why of Millennials' SR behavior. While prior research has identified routes of symbolization, no literature has classified those behavior as private or public. More importantly, this research seeks to understand any outside factors that may influence Millennial's SR personal and social identity salience and SR public and private consumption behavior. Literature has examined psychological antecedents and demographic characteristics of an SR consumer, however to date, no research has explored the commitment to an identity as an underlying factor in understanding Millennials decision to engage in private or public routes of SR consumption behavior. Lastly, no research has operationalized SR consumption from the Millennial perspective. Understanding this definition provides industry

professionals insight into how Millennials conceptualize social responsibility and how that definition may differ from what industry professionals are doing.

Purpose Statement

Using Identity theory and Symbolic Self-Completion theory as a conceptual framework, this research aims to contribute to three main areas of theory and practice. Firstly, the purpose of this research is to extend previous knowledge on Millennials and SR consumption by understanding how Millennials define social responsibility and how that definition transfers to their consumption behavior. Secondly, this research aims to show that Millennials' identity salience mechanism (personal vs. social) will impact the routes (public vs. private) Millennials use to take part in SR consumption. Thirdly, this research seeks to delineate the moderating roles that identity-based motivation and social media influence related to SR identity (low vs. high) play in the relationships between: SR identity commitment and SR identity salience (personal vs. social); and SR identity commitment and SR consumption behavior (public vs. private). This research suggests that these moderating variables will influence Millennials decision to engage in SR private or public consumption behavior.

While Symbolic Self-Completion explains the outcome, Identity theory illuminates the reasoning behind the behavior. Using Identity theory this research proposes that Millennials committed to the SR identity will engage in routes of Symbolic Self-Completion. These routes will be demonstrated through either public or private consumption behavior. However, the relationship between commitment and behavior will be moderated by two factors: identity-based motivation and social media influence related to SR identity. These factors are especially important for Millennials because of the influence that social identities exude on younger

consumers. Additionally, the persuasive power of social media and its potential influence on identities provide insight into understanding the choice to engage in public or private routes of SR consumption. Thus the purpose of this research is to explore the underlying identity-based causes of Millennial's SR consumption behavior and identify both the private and public routes engaged in when committed to the SR identity.

Significance of Study

Millennials are the largest generation in American history with an estimated 95 million people born between 1980 and 2002 (Greenberg & Weber, 2008). By the year 2016, there will be over 100 million Millennials and by 2020, one out of every three adults will be a member of the Millennial generation (Greenberg, 2011). This generational cohort has purchasing power that tops that of any other group of consumers (Morton, 2002) suggesting the need for further insight into their consumption behavior. This study is significant because it aims to fill multiple gaps in literature which has significant implications for industry and marketing professionals. Each component of the research model proposed in this study will make a significant contribution to a specific gap in the literature as it relates to Millennials and SR consumption behavior. Current research (Cui et al., 2003) has examined the relationship between SR and Millennials, concentrating primarily on the components of the CSR initiative. This research fills a gap in the literature by investigating Millennials relationship with social responsibility as an extension of the self and their identities.

Firstly, a primary goal of this research is to learn how Millennials define social responsibility and how that definition ultimately influences their consumption behavior. Literature that has defined social responsibility is dated and has not addressed the Millennial

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generation specifically; therefore, the scales that this study develops will provide industry professionals with insight into actual SR behaviors of Millennials. This insight may suggest alignments and discrepancies between industry and SR Millennials and help marketers in creating effective CSR campaigns that are consistent with Millennial consumers' conceptions. Secondly, exploring the role that SR identity commitment plays in Millennials' SR consumption behavior provides insight into their motivations to engage in SR behavior. This insight can help companies implement CSR initiatives by developing messaging that resonates with Millennial's inner motives for SR consumption. Next, the proposed mediated role of social and private identity salience is novel in that it represents the salience of one SR identity as a result of two different mechanisms. This study will provide deep insights on whether a Millennial's SR identity is salient as a result of both, personal and social identities, or just one of these mechanisms. These insights can help companies decide which modes of communication (i.e., social media or face-to-face communication) will be most effective and influential in facilitating Millennials' salient SR identity. Further, this research seeks to identify key moderators of Millennials relationship with SR identity (conformity and social media influence related to the SR identity) and how those moderators influence the private and public routes taken to engage in SR consumption behavior. Testing the effects of these moderators will provide marketers with insight into external factors, e.g. social media that may influence Millennials' SR consumption decisions, enabling companies to choose suitable platforms for their CSR campaigns.

In conclusion, the findings of this study have implications for understanding Millennials' commitment to social responsibility and how that commitment is expressed through behavior. This research has important implications for corporations and marketers when creating CSR initiatives that provide opportunities for Millennials to engage in both private and public routes

of SR consumption behavior. Additionally, results provide insight into other critical factors that influence Millennials' SR consumption such as social media, allowing marketers to create SR campaigns that add value for both the consumer and the brand.

Definition of Terms

Conformity: "the act of changing one's behavior to match the responses of others" (Cialdini & Goldstein, 2004, p.606).

Corporate social responsibility: "the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large" (World Business Council for Sustainable Development, 1998, p 3).

Identity: a multidimensional construct that is composed of the meanings a person holds in a particular role (i.e., as a father, a brother; Stets & Burke, 2003) where these roles are a result of social interaction, causing individuals to have varied "selves" (Hogg, Terry, & White, 1995).

Identity salience: the likelihood that an identity will be invoked in diverse situations with the understanding that identities positioned higher in the hierarchy are tied more closely to behavior (Hogg et al., 1995).

Identity theory: links organized hierarchical role identities to affective and behavioral outcomes, while acknowledging that some identities have more self-relevance than others (Hogg et al., 1995).

Millennials: individuals born between 1980 and 2002 (Pew Research Center, 2010).

Self-definition: relatively lasting self-conceptions that people apply to themselves (Wicklund & Gollwitzer, 1982).

Self-symbolizing: the process of obtaining indicators recognized by others as indicating progress toward a self-definition (Wicklund & Gollwitzer, 1982).

Social media influence related to the SR identity: experiences that consumers have on social media which relate to their beliefs about social media and how it influences their SR identity (Calder, Malthouse, & Schaedel, 2009).

Social responsibility: "a value orientation that motivates individuals' prosocial, moral and civic behaviors" (Wray-Lake & Syvertsen, p.12, 2011).

Socially responsible (SR) consumer: "one who purchases products and services which he or she perceives to have a positive (or less negative) impact on the environment or uses his/her purchasing power to express current social concerns" (Roberts, p. 104,1995).

Socially responsible consumer behavior (SRCB): "consumer behaviors that take into account the impact on the environment of private consumption decisions or which use purchasing power to express current social concerns" (Roberts, p. 98, 1995).

SR identity commitment: the degree to which the Millennial's relationships to a others (e.g. family, friends) depends on his or her being an SR consumer occupying a particular position in an organized structure of relationships and playing a particular role (Stryker & Serpe, 1982, p. 207).

SR personal identity salience: the importance an individual places on differentiating themselves from other members of the in-group (Oyserman, 2009) based on the SR identity.

SR social identity salience: the importance an individual places on being characterized at the intergroup level by the SR social identity, highlighting the SR-related commonalities among members of the group (Oyserman, 2009).

<u>SR private consumption</u>: consumption behavior that may be witnessed by others but not openly tied to SR behavior (Bearden & Etzel, 1982; Tedeschi, 1986).

<u>SR public consumption behavior</u>: consumption behavior that is external, open to observation by others and clearly linked to SR behavior (Bearden & Etzel, 1982; Tedeschi, 1986).

<u>Symbolic Self-Completion theory</u>: definitions of oneself by use of indicators of attainment in those activity realms, such as possessing a prestigious job, having extensive education, or whatever is recognized by others as indicating progress toward completing the self-definition (Wicklund & Gollwitzer, 1981).

CHAPTER 2: LITERATURE REVIEW

The purpose of this chapter is to explore the socio-cognitive process Millennials engage in when making SR consumption decisions. Using the Identity theory and the theory of Symbolic Self-Completion as a conceptual framework, several factors are examined as antecedents to SR consumption behavior. These factors are introduced into the research model based on relevant literature and theoretical framework. This chapter contains two main parts: 1) significance of CSR to Millennials, how it has influenced their purchase intentions, and gaps in the existing literature and 2) theoretical framework which outlines how Symbolic Self-Completion theory and Identity theory explain Millennials SR consumption behaviors, leading to hypotheses development.

Background Literature

Social Responsibility

Social responsibility is a "value orientation that motivates individuals' prosocial, moral, and civic behaviors" (Wray-Lake & Syvertsen, p.12, 2011). Social responsibility values are expected to motivate a person's behaviors for helping others and contributing to society (Wray-Lake & Syvertsen, 2011). Values are broad personal priorities, with a cognitive as well as an emotional component, that guide specific beliefs, attitudes, and behaviors (Hitlin, 2003). Petersen and Seligman (2004) argue that social responsibility is fulfilling to the self; however, motivations to engage in social responsibility are not completely altruistic and recognizes that

individuals can receive personal gain when providing support for others (Wray-Lake &

Syvertsen, 2011). CSR is the commitment a corporation has to the economic and social

development of a community (World Business Council for Sustainable Development, 1998).

CSR initiatives include corporate philanthropy, cause-related marketing, minority support

programs, and SR employment and manufacturing (Bhattacharya & Sen, 2004). Corporations

adopt SR practices under the assumption that consumers will reward companies for their

commitment to a cause (Dean, 2003). One can argue that the number of company websites that

address CSR issues reflects a pervasive belief within the marketplace that CSR is both an ethical

and economic imperative (Bhattacharya & Sen, 2004). By understanding which routes

consumers take when making SR purchases, companies can be empowered to create CSR

initiatives that produce consumer-specific outcomes.

Millennials and Social Responsibility

Millennials are currently active in socially beneficial activities, such as participating in

charities, blogging on social issues, political organizing and engaging in CSR initiatives

(Greenberg & Weber, 2008; Rayapura, 2014, Swinand, 2014). Millennial consumers are

becoming more socially conscious in their purchasing behavior and social responsibility has

become a more salient buying criteria (Cui et al., 2003). Greenberg and Weber (2008) found that

Millennials overwhelmingly support the idea that individuals should try and make a difference.

Therefore, it stands to reason that sustainable practices, initiatives, and products from

corporations will resonate strongly with civic-minded Millennials.

Millennials embrace all things digital and rely on their social connections online for

information and support. For this generation, the Internet and mobile phones represent more than

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just a source of information and entertainment but act as a symbol of generational identity (Pew

Research Center, 2010). Consequently, Millennials are more likely to have their own social

networking profiles, connect to the Internet wirelessly when away from home, and post videos of

themselves (Pew Research Center, 2010). In 2015, over 283 major corporations had engaged in

some form of social media regarding social responsibility and more than 100 have a blog,

YouTube, Facebook or Twitter channel dedicated to social responsible issues (The 6th Annual

Social Media Sustainability Index, 2016). This practice ensures that civic-minded, technology-

driven Millennials are receiving the message on the importance of social responsibility to

corporations.

The 2006 Cone Millennial Case study examined how CSR initiatives influence

Millennial consumer decisions (Cone Inc., 2006). The study noted the importance of SR

practices for both the individual and corporation and how CSR initiatives increased trust and

visibility of the company among Millennials. Moreover, Millennials were likely to switch

brands if it was associated with a good cause (Cone, 2006). These findings are consistent with

the results of Greenberg and Weber's (2008) research on Millennials and provide added support

for Millennials commitment to SR consumption behaviors. Rayapura (2011) reports that

Millennials are likely to pay more for products that are responsibly made and to engage in SR

practices such as choosing buses or bikes over cars. These findings support the importance of

social responsibility to Millennials and highlight how this value may reflect purchase intentions

and consumption decisions. According to a new survey conducted by Aflac (Koenig, 2015), 66

percent of Millennial respondents said they were likely to invest in a company well-known for its

CSR practices and 92 percent said they are more likely to purchase from an ethical company.

Social responsibility can be both beneficial to the company and the consumer by using CSR as a purchasing criterion (Webb, Mohr, & Harris, 2008). Roberts (1993) defines a socially responsible consumer (SRC) as "one who purchases products and services perceived to have a positive (or less negative) influence on the environment or who patronizes businesses that attempt to effect related positive social change" (p. 140). Webb et al. (2008) conceptualized three dimensions of SR consumption: 1) purchasing based on a firms' CSR performance; 2) recycling; and 3) avoidance and reduction in use of products that have a negative environmental impact. Thus SRCB is defined as "consumer behaviors that take into account the impact on the environment of private consumption decisions or which use purchasing power to express current social concerns" (Roberts, 1995).

Prior research on social responsibility has focused on demographic characteristics of consumers such as gender, age, and personal income (Mano, 2014; Segev, Shoham, & Ruvio, 2013), consumers' psychological antecedents (Crilly et al., 2008), and how personal values of managers may influence decision making regarding social responsibility (Hemingway & Maclagan, 2004). However, no previous research has examined the mechanisms through which SR values influence consumer actions. According to Hitlin (2003), values originate from "social contexts, draw on culturally significant symbolic material, and are experienced as a necessary and fundamental aspect of self" (p.121). As a core aspect of the self, Hitlin (2003) found that values act as a predictor of identity and argued that the self is anchored in an individuals' value commitments. This perspective on values suggests that a socio-cognitive mechanism could link SR values to SR actions. This study proposes that Identity theory and Symbolic Self-Completion theory provide the requisite socio-cognitive framework for explaining Millennials' SR consumption behaviors. Specifically, the study contends that Millennials' salient identity

(personal vs. social) will impact the routes (public vs. private) Millennials use to take part in SR consumption. Ultimately, the proposed research model (see Figure 1) contends that SR identity-based motivation, SR identity salience, and social media influence related to the SR identity will influence the ways in which Millennials engage in SR congruent behavior. Support for the proposed research model below is delineated in subsequent sections.
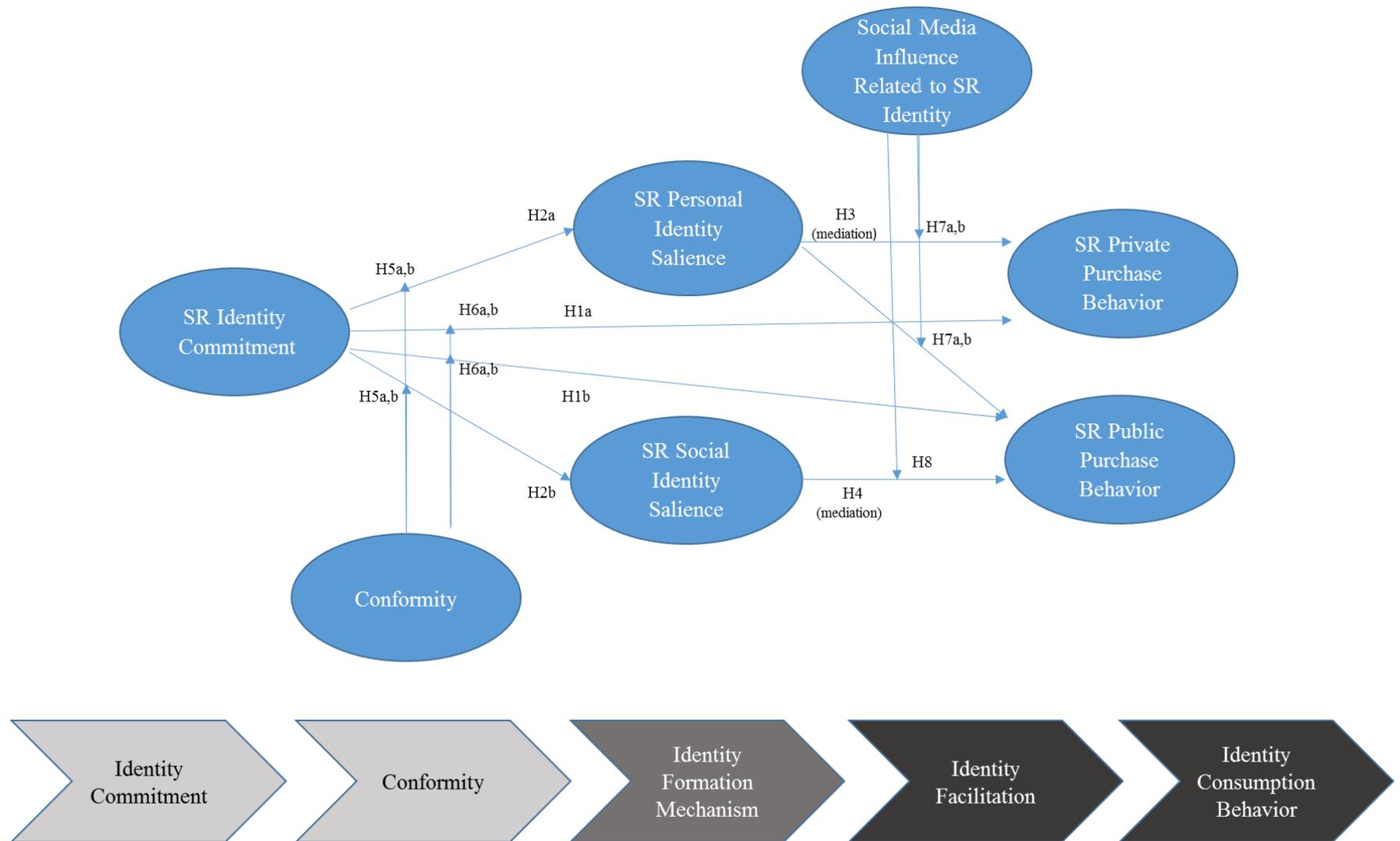
Figure 1. Proposed research model of Millennial's SR consumption behavior.

Theoretical Framework

Symbolic Self-Completion Theory

The Symbolic Self-Completion theory (Wicklund & Gollwitzer, 1982) is governed by three main postulates: 1) self-symbolizing occurs when an individual feels inadequate regarding a committed self-definition; 2) a sense of completeness grows as others take notice of self-symbolizing efforts; and 3) the self-symbolizer will have no concern for the personal qualities of the audience, thus depersonalizing the audience. An individual who is committed to a self-definition, but has not yet attained the self-definition, uses symbols as a means to complete oneself (Wicklund & Gollwitzer, 1982). Symbolic Self-Completion is founded on the principle that individuals seek to maintain and control their identities by self-symbolizing. Individuals use symbols as a measure of their competency in a given social context, implying to others within the social group their ability or competency (Schiffmann & Nelkenbrecher, 1994).

Past literature has examined the Symbolic Self-Completion theory in reference to identity self-definitions. Crane, Hamilton, and Wilson (2004) found individuals that identified as Scottish-American but did not feel complete in their identity used Scottish dress as a means to self-symbolize. Qualitative results showed respondents using dress as a symbol to reaffirm their identities as members of the Scottish community. Schiffman and Nelkenbrecher (1994) found empirical support for Symbolic Self-Completion using an experimental 2 x 2 factorial design where factors were feminist attitude commitment (high versus low) and symbolic incompleteness (incomplete versus control group). Results suggested that respondents in the incomplete condition and committed to a feminist attitude preferred the feminist journal more often than those in the control or low commitment conditions. In this study, the journal represented a symbol of completion and a route of fulfilling the feminist self-definition.

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Identity Commitment. The process of Symbolic Self-Completion begins with commitment to a self-definition. An individual's willingness to enact certain classes of behavior based on a concept of self is referred to as a self-definition (Gollwitzer & Wicklund, 1985). For example, for the self-definition of being a "swimmer," activities may include actually swimming, wearing the appropriate attire and creating relationships with other swimmers. In contrast to other goals, a self-defining goal communicates a sense of power and capability, such as a fireman or athlete (Wicklund & Gollwitzer, 1981). The embodiment of the self-definition requires active pursuit of the goal through social recognition. Individuals who waver in an attempt to add a symbol toward their self-definition will lean toward acquiring other symbols to emphasize the self-definition (Gollwitzer & Wicklund, 1985). Various self-definitions are differentiated by the level of commitment. The extent to which an individual actively pursues the self-definition is characterized as commitment (Gollwitzer & Wicklund, 1985). Commitment to a self-definition insinuates aspiration to the goal and embodying the qualities applicable to the self-definition. Individuals that are committed to the self-definition will reflect this commitment in their behavior.

Self-Symbolizing. When an individual experiences a disruption in fulfilling the self-defined goal, they will engage in self-symbolizing. A disruption or hindrance in the self-definition can manifest in multiple ways: 1) the inability to achieve an ongoing self-symbolizing act; 2) negative or disapproving evaluation from others identifying an absence of symbolic support for the self-definition or: 3) comparisons with members within the self-definition community that are more developed. A symbol is a tangible entity that signals to others attainment or pursuit of the self-definition (Gollwitzer & Wicklund, 1986). Validation of a

symbol occurs when others within the defined community acknowledge the intrinsic message encompassed within the symbol (Gollwitzer & Wicklund, 1985).

Self-symbols imply action, meaning they inform others how we can be expected to behave in our ongoing activity (Stryker & Serpe, 1982). Theoretically speaking the symbol in itself is not sufficient to decrease feelings of incompleteness. The symbols associated with any given self-definition serve a communicative function e.g. acting out the role of someone possessing the self-definition. Symbols indicate to the community or society that the individual possesses the self-definition. This indication of having attained a positive self-definitional status firms up one's sense of completeness. This study conceptualizes that symbols of completeness represent the SR consumption behaviors Millennials engage in and are essential to Millennials feeling complete in the SR identity. This behavior will be categorized as either private or public.

Identity Commitment → Routes for Self-Symbolizing. How individuals choose to self-symbolize is highly situation-specific. Symbolic Self-Completion theory postulates that individuals will find some way to increase the social reality of a self-definition either through self-descriptions, behavior consistent with what others believe is in line with the self-definition or acquiring artifacts that are congruent with the self-definition. Stryker and Serpe (1982) note that commitment to an identity produces identity-congruent behaviors which are maintained over an extended period of time. This study conceptualizes that symbols of completeness reflect the SR consumption behavior Millennials engage in. Private behavior suggests that the link between the consumption behavior and social responsibility is not witnessed by others whereas public behavior suggests that the link between the consumption behavior and social responsibility is seen by others (Bearden & Etzel, 1982). Within this study, 'self-symbolizing' is operationalized as Millennials decision to make SR public (e.g. purchasing products that are aligned to a cause

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such as purchasing a t-shirt with a Pink logo) or private consumption behavior (e.g. purchasing products from local companies). These consumption decisions are deemed as public or private based upon other's knowledge of the link between the consumption behavior and social responsibility.

Self-concept is an "individual's beliefs about him or herself, including the person's attributes and who and what the self is" (Baumeister, 1999, p. 247). Consumers define, uphold, and enhance their self-concept through products they purchase and use (Graeff, 1996). Brands serve as psychological and social symbols for consumers, allowing them to express their personal identity and enable social connections with others (Aaker, 1997; Escalas & Bettman, 2003). As symbols, brands serve as a mechanism for strengthening the way consumers think about themselves. Possessions and brands can also be used to satisfy psychological needs by reinforcing and expressing self-identity (Fournier, 1998; Richins, 1994). Generally, consumers build, maintain, and develop their self-concepts through the brands they purchase and consume (Choi & Rifon, 2012). Consumers of a specific brand have a similar self-concept of other consumers of the same brand, thus they may have similar reasoning for purchasing the brand. Research suggests that consumers seek brands with associations that are congruent with their self-image (Escalas & Bettman, 2003).

Brands also serve a social purpose by signaling social ties to one's family, community, or cultural group (Escalas & Bettmena, 2003). Consumers tie themselves to others through their brand choices based on the congruency between the brand and the self. As a result the meaning and value of a brand not only expresses the self but aids consumers in creating and building their self-identities (McCracken, 1989) by forming connections to brands. Suggesting that a "transfer" of meaning occurs when individuals choose to purchase and/or consume publicly SR brands.

It is generally accepted that there are public and private aspects to 'self' (Tedeschi, 1986). 'Private' refers to mental events in one person that are inherently unobservable by another person, whereas, 'public' is open to the observations of anyone. Individuals engaged in private behavior are viewed as having a choice to make these private events public. Tedeschi's (1986) assumptions fuel our conceptualization of private and public consumption behavior. Private consumption behavior may or may not be witnessed by others however the link to social responsibility is not seen by others. Conversely, public consumption behavior is witnessed by others *and* the link to social responsibility is openly observed by others. Generally the public takes notice of self-symbolizing efforts without question or rebuff (Gollwitzer, 1986). Self-symbolizing individuals address the audience that is immediately available in the interest of converting self-symbolizing into a social fact. For the Millennial consumer, social media may serve as an audience to which self-symbolizing consumers have easy access. Assuming public and private self-evaluation maintenance processes are similar, an individual's behavior will provide similar information to the self and to an audience (Tesser & Moore, 1986). "To the extent that public evaluation of self is important, what the audience is presumed to believe about the individual should be consequential in his behavior; to the extent that private self-evaluation is important, what the individual believes (regardless of audience beliefs) should be consequential" (Tesser & Moore, 1986, p 101). Individuals that are striving for identity goals are eager to make those efforts public, in other words, they attempt to convert their self-symbolizing activities into a social fact.

Hence this research asserts in the proposed model (see Figure 1) that commitment to the SR identity will influence Millennials SR consumption behavior either through private or public routes. Thus the following hypothesis is proposed:

H1: Millennials' SR identity commitment will positively influence their SR a) private and b) public consumption behaviors.

Identity Theory

Identity theory, grounded in sociology, aims at understanding role-related actions through their impact on affect (Hogg et al., 1995). Identity is a multidimensional, multifaceted construct and is composed of the meanings a person holds in a particular role for example as a father or a brother (Stets & Burke, 2003). These roles are a result of social interaction, causing individuals to have varied "selves" (Hogg et al., 1995). Identity theory posits that identities are arranged hierarchically and that salient identities are more likely to affect behavior than those that are less important.

Identities and their associated expectations are thought to provide a standard for behavior. A divergence from linking the identity meaning individuals hold and their assessment of their own behavior in a particular role reflects a problem in authenticating that identity. The main postulates of the theory incorporate the concepts of commitment, salience, and behavior. Individuals that are committed to an identity will make those identities more salient and therefore will engage in identity-congruent behavior. Therefore assigning the identity of civic-minded and SR to Millennials is likely to influence their behaviors (Greenberg & Weber, 2008). Identity theory thus links role identities to affective and behavioral outcomes, while acknowledging that some identities have more self-relevance than others. Consequently, not all Millennials who have a SR identity will participate in SR behavior.

Identity Commitment. Due to multiple group membership, individuals are likely to classify themselves as having varied role identities. Salience and commitment, two key

constructs of Identity theory, determine how important the identity is to the individual, suggesting some identities have more self-relevance than others (Hogg et al., 1995). Commitment is a key component in understanding the relationship an individual has with an identity. Though widely used, there has been a lack of clarity and consistency in the conceptualization of commitment. Burke and Reitzes (1991) assert that gained rewards and avoided costs, in addition to attachments to others, formulate the basis of commitment. Individuals who are tied to others, or obtain rewards by virtue of having and preserving an identity, are more likely to be strongly committed to that identity than those who do not obtain rewards or create ties to others. Similar to Stryker and Serpe (1982), Stets and Biga (2003) argue that commitment has both a quantitative and qualitative component. Quantitative commitment is the number of persons tied to an individual through an identity, whereas qualitative commitment refers to the strength of the relationship or ties to others based on a particular identity (Stets & Biga, 2003).

For this study, commitment is conceptualized "as the degree to which the person's relationships to specified sets of others depends on his or her being a particular kind of person, i.e., occupying a particular position in an organized structure of relationships and playing a particular role" (Stryker & Serpe, 1982, p. 207). Belonging to a social network and creating relationships based on those networks provide a basis of commitment. For Millennials, commitment will depend upon the number and the strength of the social relationships premised on the SR identity.

Identity Salience. Identity salience is conceptualized as the ranking of multiple roles in order of significance (Stryker, 1968). In other words, it is the location of an identity within the hierarchy (Stryker & Serpe, 1982). While Identity theory clearly specifies that salient identities

engender role-congruent behavior, Stryker (1968) acknowledges that in some situations, contextual demands may be so intense that the choice of behavior will be decided solely by the situation rather than by identity salience. How an individual behaves in a certain situation is a reflection of the identity salience (Stryker & Serpe, 1982).   Hogg et al. (1995) contend that identities that are situated higher in the salience hierarchy are more likely related to an individual's behavior. Therefore, individuals with the same identities may have dissimilar behavior in the same situation due to differences in the salience of the identity (Degarmo & Forgatch, 2002). For example, Millennials that identify themselves as SR may choose or not choose to make SR consumption decisions depending on the salience of the identity.

Identity based motivation (IBT) theory states that when a personal identity is salient, people temporarily think of themselves in terms of individual traits and characteristics (Oyserman, 2009). Social identity salience suggests that people will see themselves as part of a group (Oyserman, 2009). Identity salience is conceptualized as an internal mechanism which produces either a salient personal or social identity. These two identities reference one role (SR consumer) but are not mutually exclusive, meaning, Millennials can have both mechanisms (personal and social identities) working concurrently. Limited literature has examined how identity formation (in terms of centrality and importance) impacts identity-congruent behavior. Pinto et al. (2014) argued that behavior differs based on the salience of a social or personal identity. The central principle of a particular self-definition may be embedded within the susceptibility to categorize the self in terms of social category membership and/or individual distinctions (Nario-Redmond et al., 2004). This study posits that Millennials will categorize their role as a SR consumer based on personal or social identity salience.

Identity Commitment → Identity Salience. Identity theory postulates that the salience

of an identity is influenced by the level of commitment (Hogg et al., 1995). The stronger the

commitment, the more salient the identity. Empirical research has found support for the

relationship between commitment and salience (Nuttbrock & Freudiger, 1991; Stryker & Serpe,

1982). The social and personal identity constructs are operationalized as conceptually different

levels of the self. Personal identity is described as how an individual differentiates themselves

from other members of the in-group (e.g., ''I am an exceptional, rare, innovative or different

individual'') (Nario-Redmond, 2004). Social identity is described as how the individual is

characterized at the intergroup level by social identities highlighting the commonalities among

members of the group (e.g., ''I am a Latina, a psychologist, an American'') (Nario-Redmond,

2004). Briley and Wyer (2001) wrote that a salient social identity will inspire consumers to

demonstrate behavior consistent with social goals of the group. According to Griskevicius et al.

(2010), the salience of a social identity increases sustainable consumption because people look

for social recognition when acting as a sustainable consumer. Thus the following relationship

between commitment and SR identity salience is hypothesized:

H2: Millennials' SR identity commitment will positively influence Millennials' SR a)

personal and b) social identity salience.

Identity Salience → Identity Congruent Behavior (Routes for Self-Symbolizing).

People acquire meaning through ongoing activity (Stryker & Serpe, 1982). Stets and Biga

(2003) used Identity theory as a framework for understanding environmentally responsive

behavior. Stryker and Burke (1982) examined time spent in religious role activities as a function

of commitment and identity salience. Both studies found support for identity salience as a

predictor of behavior. Identity salience has been noted as a key contributor in explaining the relationship between the self and identity congruent behavior (Stryker, 1968).

Identity-based motivation theory (IBT) contends that individuals are motivated to behave in ways that are consistent with their salient identities (Oyserman, 2013). Contingent upon the situation cues, people will activate identities dependent on the pragmatic meaning these identities in a particular context are cued (Oyserman, 2009; Oyserman, 2013). "A situated perspective proposes that cognition and action are not separate" (Oyserman, 2009, p. 252). Oyserman (2011) describes individualistic as pertaining to a descriptor in terms of self, relational in terms of a role in a relationship (friendly or romantic) and/or collectivist in terms of membership in a group. IBT suggests that how people think about themselves (either as 'individuals' or as 'group members') shapes their goals (Oyserman, 2013). Theoretical distinctions have been drawn between personal and social identities as they relate to the construction of self (Tajfel and Turner, 1979). The salience of personal identity implies that individuals momentarily consider themselves as individuals, while social identity salience implies that individual perceive themselves as part of a group. This research argues that Millennials SR identity is a result of the salience of SR personal and social identity salience. Because these identities produce two completely different ways in which individuals view themselves and therefore behave, it stands to reason that a direct relationship exists between SR personal and social identity salience and SR private and public consumption behavior.

Bearden and Etzel (1982) identified two places where an item can be consumed. Public products are observed when being consumed, whereas products that are consumed outside of public view are privately consumed. Bearden and Etzel (1982) found that reference group influences were significantly different for private versus public products. Consistent with the

findings of Bearden and Etzel (1982), Mokgosa and Mohube (2007) found that products

consumed in public are more likely to attract more peer influence than products consumed in

private. Ghosh and Shankar (2013) assert that purchasing a product linked to a charity may

cause the identity of the donor to be public. If public products are more susceptible to social

influence, it is logical to presume that Millennials who hold a SR social identity will use public

consumption routes while those who hold an SR salient personal identity are less likely to be

influenced by outside influences and will engage in private consumption routes.

As proposed by the symbolic self-completion theory, "symbols" of completion must be

witnessed and validated by others for individuals to feel complete. Moreover, this research

suggests that individuals engage in "public" behavior when the link between the SR behavior and

product are known and witnessed by others. Thus, a behavior is classified as public dependent on

others awareness of the connection between social responsibility and the behavior. Also, it is

possible to conclude that there is a good bit of overlap in the functional relationships driving

behavior related to public and private goals. Given a set of antecedent conditions a desire for

public or for private image maintenance produces similar social behaviors. Baumeister (1982)

has suggested that the social behaviors that appear to be for the benefit of an audience also may

be driven by self-fulfillment (private) motives.

The present research suggests that identity salience can mediate the effects of SR

identity commitment on SR private and public consumption behavior. Because SR personal

identities are more concerned with the individual, this research proposes that this is very likely to

influence and mediate SR private behavior which is engaged based on individual gratification.

On the other hand, symbolic self-completion theory suggests that for individuals to feel complete

in a self-identity that one is committed to, others must confirm that identity (Gollwitzer &

Wicklund, 1986), indicating the importance of SR public consumption behavior as a social symbol of behavior. According to identity theorists, based on salient personal/role identities, individuals are also actively involved in creating social behavior that is considered appropriate by others to validate the identity (Stryker & Burke, 1982). Hence, based on identity and symbolic self-completion theories, SR personal identity salience can also mediate the relationship between SR identity commitment and SR public consumption behavior. Conversely, SR social identities are more concerned with the similarities individuals have with others in their group. Thus a salient social identity is likely to influence SR public consumption behavior because it is dependent upon the acceptance and appraisal of others. Thus the following relationships are hypothesized:

H3: SR personal identity salience will mediate the relationship between Millennials' SR identity commitment and a) SR private consumption behavior and b) SR public consumption behavior.

H4: SR social identity salience will mediate the relationship between Millennials' SR identity commitment and SR public consumption behavior.

Moderating Role of Conformity

Conformity. Social identities refer to how individuals think about themselves in connection to membership in groups or social relationships (Oyserman, 2009). Conceptually, social pressure is segmented into two components: conformity and compliance. "Conformity refers to the act of changing one's behavior to match the responses of others" (Cialdini & Goldstein, 2004, p.606). Often subjective norms account for social influences leading to pressure individuals feel to conform. Ajzen (1991) wrote that subjective norms refer to direct and indirect

social pressure to engage or not to engage in a behavior. Subjective norms account for the

perceived social pressure toward the behavior and motivation to comply with the referent group.

Literature supports subjective norms contribution to consumer's decision to participate in a

behavior (Ajzen, 1991). Therefore it is suggested that Millennials high in conformity are likely to

evoke a salient social identity because of perceived social pressure and willingness to conform to

the behavior of the group.

>*H5: Conformity will moderate the influence of SR identity commitment on SR personal*
>
>*identity and SR social identity salience such that:*
>
>*a) For Millennials high in conformity, SR identity commitment will have a stronger*
>
>*influence on SR social identity salience than for Millennials low in conformity.*
>
>*b) For Millennials low in conformity, SR identity commitment will have a stronger*
>
>*influence on SR personal identity salience than for Millennials high in conformity.*

Similarly,

>*H6: Conformity will moderate the influence of SR identity commitment on SR private*
>
>*and public consumption behavior such that:*
>
>*a) For Millennials high in conformity, SR identity commitment will have a stronger*
>
>*influence on SR public consumption behaviors than for Millennials low in conformity.*
>
>*b) For Millennials low in conformity, SR identity commitment will have a stronger*
>
>*influence on SR private consumption behaviors than for Millennials high in*
>
>*conformity.*

Social Media Influence Related to SR Identity

Social media is the overall term used to define the "set of tools, services, and applications that allow people to interact with others using network technologies" (Boyd, 2008 p. 92). Social media encompasses systems that support multiple types of interactions (e.g. one-to-one, one-to-many, and many-to-many). Social networking sites (SNS) are relatively new in relation to the history of social media. Boyd (2007) defines SNS "as web-based services that allow individuals to 1) construct a public or semi-public profile within a bounded system, 2) articulate a list of other users with whom they share a connection, and 3) view and traverse their list of connections and those made by others within the system" (p.211). Millions of users interact on social media daily, integrating the sites into their personal and professional lives (Lueg, Ponder, Beatty, & Capella, 2006; Okazaki, 2009). As a result, peer communication through social media has gained popularity, leading the Internet to become an agent of consumer socialization (Wang, Yu, & Wei, 2012). "Through socialization, consumers learn consumption-related skills, knowledge, and attitudes in the marketplace" (Wang et al., 2012, p. 199). Wang et al. (2012) proposed a model of consumer socialization through social media to explain the consumer social learning processes. Researchers found that online consumer socialization impacted purchase intention through direct (peer communication) and indirect (reinforcing product involvement) forces.

Connections made through social media build relationships that result in a vast social network creating an environment where a wealth of knowledge can be obtained (Hansen et al., 2011). Literature has highlighted the value of connections via social media and its ability to propagate information through a network (Huberman, Romero, & Wu, 2009). Social media is an information space which transforms information through experiences in a social context that is shared, interpreted and given meaning by others. Development of an individual's self-identity is

an outcome from interaction with social groups and systems (Khare & Sadachar, 2014). Social

media platforms represent a gathering place where individuals gather in intended and unintended

ways. Kleine, Kleine and Mundane (1993) argue that social connections may be a result of

connections made through the media an individual consumes. Media is defined as magazines,

books, newspapers, and TV programs. This research extends media to include the Internet and

more specifically social media (e.g. Facebook, Twitter, and/or SnapChat). As a result

connections made via social media based on social responsibility, Millennials are able to receive

public forms of praise or what Kleine, Kleine and Mundane (1993) regard as identity-related

esteem.

We maintain that social media may act as a virtual social group for Millennial users,

providing support for Brewer's (1991) idea that individuals are not well equipped to survive

outside a group. Channels or routes that provide donors the ability to appear altruistic publicly,

e.g. through purchasing a product linked to a known cause, may be preferred by Millennials

looking to seek social validation from referent groups. Research indicates that people sometimes

make different decisions than those they would privately favor when they expect others will form

impressions of them based on the decisions made (Pennington, 1996). With the Internet, mobile

devices, and SNS, consumers are more easily able to broadcast purchases and gain validation

from social group members. Thus, Millennials who experience high social media influence

related to the SR identity will engage in public forms of SR consumption. Privately consumed

products are less conspicuous and connect more to an individual's needs as it pertains to self,

versus how it pertains to others.

Moderating Role of Social Media Influence on Identity Facilitation

Social media engagement (SME) is defined as the experiences that individuals have with a media platform. The collection of these experiences relate to "a consumer's beliefs about how the site/platform fits into his/her life (Calder, Malthouse, & Schaedel, 2009). Calder et al. (2009) argue that engagement is a result of the experiences with the site/platform. Thus, when measuring social media engagement experiences should be a first order determination. Eight of the 22 media experiences from the Calder–Malthouse (CM) set of media experiences (Calder & Malthouse, 2004; 2005) were used to measure experiences relevant to the research conducted on online engagement and advertising effectiveness. This scale has been adapted to measure the influence social media has on Millennials SR identity.

Paek, Hove, Jung, and Cole (2013) adapted four of eight experiences from the Calder et al. (2009) study: civic mindedness, utilitarian, social facilitation, and inspiration. Because these four experiences were adapted from a previous study on social media and cause related PR campaigns, the present research will adapt the same experiences in addition to the community dimension as it has significant relevance to social responsibility and social media. These five experiences suggest a comprehensive definition of social media influence related to the SR identity. Social connections made through social media have been specifically targeted because of the significant role technology plays in modern society. Millennials differ from other generations in that they are significantly impacted by the use of technology (Pew Research Center, 2010). Greenberg's (2011) findings that Millennials are more likely to be influenced by the Internet provides a foundation for the assertion that social media will influence Millennials SR consumption decisions.

Greenberg (2011) reports that about 40% of respondents do research prior to shopping however 94% of those that do research are influenced by online research when making purchasing decisions. Half of the respondents were influenced by online reviews however feedback from a friend was a close second along with the number of positive reviews read rounding out the top three. Millennial consumers are the product of "omnichannel" retailing, profoundly influenced by consistent marketing communications presented across multiple forms of media (Pendergast, 2009), e.g. TV, radio, print and Internet. These consumers collaborate and share marketing information with each other (Berkowitz and Schewe, 2011; Pendergast, 2009) more than any other generation and specifically through social media. It is this connectivity between consumers which makes presence and consistency on social media more important for the Millennial consumer.

Because Millennials spend an extensive amount of time on social media, have relationships that are dependent on social media use, and social media represents a public forum, it is proposed that high social media influence related to the SR identity will increase Millennials usage of SR public consumption behavior regardless of the formation of the salient identity. However, Millennials that are not highly involved in social media related to the SR identity will participate in more SR private versus public consumption behavior. Thus the following hypotheses are proposed:

H7: Social media influence related to the SR identity will moderate the influence of SR personal identity salience on SR private and public consumption behaviors such that:
a) For Millennials, who experience a high social media influence related to the SR identity, SR personal identity salience will have a stronger influence on SR public

consumption behavior than for Millennials who experience a low in social media

influence related to the SR identity.

b) For Millennials, who experience a low social media influence related to the SR

identity, SR personal identity salience will have a stronger influence on SR private

consumption behavior than for Millennials who experience a high in social media

influence related to the SR identity.

H8: Social media influence related to the SR identity will moderate the influence of SR

social identity salience on SR public consumption behavior such that this influence

will be stronger for Millennials who experience a high social media influence related

to the SR identity than those who experience a low social media influence related to the

SR identity.

CHAPTER 3: METHODOLOGY

This research seeks to understand: 1) the role SR identity commitment and SR identity salience play in Millennials SR private and public consumption behavior, 2) how conformity moderates the identity salience mechanism for enacting behavior, and 3) the role that social media plays in Millennials decision to engage in SR private versus public consumption behavior. To achieve these objectives, this research implemented both a qualitative and quantitative study to collect data. In the qualitative study, individual in-depth interviews were conducted using an online chat for construction of the SR public and private consumption behavior scales. For the main study, an online survey was used to test the hypotheses proposed in the conceptualized model which addressed the purpose of this research. Approval for conducting the qualitative and quantitative studies was granted by the University's Institutional Review Board.

Qualitative Study

Research Strategy Design

The qualitative study included one-on-one interviews, which provided an in-depth understanding of how Millennials define SR consumption in their own lives. The purpose of this qualitative investigation was to generate a pool of items for constructing a scale that measures Millennials' public and private SR consumption behavior, which was missing in the literature. An existing scale, Socially Responsible Purchase and Disposal (SRPD) developed by Webb, Mohr, and Harris (2008) did not lend itself to directly measuring the distinctive, public and

private SR behaviors of the Millennial generation. Individual interviews with self-defined SR

Millennials were deemed necessary since they provide insight on how Millennials speak

"naturally" about their SR consumption. In other words, the "lingo" of this generation was

identified through the interviews, a critical aspect for developing a scale relevant to Millennials.

Individual interviews are also optimal for gauging perspectives about sensitive topics that

participants may be hesitant to openly discuss in a public setting. Mohr, Webb, and Harris (2001)

note that research regarding social responsibility is subject to social desirability response bias

which may influence participants' responses in public settings. Hence, using one-on-one

interviews via online chat as opposed to focus groups to elicit this data reduced the social

desirability bias.

Sampling Procedure

The intended population for the study was individuals born between 1980 and 1997.

Adolescents and teens are more likely to be influenced by peers and other referent groups

(Brown & Klute, 2006), therefore to reduce the influence of confounding factors Millennials

under the age of 18 were excluded from participation in the study. Participants were recruited

from a large southern university in the United States. Some researchers have questioned the

validity of using student populations, previous studies (Bakewell & Mitchell, 2003; Nobel et al.,

2009; Nowak et al., 2009; Paulin et al., 2014) found student populations adequate for research

involving Millennials. In general Millennials are well-educated (Noble et al., 2009), ethnically

diverse (Pew Research Center, 2014) and SR (Greenberg & Weber, 2008). Pinto et al. (2014)

wrote that SR consumers are more likely to be women and highly educated thus making a

university an excellent source for data collection. Enrollment figures for universities over the

last forty years show that females outnumber males (National Center for Education Statistics, 2015). Thus, university staff and university students born between 1980 and 1997 were eligible to participate in this research study.

Purposive sampling provides a way for researchers to acquire data from participants that is "information-rich" (Patton, 1990, p. 169). Hence, a combination of two purposive sampling techniques, snowball and opportunistic sampling were used to secure respondents. Snowball sampling is a technique for finding participants through the identification of an initial subject who is asked to provide names of other potential respondents (Lewis-Beck, Bryman, & Liao, 2004). Opportunistic sampling uses the past knowledge and experiences of a researcher to identity a sample (Jupp, 2006). Initial sampling was implemented by asking colleagues for referrals, subsequent sampling was done through snowballing, asking respondents to refer other SR Millennial consumers. This ensured that participants were involved in SR consumption practices.

Sample sizes for qualitative research is dependent upon resource availability and study objectives, thus, data was collected until no new information was forthcoming from newly sampled respondents (Lincoln & Guba, 1985). Lincoln and Guba (1985) argue that typically a dozen interviews will provide most of the available information regarding a topic, and hence, was the desired sample size for this study. Following the twelve interviews, the researchers looked for repetition and redundancy of themes, signaling that no new data existed for the topic.

Data Collection

Interviews were conducted via the online chat tool in Skype. Fontes and O'Mahony (2008) wrote that conducting interviews on instant message (IM) provided researchers several

benefits: a reduction in cost, reduction in time for data transcription, and allows for participants from diverse geographical locations. Because IM is not face to face, social desirability response bias is reduced as well.

Prior to interviewing respondents, a prescreening question on whether the consumer considered themselves to be SR was asked. Respondents were asked to rate their level of agreement with the following statement based on a 5-point Likert scale (1 – "strongly disagree" to 5 – "strongly agree"): I would consider myself a socially responsible consumer. Only those respondents that rated themselves as a 3 or higher were interviewed. Respondents who rated themselves as 2 or less, were informed that they do not meet the criteria for the study and that no further action was required. Individual interviews lasted no longer than thirty minutes. As participants were identified, the primary researcher contacted the participant via email to set up a mutually convenient time for the online interview.

Before the interview, participants were advised that the focus of the study was to explore their SR consumption behaviors and that there were no right and wrong answers to the interview questions. Informed consent was obtained by sending the participant a copy of the information letter via the online chat. Participants were asked to read the information letter and reply yes if they gave consent to partake in the interview. Once the interview was complete, the chat was saved and exported to Microsoft Office where all personal identifiable information was removed. In order to gain a diverse group of students, in terms of age, ethnicity, and gender, a small monetary stipend of $10 was offered for participants. Respondents were assigned a non-descriptive participant number for tracking purposes.

Qualitative Instrument

Mohr, Webb & Harris (2001) define socially responsible consumer behavior (SRCB) "as a person basing his or her acquisition, usage, and disposition of products on a desire to minimize or eliminate any harmful effects and maximize the long-run beneficial impact on society" (p. 48). The questions for the interviews were aimed at identifying what Millennials consider to be SR consumption behavior. Based on these interviews, an item pool for SR consumption behaviors was generated and each item was be classified as either private or public.

The following semi-structured, interview protocol was used:

1. Please provide, your age, gender, education level, and marital status?

2. What does it mean to be socially responsible?

3. Why do you consider yourself to be a socially responsible consumer?

4. Why is social responsibility important to you and what motivates you to be socially responsible?

5. Thinking about your purchase and consumption behavior, what specific types of socially responsible behavior do you engage in?

6. How frequently do you make socially responsible purchases and what factors influence your decision to purchase?

The semi-structured interview protocol was reflexive and was dynamically adapted based on previous interview responses, as well as responses in the ongoing interview. Each question was design to learn more about how Millennials define SR consumption and the behaviors engaged as SR consumers.

Data Analysis

On completion of the interviews, data was analyzed using a combination of constant comparison analysis (Glaser, 1978, 1992) and classical content analysis (Berelson, 1952). The purpose of constant comparison analysis is to generate a theory or set of themes (Leech & Onwuegbuzie, 2008). Similarly, with classical content analysis data is chunked, coded and counted for frequency. In this study, each question underwent an in-depth analysis to identify reoccurring themes. Specifically questions 2, 3, and 5 were expected to elicit behaviors that can be classified as either SR private or public consumption behavior. There are three main phases to constant comparative analysis: 1) open coding where the data is divided into chunks and assigned a code for each segment, 2) codes are grouped into smaller categories and, 3) selective coding where theory is refined and integrated based on the relationship among the codes (Glaser, 1978, 1992). While not all questions were used for the purpose of generating items for the scale, they facilitated more in-depth thinking and richer responses in regard to SR consumption. For this study only the first two steps were utilized since refinement and integration of theory is not needed to identify items for SR public and private consumption behaviors.

Scale Development Sample and Procedure

Hinkin, Tracey, and Enz (1997) identified seven steps required to produce a reliable and valid scale. Each step is discussed in detail in development of the SR Private and Public Consumption behavior scales. The sample used for scale development involved male and female students, born between 1980 and 1997 attending a large Southern university. Respondents were recruited from classes in the College of Human Sciences. In addition to being entered in the drawing, students were offered extra credit from their instructors.

Item Generation. Items were generated using in-depth interviews to identify Millennials ideas of private and public SR consumption behavior. Using the data analysis procedure discussed above statements related to respondents' SR consumption behaviors were collected and grouped as either private or public consumption behaviors by the researcher.

Content Adequacy Assessment. Items were pretested for content adequacy using experts in the content domain to categorize items. To enhance the validity of the categorization, an additional coder, a graduate student in Consumer and Design Sciences, coded the items generated as either 'public', 'private', or 'neither'. The coder was given a definition of each category and asked to classify items accordingly. The inter coder reliability was calculated. Items that were categorized by both judges in the same category were retained. Discrepancies were discussed until a consensus was obtained. Items that were not agreed upon were eliminated and removed from analysis. Based on the responses of the judges, items were rewritten and/or deleted.

Questionnaire Administration. The retained items were presented to a sample of 150 respondents with the objective of measuring private and public SR consumption behavior and understanding the factor structure of both scales. This sample was collected by soliciting participants in Human Sciences courses. In addition to being entered in the drawing, students were offered extra credit for their participation. The questionnaire contained the retained items measured on a five-point scale with anchors of (1)"strongly disagree" and (5)"strongly agree".

Exploratory Factor Analysis. An exploratory factor analysis using principle axis factoring (PAF) and oblique (promax) rotation was performed on the items retained after content adequacy assessment. A scree test and an Eigen-value of 1.0 was used to select the number of factors. Items with factor loadings of .40 or higher on only one factor were retained.

Confirmatory Factor Analysis. After EFA, the questionnaire was given to a second sample of students using only the items that are retained after completing exploratory factor analysis. Confirmatory factor analysis was conducted using AMOS version 24. Model fit was evaluated using the covariance matrix as input and a maximum likelihood solution. Good-ness of fit was evaluated using the following fit indices: Goodness of Fit Index (GFI), Comparative Fit Index (CFI), Tucker (TLI), Standardized Root Mean Square Residual (RMR), and Root Mean Square Error of Approximation (RMSEA) (see Table 2). Modification indices with values higher than five indicated that items may be loading on multiple factors and error terms are correlated. Items with factor loadings less than .05 were eliminated. Once those items were eliminated, confirmatory factor analysis was repeated to determine if fit was acceptable. After items with factor loadings less than 0.5 were removed, modification indices were reviewed to determine if error terms should be correlated to improve model fit.

Internal Consistency. Internal consistency was assessed using Cronbach's alpha and average variance extracted (AVE). The scale was considered to possess good reliability if the reliability was greater than .70, and the average variance extracted for each dimension is greater than .50 (Bagozzi & Yi, 1988).

Construct Validation. To assess discriminant validity, this study conducted a chi-square difference tests for each pair of constructs in a series of two-factor confirmatory models. For all pairs, this research compared the constrained model, which constrained the phi coefficient to equal one, with a free model without this constraint. If the chi-square difference is significant, discriminant validity is indicated (Bagozzi & Yi, 1988).

Replication. Finally, the two scales were included in a third sample of approximately 600 respondents used for the main study where confirmatory factor analysis, assessment of internal consistency reliability and construct validation were performed.

Main Study

Research Strategy Design

The main study employed a web-based survey as the research strategy to test the hypotheses. Surveys are an efficient method for analytically gathering data from a wide range of participants on a wide variety of topics (Visser, Krosnick, & Lavrakas, 2000). Web based surveys allow for flexibility, significantly reduce the costs for researchers, and shrink error due to data entry (Check & Schutt, 2012). Web surveys also provide respondents the ability to provide information anonymously, thus reducing social desirability bias (Check & Schutt, 2012).

Sampling Procedure

A random sample of enrolled students and staff from a large southern university in the United States was recruited for the main study. The sample was accessed using the Office of Institutional Research and Assessment (OIRA). The OIRA assists campus units with processes of analysis, planning and evaluation. The intended population for the study were Millennials born between 1980 and 1997. The literature notes that it is difficult to give a single answer when discussing sample size because several factors affect sample size requirements (Kline, 2011). A more complex model requires more cases than for a simpler model because complex models have more parameters. When using maximum likelihood estimation, Jackson (2003) suggested that the minimum sample size should be thought of in terms of the ratio of cases (N) to the

number of model parameters that require statistical estimates (q). A "typical" sample size in studies where SEM is used is about 200 cases (Kline, 2011). Since this study employed multi-group SEM to test moderating relationships based on individual difference variables, the intended sample size for this study was 600 participants.

Data Collection

Once IRB approval was obtained, an email invitation was sent to participants identified by the Office of Institutional Research and Assessment (OIRA). The invitation email included a link to the survey created in Qualtrics with information on the purpose of the survey, time expected to fill out the questionnaire, protection of confidentiality, voluntary participation, and contact information of the researchers. Informed consent was waived and participant responses were anonymous with no personal identifying information. An information letter was sent to potential respondents with survey information as well as a link to the survey in Qualtrics. Respondents who participated in the survey were entered into a drawing for a chance to win one of thirty $10 gift cards. To enter in the drawing, a separate link was provided at the end of the survey which allowed participants to enter their name and email addresses.

Instrument

The questionnaire included measures (see Table 1) for SR identity commitment, SR identity-based motivation (conformity), SR identity salience (personal vs social), social media influence related to the SR identity, and SR private and public consumption behavior. All measures except the measures for SR private and public consumption behaviors were adapted from previous studies and are discussed below. Demographic and previous donation information

was gathered at the end of the survey. This included questions on age, gender, and ethnicity, educational background, past personal donation behavior, social media usage and income.

SR Identity Commitment. A two dimensional scale was adapted from Stets and Biga (2003) and Stryker and Serpe (1982) to measure SR identity commitment. Stryker and Burke (2000) argue that commitment can be categorized into both quantitative and qualitative components. "Commitment refers to the degree to which persons' relationships to others in their networks depend on possessing a particular identity and role" (p. 286). Thus the number of relationships (quantitative) and the connectedness or intensity of those relationships (qualitative) encompass an individual's commitment to an identity. A three-item ordinal scale was used to measure the qualitative component of SR identity commitment (see Table 1). The three questions were asked using a 5-point Likert scale (1–"very unimportant," to 5–"very important").

For the quantitative dimension, four questions were asked using 1–"strongly disagree," to 5–"strongly agree." as responses (see Table 1). Two additional questions were added to determine the number of relationships, if any, created due to SR consumption behavior. The original scale was intended to measure commitment to the environmental identity. Thus all references to "environment" were replaced with "socially responsible". The reported Cronbach's alpha (α) which measures reliability for the commitment scale is 0.86 (Stets & Biga, 2003). Some items that were included are "How important is it to you that your friends view you as being involved in activities related to social responsibility?" and, "How important is it to you that your parents view you as being involved in activities related to social responsibility?".

SR Identity-based Motivation – Conformity. Conformity, also operationalized as an underlying cause of SR identity-based motivation, was measured using the 11-item conformity scale by Mehrabian and Stefl (1995) (see Table 1). A five-point Likert scale (1–"strongly

disagree," 5–"strongly agree") was used for responses. Certain items were- revised by deleting

words such as 'often' and 'usually' in an effort to gear participants' response to the present tense.

The scale was used to measure conformity by Tam, Lee, Kim, Li and Chao (2012) with a

reported Cronbach's α = 0.77. Some items included in the scale were "I rely on, and act upon

the advice of others"; "I am the last one to change my opinion in a heated argument on a

controversial topic"; and "Generally, I'd rather give in and go along for the sake of peace than

struggle to have my way."

SR Personal and Social Identity Salience. SR personal and social identity salience was

measured by adapting a four item scale measuring identity salience (Marin, Ruiz, & Rubio,

2009) on a 5-point Likert scale (1–"very unimportant", 5–"very important). The scale originally

measured personal identity salience, however, for our purposes this scale was adapted to measure

two dimensions of salience: personal and social. Consistent with other theorists, the social and

personal identity constructs are conceptualized as separate levels of the self and were measured

using two separate scales The personal identity scale has a reliability coefficient of 0.86 (Arnett,

German, & Hunt, 2003). Items such as "Being socially responsible is an important part of who I

am." and "Social responsibility is important to me as an individual" was included in the personal

identity salience scale. This item was adapted to "Being socially responsible is an important part

of the group(s) that I identify with" and "Social responsibility is important to me as a member of

the group(s) that I identify with" in the social identity salience scale.

Social Media Influence Related to SR Identity. The Social Media Engagement (SME)

Scale (Calder, Malthouse, & Schaedel, 2009) was adapted to measure social media influence

related to the SR identity using 18 items. The Social Media Engagement Scale was, a

multidimensional scale with anchors 1–"strongly disagree," 5–"strongly agree."

Paek, Hove, Jung, and Cole (2013) adapted four of eight dimensions from the Calder et al. (2009) scale to the context of cause-related PR campaigns and social media: civic mindedness (α = .91), utilitarian (α = .88), social facilitation (α = .88), and inspiration (α = .88). The present research adapted these four dimensions in addition to the community (α = .88) dimension from the original scale as it has relevance to social responsibility and social media. Holistically, these five dimensions suggested a comprehensive definition of social media engagement for Millennials. Items such as "Social media provides information that helps me make socially responsible decisions", "Social media helps me to make good socially responsible consumption decisions", and "I've gotten interested in social responsibility because of others on social media" were included in the scale.

SR Private and Public Consumption Behavior. As discussed previously, the researcher developed the scale to measure this variable. The details of the scales with respect to the number and types of items, dimensionality, and reliability are discussed in Chapter 4.

Table 1

Measurements Used in Main Study

Construct	Dimension	Item	Item Abbreviation	Reported Cronbach's alpha (α)
SR Identity Commitment	Quantitative	Indicate whether you have joined any organizations related to social responsibility. If so, how many?	SRC_QNT_1	Stets & Biga, 2003 α = 0.86
		I have joined organizations related to social responsibility.	SRC_QNT_2	
		Do you have any friends through activities related to social responsibility? If so, how many?	SRC_QNT_3	
		I have made friends through activities related to social responsibility.	SRC_QNT_4	
	Qualitative	How important is it to you that your parents view you as being socially responsible?	SRC_QLT_1	

		How important is it to you that your friends view you as being socially responsible?	SRC_QLT_2	
		How important is it to you that others view you as being socially responsible?	SRC_QLT_3	
Conformity		I rely on, and act upon the advice of others.	SR_CF_1	Mehrabian & Stefl, 1995 $\alpha = 0.77$
		I am the last one to change my opinion in a heated argument on a controversial topic.	SR_CF_2	
		Generally, I'd rather give in and go along for the sake of peace than struggle to have my way.	SR_CF_3	
		Basically, my friends are the ones who decide what we do together.	SR_CF_4	
		I am more independent than conforming in my ways.	SR_CF_5	
		If someone is very persuasive, I tend to change my opinion and go along with them.	SR_CF_6	
		I don't give in to others easily.	SR_CF_7	
		I tend to rely on others when I have to make an important decision quickly.	SR_CF_8	
		I prefer to make my own way in life rather than find a group I can follow.	SR_CF_9	
SR Personal and Social Identity Salience	Personal Identity	Being socially responsible is an important part of who I am.	SR_PRSL_ID_1	
		Social responsibility is something about which I have a clear feeling.	SR_PRSL_ID_2	
		Being socially responsible means a lot to me.	SR_PRSL_ID_3	
		I usually think about social responsibility.	SR_PRSL_ID_4	
		Social responsibility is important to me as an individual.	SR_PRSL_ID_5	
	Social Identity	Being socially responsible is an important part of the group(s) that I identify with.	SR_SOCL_ID_1	
		Social responsibility is something about which the group(s) that I identify with have a clear feeling.	SR_SOCL_ID_2	
		Being socially responsible means a lot to the group(s) that I identify with.	SR_SOCL_ID_3	
		The group(s) that I identify with usually think about social responsibility.	SR_SOCL_ID_4	
		Social responsibility is important to me as a member of the group(s) that I identify with.	SR_SOCL_ID_5	
Social Media Influence	Stimulation & Inspiration	Social media inspires me to be socially responsible.	SM_ENGT_1	Calder,Malthouse, & Schaedel, 2009

Related to SR identity				
		Social media makes me think of social responsibility in new ways.	SM_ENGT _2	α = 0.88
		Social media stimulates my thinking about social responsibility.	SM_ENGT _3	
		Some stories on social media touch me deep down.	SM_ENGT _4	
	Social Facilitation	I bring up things I have seen on social media about social responsibility in conversations with many other people.	SM_ENGT _5	α = 0.88
		Socially responsible topics on social media often gives me something to talk about.	SM_ENGT _6	
	Self Esteem & Civic Mindedness	Using social media to be socially responsible makes me feel like a better citizen.	SM_ENGT _7	α = 0.91
		Using social media to be socially responsible makes a difference in my life.	SM_ENGT _8	
		Using social media to be socially responsible makes me more a part of my community.	SM_ENGT _9	
	Utilitarian	Social media helps me to make socially responsible consumption decisions.	SM_ENGT_10	α = 0.88
		Social media provides information that helps me make socially responsible decisions.	SM_ENGT_11	-
		I give advice and tips to people I know about social responsibility based on things I've read on social media.	SM_ENGT_12	
	Community	I'm as interested in input from other users on social responsibility as I am in the regular content on social media.	SM_ENGT_13	α = 0.88
		A big reason I like social media is what I get from other users about socially responsible behavior.	SM_ENGT_14	
		Social media does a good job of getting its visitors to contribute or provide feedback on social responsibility.	SM_ENGT_15	
		I'd like to meet other people who are socially responsible and on social media.	SM_ENGT_16	
		I've gotten interested in social responsibility because of others on social media.	SM_ENGT_17	
		Overall, individuals on social media are pretty knowledgeable about social responsibility so you can learn from them.	SM_ENGT_18	

Validity and Reliability Testing

Confirmatory factor analysis (CFA) through AMOS version 24.0 was used to test the proposed factor structure for each measure against the data. A covariance matrix with maximum likelihood was used to estimate each model. A constraint of 1 was placed on the first item of each scale to set the latent variable scale. The following fit indices were used to determine acceptable fit: GFI (Goodness of fit index), CFI (Comparative fit index), Standardized Root Mean Square Residual (RMR), and RMSEA (Root mean square residual and standardized root mean square residual) (see Table 2). The CFI and GFI have a range of 0-1; values of .90 or greater are indicative of acceptable fit (Hu & Bentler, 1999). For the RMSEA, a value of 0.08 indicates an acceptable fit (Hu & Bentler, 1999).   Measurement items were deemed convergent on their respective constructs when factor loadings exceeded 0.5. The chi-square value was reviewed and reported, however, chi-square values are sensitive to deviations especially when sample sizes are larger (Kline, 2011).

Table 2

Fit Indices Used to Determine Acceptable Fit of Models

Fit Indices	Acceptable	Good
GFI	0.90	0.95
CFI	0.90	0.95
TLI	0.90	0.95
RMR	-	<0.08
RMSEA	Between 0.05 and 0.08	< 0.05

Based on the CFA results, convergent validity was examined through the Average Variance Extracted value (AVE) that accounts for both construct variance explained and

measurement error within the construct (Fornell & Larcker, 1981). AVEs that are greater than 0.50 signify the convergent validity.

The finalized scales based on the CFA results were assessed for reliability and discriminant validity. The reliability of each scale was tested using Cronbach's alpha. Cronbach's alpha is a measure of internal consistency and used to determine if all the items within the scale measure the same construct (Kline, 2011). Scales that have a reliability coefficient of .70 or higher are considered to fall into the acceptable range (Kline, 2011). To establish convergent validity, each item in the scale reflected the associated construct.

"Testing for discriminant validity can be done using one of the following methods: O-sorting, chi-square difference test and the average variance extracted analysis" (Zait & Bertea, 2011, p. 217). For this research, discriminant validity was tested using several different methods. For discriminant validity to hold true, the square root of the average variance extracted for a given construct was compared to the correlations between that construct and all other constructs (Teo & Chai, 2008). A correlation of .85 or higher was deemed as poor discriminant validity (Hair et al., 2010). Hair et al. (2010) wrote that in order to determine discriminant validity Maximum Shared Variance (MSV) should be less than Average Variance Extracted (AVE) and Average Shared Variance (ASV) should be less than AVE.

Hypotheses Testing

Prior to conducting SEM, preliminary statistical analysis occurred (i.e. tests for normality, scaling, missing data and collinearity issues). Structural equation modeling was used for testing the hypotheses. Structural equation models are divided into two parts: a measurement model and a structural model (Kline, 2011). The measurement model deals with the relationships

between measured and latent variables whereas, the structural model deals with the relationships between latent variables only. Lei and Wu (2007) argue that model estimation and hypothesis testing regarding the model are appropriate as long as the sample size is large enough for the estimation model.

Direct Relationships (H1, H2, H3, and H4). Figure 2 (Models 1 and 2) show the two SEM models used to test hypotheses H1a, H1b, H2a, and H2b, using the maximum likelihood (ML) estimation. Hypotheses H1 and H2 suggest a positive relationship between SR identity commitment and SR private and public behavior; and SR identity commitment and SR personal and social identity salience. Chi-square statistics and fit indices including GFI, CFI, TLI, RMR, and RMSEA were calculated to indicate the fit of the models. The standardized regression coefficients were used in determining if each hypothesis is supported. An initial baseline model was tested incorporating all variables. If the path coefficient was significantly larger than zero then there was statistical support for the hypothesized predictive relationship.

Testing Mediators (H3a, H3b, and H4). The primary objective of the mediation hypotheses is to determine whether the effect of SR identity commitment on SR private and public purchase behavior is mediated by SR personal and social identity salience. The mediation relationship was examined by testing the direct relationships outlined in hypotheses H1 – H4 (see Figure 3). The relationship is determined to be fully mediated if the pathway connecting SR identity commitment to SR private and public purchase behavior is completely broken so that there is no direct effect. Kenny (2014) suggests three steps when establishing mediation 1) show that SR identity commitment is correlated with SR public and private purchase behavior (see Model 1), 2) show that SR identity commitment is correlated with SR personal and social identity salience (see Model 2), and 3) show that SR personal and social identity salience effects

55

SR private and public purchase behavior (see Model 3).   Partial mediation occurs if SR personal

and social identity salience mediates part of the effect which means SR identity commitment still

has some residual direct effect once the mediator is introduced.
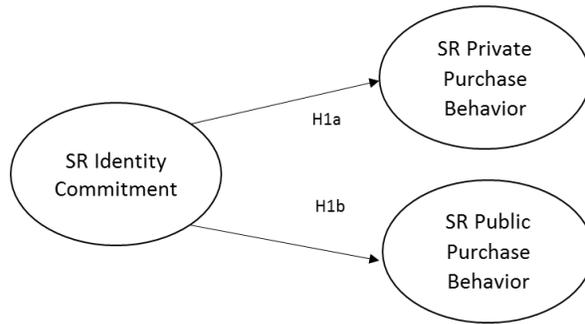
Step 1 (Model 1)
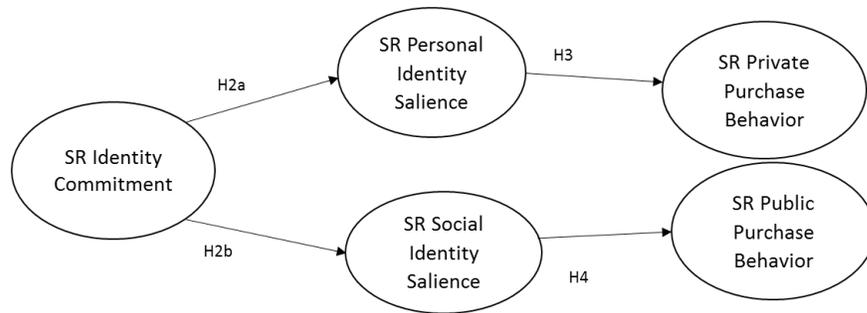
Step 2 (Model 2)
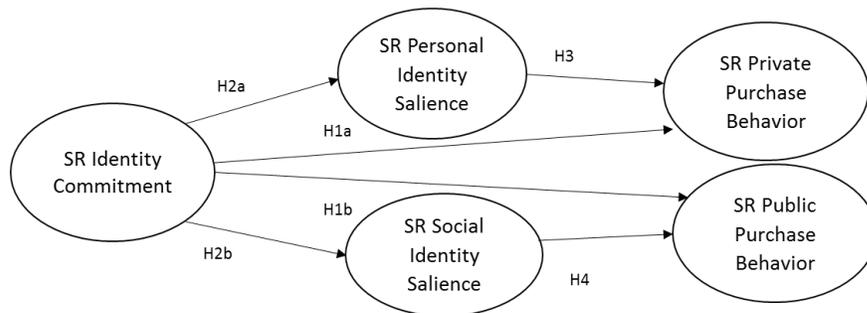
Step 3 (Model 3)

Figure 2. Steps for testing mediating hypotheses.

Moderating Effect Tests

Multiple-group modeling techniques allow for testing complex hypotheses particularly those with moderators (Ullman, 2006). H5a through H8b suggests that SR identity-based motivation and social media influence related to SR identity will influence the relationships between SR identity commitment and SR private and public purchase behavior; SR identity commitment and SR personal and social identity salience; SR personal and identity salience and SR private and public purchase behavior. Two sub-groups (high and low) for social media influence related to SR identity and (high and low) conformity for SR identity based motivation were created. Using the median-split method, sub groups were created based on participants' median score of the items measuring each moderating variable. Participants that score above the median were placed in the high group and those that score below the median were placed in the low group. A one-way ANOVA was run to determine if the differences between the groups is significant on the two moderating variables.

The following procedure was followed to test the moderating effect hypotheses: 1) Fit the common model (see Figure 4) in each group separately; 2) Fit the model to all groups simultaneously with all parameters unconstrained; 3) Fit a model to all groups simultaneously to the parameters constrained corresponding to the hypothesis shown in Table 3. The assumption is that the corresponding path coefficient is equal between the two subgroups. If the chi-square difference statistic revealed a significant difference between the models, then it will be concluded that there is some variance in groups, implying that meaning the measure behaves differently between groups. To test if the hypothesized relationships are in the predicted direction, the sign of the coefficients from the unconstrained model corresponding to the hypothesis will be evaluated.
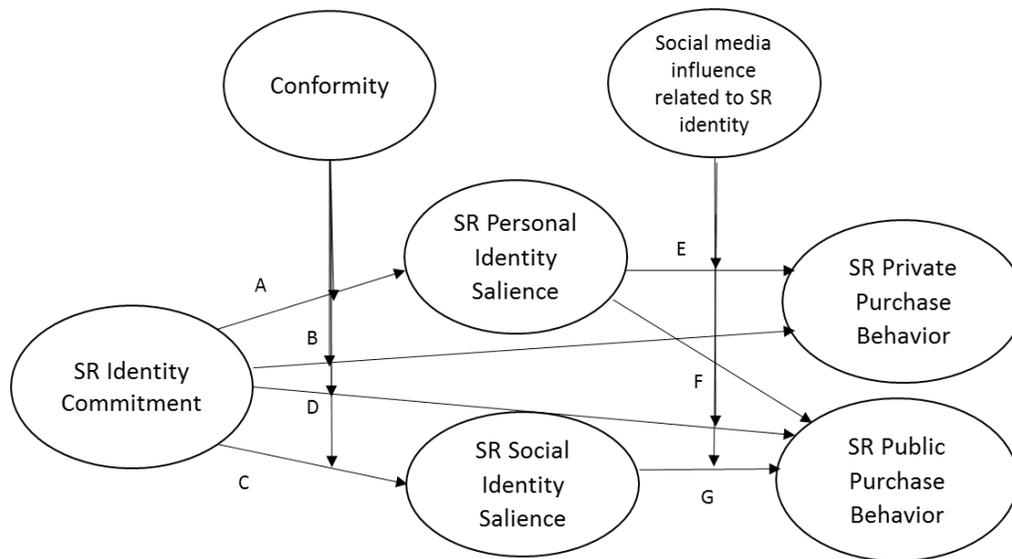
Figure 3. Model showing constrained paths for testing moderating variables

Table 3

Constrained Models Used for Testing Moderating Variables

Hypothesis	Constrained Path	Subgroups that the Equality Constraint is Applied
H5a	path C	high conformity group
H5b	path A	low conformity group
H6a	path D	high conformity group
H6b	path B	low conformity group
H7a	path F	high social media influence related to the SR identity group
H7b	path E	low social media influence related to the SR identity group
H8	path G	high social media influence related to the SR identity group

CHAPTER 4: DATA ANALYSIS AND RESULTS

The purpose of this research study was to explore the underlying causes of Millennial's socially responsible consumption behavior and identify how private and public SR consumption behaviors are influenced when committed to the SR identity. Information on Millennials' SR private and public consumption was gathered using in-depth interviews via an online chat tool in Skype (Study1). Following this, private and public consumption scales were developed based on the items generated in the interviews and validated through several pretests. To test the proposed model (Figure 1), an Internet survey was used for data collection (main study). This chapter presents the steps for data analysis and the findings of the qualitative and main studies, as well as the pretests. Statistical Package for the Social Sciences (SPSS) version 24.0 and Analysis of Moment Structures (AMOS) 24.0 were used for the quantitative analysis. This chapter consists of several sections including participant demographics, results of scale development and hypotheses testing.

Qualitative Study

The purpose of the qualitative study was to generate a pool of items for constructing a scale that measures Millennials' public and private SR consumption behavior, which was missing in the previous literature. Thirteen participants were interviewed for the qualitative study however, only 12 interviews were used for analysis because one participant was a non-native English speaker and struggled to understand the questions. Respondents were obtained

through a combination of opportunistic and purposive sampling. Additionally, individuals were solicited through organizations known for their commitment to SR causes and initiatives. Table 4 provides demographic information for the 12 participants. The majority of participants were Caucasian, single, with a completed Bachelor's degree. Fifty-eight percent of respondents were female and the average age was 27.08 (see Table 4).

Table 4

Demographic Characteristics of Participants in Qualitative Study

Participant Number	Age	Gender	Marital Status	Ethnicity	Highest Education	SRC Rating
0001	35	M	Single	Asian Indian	PhD	3
0002	23	M	Single	Caucasian	Bachelors	4
0003	31	F	Single	Caucasian	+Masters	3
0004	35	M	Married	Caucasian	Bachelors	3.5
0005	35	F	Married	Caucasian	PhD	4
0006	20	F	Single	Caucasian	Undergrad	3
0007	20	M	Single	Caucasian	Undergrad	4
0008	22	F	Single	Caucasian	Undergrad	4
0009	23	F	Single	Asian Indian	Bachelors	4
0010	34	F	Single	Caucasian	Masters	4
0011	26	F	Single	Caucasian	Bachelors	4
0012	21	M	Single	Caucasian	Bachelors	4

Prior to the interview, respondents were asked one pre-screening question. Individuals were asked to rate their level of agreement with the following statement, indicative of their SR consumption (SRC) rating, on a 5 point scale with 1 being strongly disagree and 5 being strongly agree: *I would consider myself a socially responsible consumer.* Only those respondents that rated themselves as a 3 or higher were interviewed (see Table 4 for SRC ratings of all participants). The average SR consumption rating was 3.71. Participants answered at least six questions (see Appendix A) regarding their SR behavior; and necessary probing questions were included to delve deeper into Millennial's beliefs and practices regarding social responsibility.

Data was analyzed to identify specific public and private SR consumption behaviors of the participants as described below.

Scale Validation

       Item Generation. The goal of this scale development effort was to develop scales that could reliably and validly measure private and public SR consumption behavior. The interviews produced an initial pool of 79 items that described private or public SR consumption behavior. In some instances, items were rewritten for clarity and grouped when deemed as similar. While specific questions were used to gather information on Millennials SR consumption behavior, all questions were analyzed for this information. Later, each item was categorized as either private, public, or neither.

       Content Adequacy Assessment. After the initial cataloging of public and private behaviors by the primary researcher, these categories were verified by a domain expert. Following the discussion with the domain expert, several classifications were updated. Twelve of the items were combined, ten were removed because of two reasons: a) they could not be classified as either private or public consumption, and b) there was disagreement in their classification. Forty-eight remaining items that could be clearly classified as public or private were sent to a second subject matter expert for categorization to determine interrater reliability. Prior to coding the subject matter expert was provided the conceptual definitions for SR private and public consumption behavior. The interrater reliability was found to be acceptable at 0.77. Six items that were disagreed upon were discarded and not used in the questionnaire administration. Hence, there was complete agreement in the public and private classification of items used in the final scale for the pretests.

Questionnaire Administration. A second sample was gathered using the OIRA. Participants were male and females born between 1980 and 1997 who were currently enrolled in or worked at a large Southern university. A total of forty-two (8 public and 36 private) items remained and were administered via a survey in Qualtrics. Respondents were asked to indicate their level of agreement with statements that identified private and public SR consumption behavior on a 5 point scale. One hundred-fourteen respondents took the survey, of those, 98 were valid. The average age for a respondent was 21.2 (SD = 3.33).

Exploratory Factor Analysis. Exploratory factor analysis (EFA) was conducted separately for SR private and public consumption behavior using principle axis factoring (PAF) and oblique rotation. EFA was employed to determine the possibility of multiple dimensions of private and public SR consumption behavior. A scree test and an Eigen-value of 1.0 was used to select the number of factors. Items with factor loadings of .40 or higher were retained. For SR public consumption behavior, all eight items loaded on one factor, revealing unidimensionality. For SR private consumption behavior, initial analysis produced nine factors for the remaining items. Final analysis produced a three factor solution (Table 5) that was tested further using CFA analysis.

Table 5

Results (Item Loadings) of Exploratory Factor Analysis

SR Public Consumption		SR Private Consumption Factor 1		SR Private Consumption Factor 2		SR Private Consumption Factor 3	
I purchase products from companies that are helpful to the global community. .	.704	I try to purchase products and services that not only meet my needs, but will be of minimal harm to the environment.	.771	I rarely purchase new clothes.	.815	I turn off lights when I leave a room.	.786
I purchase products from companies that respect the environment	.672	I try to use items that are recyclable.	.769	I only buy what is needed.	.757	I recycle unused clothing.	.542

I support companies who invest in positive social practices.	.647	I buy quality products that don't externalize costs to the workers that make the products or the environment.	.592	I try not to shop for things I don't need.	.711	I am a vegetarian in response to socially irresponsible behavior in the meat industry.	.496
I purchase from companies that have ethical practices towards their employees and environments.	.611	I recycle.	.589	I only buy necessities.	.708	I unplug unused appliances.	.489
I use pest control services that are natural and eco-friendly.	.561	I avoid purchasing products from companies who are known to be unethical.	.574	I reduce my purchasing.	.697	I try to support local businesses.	.418
I buy products from companies which are well known for their socially responsible efforts	.545	I try to cut down on disposal of things	.546	I wear my clothes until they are no longer useful.	.518		
I try to use recyclable bags instead of plastic at the grocery store.	.530	I try to use items that are reusable.	.512	I purchase less.	.486		
I support causes that are socially responsible.	.469	I purchase food from local farmers	.469	I try to reduce my consumption of things.	.456		
		I make sure my actions are not harmful to society.	.456	I do not purchase water bottles.	.406		

A second sample was collected for confirmatory factor analysis (CFA) for SR private and public consumption behavior. The sample was gathered using the OIRA. A sample of seven hundred students born between 1980 and 1997 were sent the survey. Of those, a total of 137 participants took the survey in which 121 were valid. Confirmatory factor analysis was conducted using AMOS version 24.0. For SR public consumption behavior, a single factor model was tested with eight items loading on one factor. The initial model produced fit indices with unacceptable fit. Two items with factor loadings less than 0.5 were removed (*I use pest control services that are natural and eco-friendl*y and *I try to use recyclable bags instead of plastic at the grocery store*). After the removal of these items, the one factor model with six remaining items were re-evaluated. The results provided good fit ($\chi^2 = 12.526$, d$f = 7$; GFI = 0.969, CFI = 0.976, NFI = 0.948, RMR = 0.026, RMSEA = 0.081).

For SR private consumption behavior, a three factor model was tested with 9, 9 and 5 items loaded respectively. Model fit was evaluated using the covariance matrix as input and a maximum likelihood solution. Good-ness of fit was evaluated using the fit indices listed in Table 2. The initial CFA was run on a 3-factor model which produced an unacceptable fit. Item 8 (*I purchase food from local farmers*) on factor 1, item 9 (*I do not purchase water bottles*) on factor 2 and item 3 (*I am a vegetarian in response to socially irresponsible behavior in the meat industry)* on factor 3 that produced factor loadings less than 0.5 were removed. Results of the second confirmatory analysis suggested that additional items should be deleted from the scale because loadings were low and produced unacceptable fit. This included 5 additional items from factor 1, three additional items from factor 2 and all of factor 3 resulting in a two factor model for measuring SR private consumption behavior. The final 8 retained items are provided in Table 7. This final model (two factors with 8 items) resulted in acceptable fit ($\chi^2 = 37.230$, df = 19; GFI = 0.937, CFI = 0.957, NFI = 0.917, RMR = 0.066, RMSEA = 0.089). The two dimensions were identified as consumption reduction (5 items) and environmental concern (3 items).

Internal Consistency. Internal consistency was assessed using Cronbach's alpha and average variance extracted (AVE). Cronbach's alpha was calculated for both scales and revealed a value of 0.843 and 0.821 respectively indicating adequate reliability. Average variance extracted was 0.611 and 0.730 for the two dimensions of the SR Private Consumption Scale. Average variance extracted for the SR Public Consumption Scale was 0.529. AVEs that exceed 0.50 demonstrate convergent validity (Fornell & Larcker, 1981).

Construct Validation. Discriminant validity of the SR private consumption behavior was tested using the Chi-square differences test. To test for discriminant validity Segars (1997)

process was followed (see steps below). Results of the chi-square difference test established discriminant validity amongst the two constructs of SR private consumption.

1. A model with the two constructs not correlated was created and a CFA was performed.

2. A second model was created with the same constructs correlated. A second CFA was performed.

3. The chi-square difference test was calculated to see if it is significant or not (see Table 6).

Table 6

Chi-square Difference Test for SR Private Consumption Behavior

Model 1 (Uncorrelated)	Model 2 (Correlated)
Chi-square = 53.689	Chi-square = 37.230
Degrees of freedom = 20	Degrees of freedom = 19
Probability level = .000	Probability level = .007
	$\chi_1 - \chi_2 = 16.459$
	$df_1 - df_2 = 1$

Table 7

Confirmatory Factor Analysis for SR Consumption Behavior Scales

SR Public Consumption		SR Private Consumption Consumption Reduction		SR Private Consumption (Environmental Concern	
I purchase products from companies that are helpful to the global community. .	0.78	I reduce my purchasing.	0.63	I try to use items that are reusable.	0.79
I purchase products from companies that respect the environment.	0.80	I try not to shop for things I don't need.	0.76	I try to purchase products and services that not only meet my needs, but will be of minimal harm to the environment.	0.73
I support companies who invest in positive social practices.	0.83	I only buy what is needed.	0.93	I try to use items that are recyclable.	0.73
I purchase from companies that have ethical practices towards their employees and environments.	0.82	I try to reduce my consumption of things.	0.65		
I buy products from companies which are well known for their socially responsible efforts	0.66	I purchase less.	0.70		

65

I support causes that are socially responsible.	0.78

Replication. The scale was retested with the final sample which was gathered for the second study. Results from this analysis are captured below under main study.

Main Study

Sample Demographics

The Office of Institutional Research and Assessment (OIRA) identified a sample of 4000 participants for the main study. The sample included males and females that worked at and/or attended a large southern university, born between 1980 and 1997. Potential participants were recruited via email through a random sampling procedure. The email (see Appendix B) included the purpose of the study, time commitment, a description of the incentive and a link to the survey. A total of 389 respondents took the survey which included the following variables: SR identity commitment, SR personal and social identity salience, identity based motivation (conformity), social media influence related to the SR identity and SR private and public consumption behavior. While 389 respondents started the survey, only 365 surveys were complete and valid. A synopsis of the sample demographics is included in Table 8. Descriptive statistics of the questionnaire items were computed using SPSS version 24.0 to determine unusable data and analyze sample demographics.

Table 8

Demographic Characteristics of Participants for Main Study

Age	Frequency	Percent	Mean	SD
19	17	4.7	23.00	4.9
20	47	12.9		
21	52	14.2		
22	47	12.9		
23	25	6.8		
24	30	8.2		
25	22	6.0		

26	17	4.7
27	8	2.2
28	17	4.7
29	8	2.2
30	10	2.7
31	9	2.5
32	5	1.4
33	12	3.3
34	8*	2.2
35	13	3.6
36	12	3.3
Gender		
Male	126	34.5
Female	237	64.9
Ethnicity		
Caucasian American	282	77.3
African American	31	8.5
Asian/Pacific Islander	26	7.1
Hispanic	16	4.4
American Indian/Alaskan	7	1.9
Senior	14	3.8
Marital Status		
Single, never married	267	73.2
Married without children	49	13.4
Married with children	36	9.9
Divorced	6	1.6
Separated	2	0.5
Highest level of education completed		
High school degree	20	5.5
Some college or technical school	122	33.4
2-year college degree	16	4.4
4-year college degree	60	16.4
Some graduate school	52	14.2
Graduate degree (Masters, Doctorate, etc.)	84	23.0
Professional degree	7	1.9
How often do you used the internet		
Once a day	60	16.4
More than once a day	299	81.9
A few times a week	1	0.3
Once a week	1	0.3
A few times a month	1	0.3
Once a month	1	0.3
How many hours per day on internet		
Less than 1 hour a day	5	1.47
1-2 hours	59	16.2
2-3 hours	89	24.4
3-4 hours	77	21.4
More than 4 hours a day	133	36.4
Member of social media network		
Yes	345	94.5
No	19	5.2

Time spent on social media per day		
Less than 1 hour a day	91	24.9
1-2 hours	137	37.5
2-3 hours	84	23.0
3-4 hours	26	7.1
More than 4 hours a day	26	7.1
Member of which social media networks		
Facebook	337	92.3
Instagram	256	70.1
Twitter	169	46.3
Snapchat	233	63.8
YouTube	192	52.6
Tubmblr	44	12.1
Pinterest	172	47.1
Google+	69	18.9
LinkedIn	155	42.5
Vine	34	9.3
GroupMe	177	48.5
Other	19	5.2
Donation in past 12 months		
Yes	296	81.1
No	56	15.3
Encourage others to donate		
Yes	222	60.8
No	130	35.6
How do you encourage others to donate		
Talk to individuals face to face	203	55.6
Send an email	53	14.5
Like or comment on social media	98	26.8
Tweet or retweet a tweet from a charity	35	9.6
Send or forward a text message	69	18.9
Other	8	2.2

The sample of the main study included 126 males (34.5%) and 237 females (64.9). The average age of the respondents was 24.77 with ages ranging from 19 to 36. The majority of respondents completed some college or technical school (33.4%) or completed a graduate degree (23.0%) and were single, never being married (74.2%). Most identified as Caucasian American (77.3%), followed by African American (8.5%), Asian/Pacific Islander (7.1%), Hispanic (4.4%), other (3.8%), and American Indian/Alaskan Native (1.9%). A vast majority of respondents (81.9%) reported using the Internet more than once a day with 36.4% indicating they spend more than 4 hours a day on the Internet and 21.1% spending 3 to 4 hours a day on the Internet. Over

ninety-four percent of the sample reported being a member of social media. Most respondents

were members of Facebook (92.3%), with Instagram (70.1%), SnapChat (63.8%), YouTube

(52.6%), GroupMe (48.5%), Pinterest (47.1%), LinkedIn (42.5%), and Twitter (46.3%)

rounding out the top eight social media sites.

Over eighty-percent reported having made a donation in the last 12 months with the

majority donating time or purchasing a product where whole or part of the proceeds went to

charity or a cause. The majority of the sample (60.8%) reported that they encouraged others

(family and friends) to donate to charities or causes that they support. Over half (55.6%)

encouraged others to donate face to face, while others encouraged others via social media

(26.8%), through text message (18.9%) and via email (14.5%). The Millennials reported word of

mouth (69.0%), websites (52.1%), email (50.4%), and social networking (46.8%) as the primary

source of getting news and information on charitable organizations and events.

Validity and Reliability Analysis

Prior to testing each multi-item scale for validity and reliability, reverse coding was

performed for applicable items. Reverse coding was only needed for four items on the

conformity scale. Those four items included: *I am the last one to change my opinion in a heated*

argument on a controversial topic, I am more independent than conforming in my ways, I don't

give in to others easily, and I prefer to make my own way in life rather than find a group I can

follow.

Exploratory Factor Analysis. Exploratory factor analysis was conducted to ensure the

factor structure of SR identity commitment, SR personal and social identity salience, and SR

private and public consumption behavior. In general, an EFA prepares the variables to be used

for cleaner structural equation modeling. EFA is able to spot problematic variables much more

easily than CFA. Maximum likelihood with Varimax rotation was employed for the EFA. EFA

results revealed a 5 factor model with items from the SR identity commitment (all quantitative

items) and SR private consumption behavior (all environmental concern items) cross loading on

multiple factors. The quantitative and environmental concern items were removed in order to

produce a better fitting EFA. The final EFA consisted of a 5 factor model with 24 items (see

Table 9).

Table 9

Exploratory Factor Analysis (EFA) Results from Main Study

Item Abbreviation	SR Social Identity Salience	SR Public Consumption Behavior	SR Private Consumption Behavior	SR Personal Identity Salience	SR Commitment
SR_SOCL_ID_3	.957				
SR_SOCL_ID_4	.941				
SR_SOCL_ID_2	.876				
SR_SOCL_ID_1	.838				
SR_SOCL_ID_5	.725				
SR_PUB3		.849			
SR_PUB4		.839			
SR_PUB5		.738			
SR_PUB1		.735			
SR_PUB6		.640			
SR_PUB2		.632			
SR_PRIV_CR5			.872		
SR_PRIV_CR2			.769		
SR_PRIV_CR1			.763		
SR_PRIV_CR3			.732		
SR_PRIV_CR4			.636		
SR_PRSL_ID_3				.886	
SR_PRSL_ID_2				.826	
SR_PRSL_ID_5				.781	
SR_PRSL_ID_4				.761	
SR_PRSL_ID_1				.688	
SRC_QLT_2					.906
SRC_QLT_3					.764

Extraction Method: Maximum Likelihood.

 Rotation Method: Varimax with Kaiser Normalization.

 a. Rotation converged in 5 iterations.

Confirmatory Factor Analysis. Confirmatory factor analysis (CFA) was conducted

using the results from the EFA for all multi-item scales including SR identity commitment,

conformity, SR personal and social identity salience, social media influence related to SR

identity, and SR private and public consumption behavior. CFA was conducted using the

Maximum Likelihood estimation method. Model fit was assessed using the fit indices discussed

in Table 2.

First, CFA was conducted on the two scales created during scale validation. An initial

model was run with SR identity commitment (qualitative), SR personal and social identity

salience, and SR private and public consumption behavior. The initial model produced

unacceptable fit, $\chi^2 = 574.961$, d$f = 242$; GFI = 0.882, CFI = 0.953, NFI = 0.922, RMR = 0.055,

RMSEA = 0.061. Modification indices indicated better fit when errors in three separate

variables (SR personal identity salience, SR private consumption behavior, and SR public

consumption behavior) were covaried. For SR personal identity salience, "Being socially

responsible means a lot to me" and "Social responsibility is something about which I have clear

feeling". These items are similar and therefore correlation between the two items is justified.

Similarly for the SR private consumption behavior scale, "I only buy what is needed" and "I try

not to shop for things I don't need" were correlated. Finally, two items in the SR public

consumption behavior scale were correlated, "I support companies who invest in positive social

practices" and "I purchase from companies that have ethical practices towards their employees

and environments". The final model revealed acceptable fit (see Figure 4), $\chi^2 = 470.871$, d$f =$ 239; GFI = 0.903, CFI = 0.967, NFI = 0.936, RMR = 0.052, RMSEA = 0.052.

Finally, two separate CFAs were conducted on conformity and social media engagement related to the SR identity separately. Initial model fit for conformity was unacceptable and showed two items with factor loadings under 0.5: (*I rely on, and act upon the advice of others (.34) and I am the last one to change my opinion in a heated argument on a controversial topic (.24)*). Once the two items were removed, model fit was assessed and revealed acceptable fit χ^2 = 37.89, df = 12; GFI = 0.972, CFI = 0.950, NFI = 0.913, RMR = 0.045, RMSEA = 0.051. Model fit for social media related to the SR identity was good, χ^2 = 320.018, df = 124; GFI = 0.913, CFI = 0.962, NFI = 0.940, RMR = 0.045, RMSEA = 0.066 with factor loadings exceeding 0.5.

Convergent and Discriminant Validity

The finalized measurements were assessed for convergent and discriminant validity assessment. Convergent validity was assessed through the average variance extracted (AVE) scores (Fornell & Larcker, 1981). AVEs that are greater than 0.50 imply that measures have convergent validity. Discriminant validity is assessed based on three criteria: 1) maximum shared variance (MSV) should be less than average variance extracted (AVE); 2) average shared variance should be less than average variance extracted (AVE); and 3) the square root of AVE is should be greater than inter construct correlations.   Results (see Table 10) of all three tests revealed that measures showed discriminant validity (see Figure 4). The diagonal values represent the square root of the AVE with correlations under the diagonal.
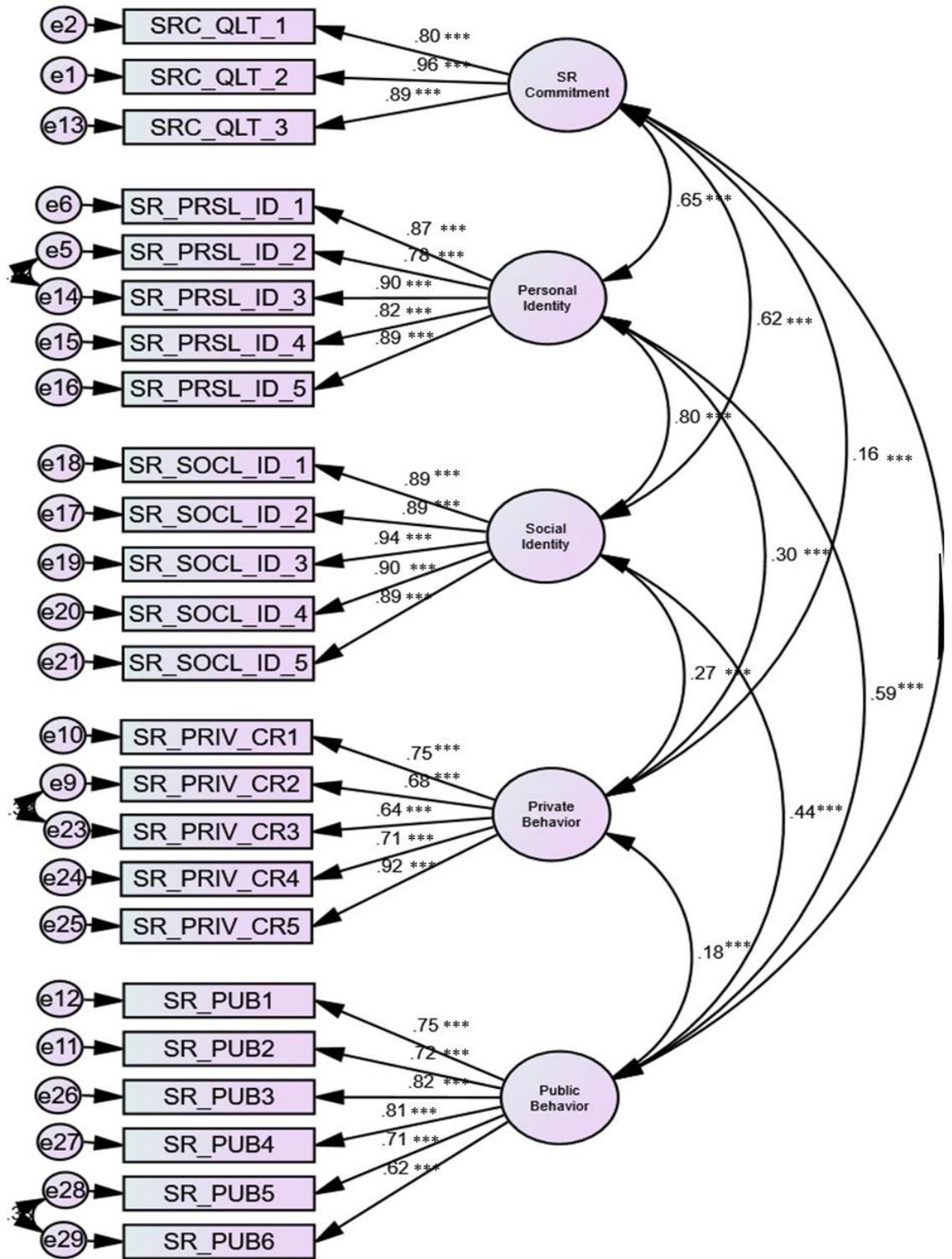
Figure 4. Final measurement model.
$\chi 2 = 470.871$, d*f* = 239; GFI = 0.903, CFI = 0.967, NFI = 0.936, RMR = 0.052, RMSEA = 0.052.
*** *p < .001*

Table 10

Validity and Reliability Table with Factor Correlations

	CR	AVE	MSV	Cronbach's α	Public Behavior	SR Commitment	Personal Identity	Private Behavior	Social Identity
Public Behavior	0.88	0.55	0.35	0.87	**0.74**				
SR Commitment	0.92	0.79	0.42	0.91	0.34	**0.89**			
Personal Identity	0.93	0.73	0.64	0.93	0.59	0.65	**0.85**		
Private Behavior	0.86	0.56	0.09	0.87	0.18	0.16	0.30	**0.75**	
Social Identity	0.96	0.81	0.64	0.93	0.44	0.62	0.80	0.27	**0.90**

Reliability. In order to establish reliability, analysis was conducted on the finalized scale using Cronbach's alpha and composite reliabilities. All values should be over 0.70 in order to establish reliability and internal consistency of all scales (see Table 10). Additionally composite reliability (CR) was calculated to establish reliability, if values exceed 0.7, a scale is deemed as reliable. Malhotra and Dash (2011) note that AVE is a more conservative measure than CR, however they are typically calculated in tandem to establish reliability.

Hypotheses Testing

The hypotheses discussed in this study were tested through a series of structural equation models discussed below. Prior to testing individual hypotheses a full SEM model was tested with all measures, yielding acceptable fit, $\chi^2 = 472.058$, d$f = 241$; GFI = 0.936, CFI = 0.967, NFI = 0.936, RMR = 0.052, RMSEA = 0.051 (see Figure 5).
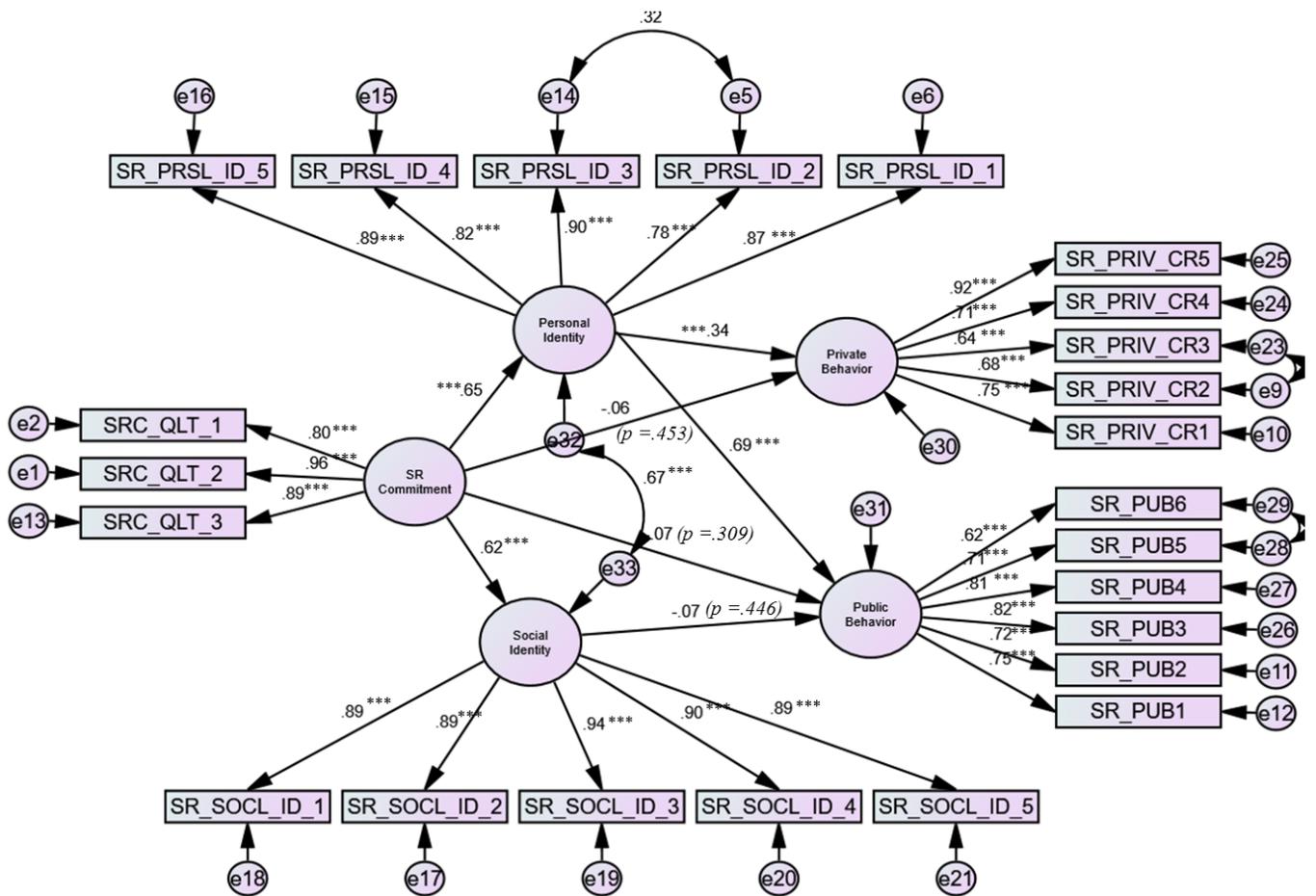
Figure 5. Full SEM model.
$\chi 2 = 472.058$, df = 241; GFI = 0.936, CFI = 0.967, NFI = 0.936, RMR = 0.052, RMSEA = 0.051.
*** *p < .001*

Direct Relationships (H1 and H2). Figure 6 and 7 show the two SEM models used to

test hypotheses H1a, H1b, H2a, and H2b, using the maximum likelihood (ML) estimation.

Hypotheses H1 and H2 propose a positive relationship between SR identity commitment and SR

private and public consumption behavior; and SR identity commitment and SR personal and

social identity salience. Both models displayed acceptable fit and positive regression weights

(see Figures 6 and 7). For hypothesis 1 model fit was good $\chi^2 = 166.337$, d$f = 73$; GFI = 0.937,

CFI = 0.968, NFI = 0.944, RMR = 0.060, RMSEA = 0.059. Regression weights (β =.16) and (β

=.34) were both significant, supporting H1a and H1b. For hypothesis 2 model fit was acceptable

$\chi^2 = 163.571$, d$f = 61$; GFI = 0.937, CFI = 0.979, NFI = 0.967, RMR = 0.034, RMSEA = 0.068.

Regression weights (β =.65) and (β =.63) were both significant, supporting H2a and H2b.
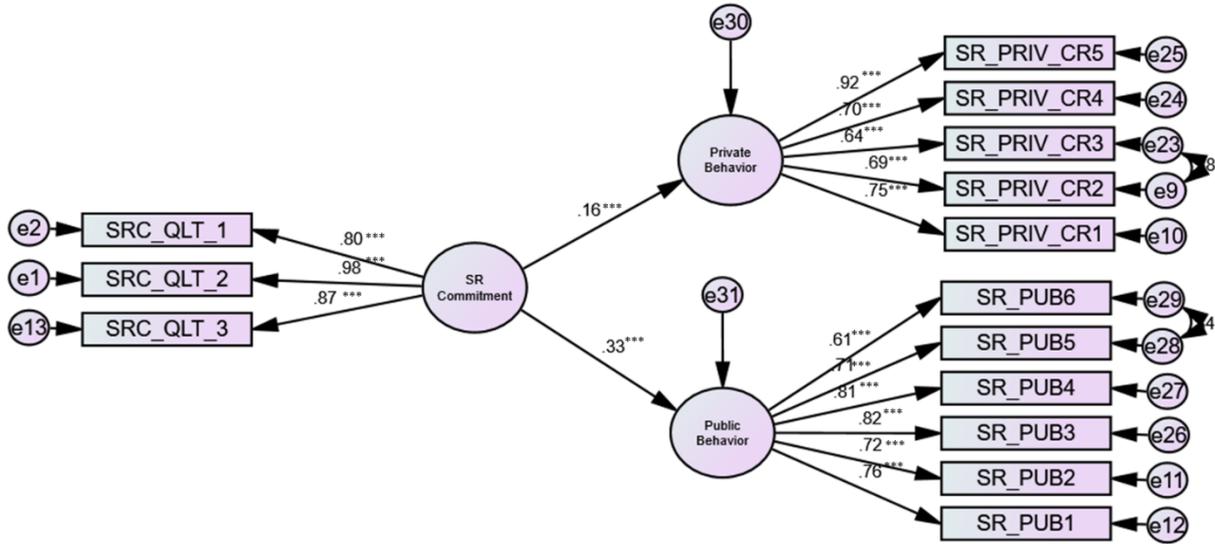
Figure 6. SEM model for hypothesis 1.
χ2 = 166.337, df = 73; GFI = 0.937, CFI = 0.968, NFI = 0.944, RMR = 0.060, RMSEA = 0.059.
*** *p<.001*
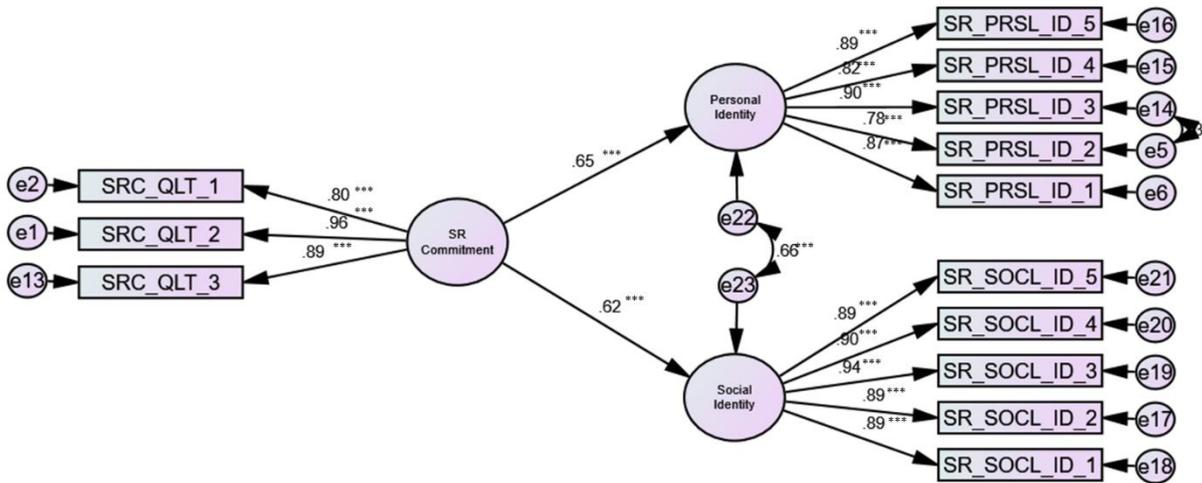
*Figure 7.* SEM model for hypothesis 2.
χ2 = 163.571, df = 61; GFI = 0.937, CFI = 0.979, NFI = 0.967, RMR = 0.034, RMSEA = 0.068.
*** *p<.001*

Mediation Testing. Using the method outlined by Kenny (2014), the mediation hypotheses were tested. The purpose of testing the mediation hypotheses is to determine if SR personal and social identity salience mediates the relationship between SR identity commitment and SR private and public consumption behavior. First the relationship, between SR identity commitment and SR private consumption behavior was tested (see Hypothesis 2). This relationship was found to be significant. When personal identity salience was introduced in the relationship between SR identity commitment and SR private consumption behavior, the relationship between SR identity commitment and SR private consumption behavior became insignificant $\beta = -.05$ ($p = .483$), with the following paths remaining significant: a) SR identity commitment $\rightarrow$ SR personal identity salience; and b) SR personal identity salience $\rightarrow$ SR private consumption behavior (see Figure 8). This signals that SR personal identity salience completely mediates the relationship between SR identity commitment and SR private consumption behavior, supporting H3a. Model fit for was deemed acceptable $\chi^2 = 143.034$, d$f = 61$; GFI = 0.943, CFI = 0.976, NFI = 0.960, RMR = 0.061, RMSEA = 0.062.

For H3b and H4, the direct relationship between SR identity commitment and SR public consumption was found to be significant (see Hypothesis 2). Since SR personal and social identity influence were proposed to influence SR public consumption behavior, both mediators were included in the model. The model produced acceptable fit $\chi^2 = 290.532$, d$f = 144$; GFI = 0.953, CFI = 0.976, NFI = 0.960, RMR = 0.038, RMSEA = 0.053. When both possible mediators were introduced, the relationship between SR identity commitment and SR public consumption behavior became non-significant (see Figure 9), implying that this relationship was mediated by one of the mediators. However, SR social identity salience did not significantly influence SR public consumption behavior (see Figure 9). Therefore, SR social identity salience

was not a mediator, and H4 was not supported. However, the following paths remained

significant indicating that the relationship between SR identity commitment and SR public

consumption behavior was also completely mediated by SR personal identity salience,

supporting H3b: a) SR identity commitment → SR personal identity salience; and b) SR

personal identity salience → SR public consumption behavior (see Figure 9).
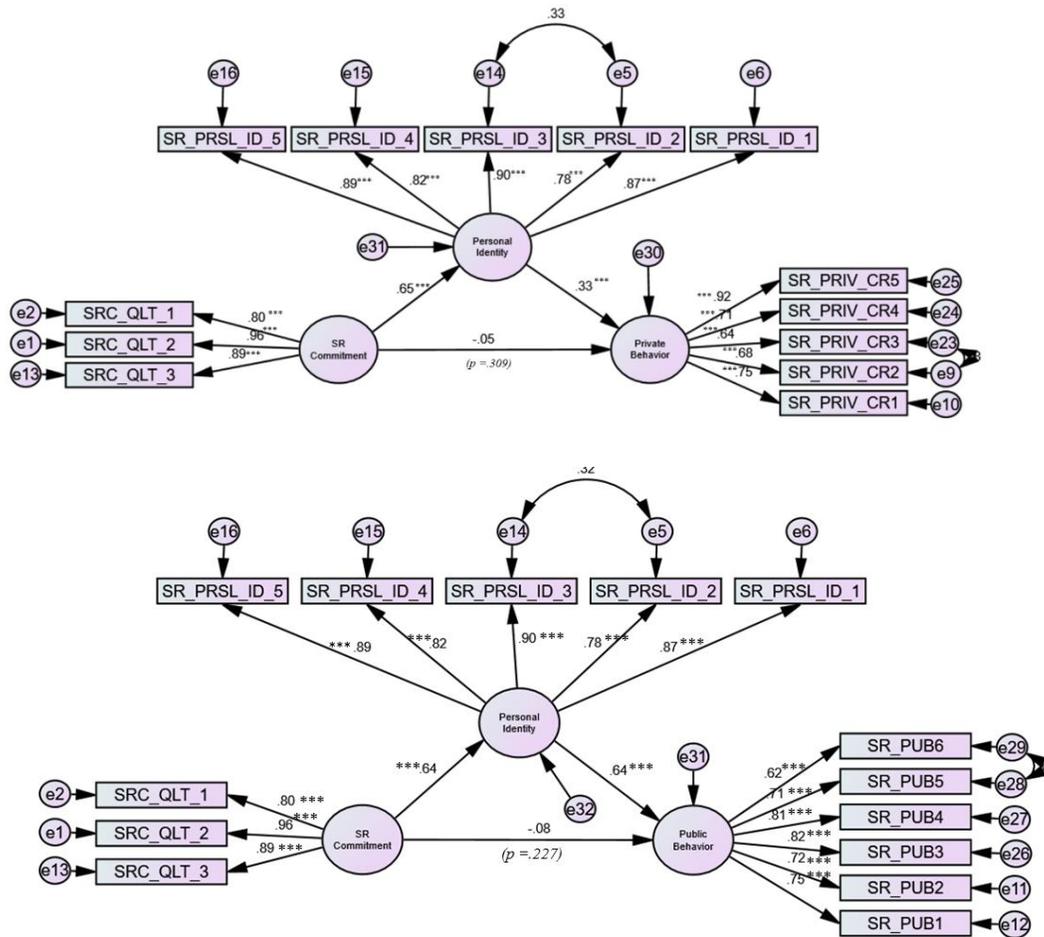

Figure 8. SEM model for hypotheses 3a and 3b
χ2 = 143.034, df = 61; GFI = 0.943, CFI = 0.976, NFI = 0.960, RMR = 0.061, RMSEA = 0.062.
*** *p<.001*
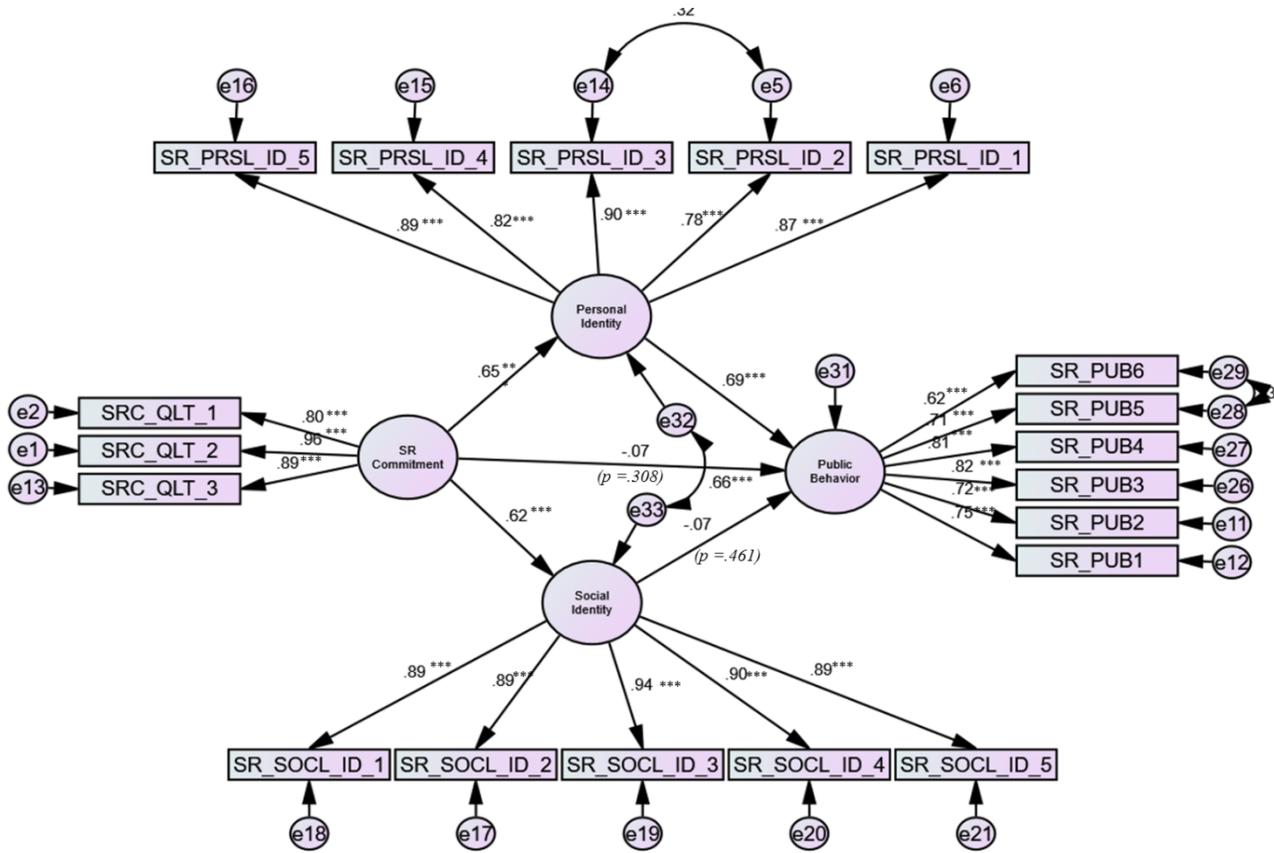
Figure 9. SEM model for hypothesis 4

χ2 = 290.532, df = 144; GFI = 0.953, CFI = 0.976, NFI = 0.960, RMR = 0.038, RMSEA = 0.053.

*** *p<.001*

Moderating Effect Tests. In order to test H5 to H8, which hypothesized moderating

effects of conformity and social media influence related to the SR identity, SEM with Maximum

Likelihood estimation was used. The median split method was incorporated for testing each of

the moderating variables. Two groups (high and low) were created based on the participants

average composite score for each variable. For conformity, the median score was 2.50 (*SD =*

0.59) with 191 participants in the low group and 174 in the high group. The mean for the low

group was 2.04 and 2.99 for the high group. A one way ANOVA revealed that the means

between the subgroups were significantly different (*p<.001, F =667.10*). For social media

related to the SR identity, the median score was 2.87 ($SD = 0.81$) with 158 participants in the low group and 207 in the high group. The mean for the low group was 2.11 and for the high group 3.46. A one way ANOVA revealed that the means between the subgroups were significantly different ($p<.001, F = 754.59$).

H5a predicted that conformity would moderate the relationship between SR identity commitment and SR social identity salience. The SEM results of the full model with the two conformity groups revealed acceptable fit (see Figure 10), $\chi2 = 256.201$, d$f = 122$; GFI = .855, CFI = .955, NFI = .973, RMR = 0.040, RMSEA = 0.055. To test the relationship, the SEM model was fit to the two groups simultaneously with all parameters unconstrained. Next, a model was fit to the two groups simultaneously with the parameter constrained (coefficient of the path between SR identity commitment and SR social identity salience constrained to be equal between the two groups). Results of the chi square difference test between the constrained and unconstrained models was not significant (p = 0.4, $\Delta\chi2$ =.514, Δd$f = 1$), indicating that the measures did not behave differently between the two groups. Therefore, H5a was not supported.

H5b proposed that for Millennials low in conformity, SR identity commitment will have stronger influence on SR personal identity salience than for Millennials high in conformity. The same process of comparing constrained (equality constraint for the path between SR identity commitment and SR personal identity salience) and unconstrained models was employed. Results of the chi square difference test (see Figure 11) between the constrained and unconstrained models was not significant ($p = 0.19, \Delta\chi^2 =1.667, \Delta df = 1$). Hence, H5b was not supported.

H6a predicted that conformity would moderate the relationship between SR identity commitment and SR public consumption behavior. The SEM results of the full model (see

Figure 12) with the two conformity groups revealed acceptable fit χ2 = 251.908, df = 146; GFI = .912, CFI = .955, NFI = .963, RMR = 0.067, RMSEA = 0.045. To test the relationship, the SEM model was fit to the two groups simultaneously with all parameters unconstrained. Next, a model was fit to the two groups simultaneously with the parameter constrained (coefficient of the path between SR identity commitment and SR public consumption behavior constrained to be equal between the two groups). Results of the chi square difference test between the constrained and unconstrained models was not significant ($p = 0.49, Δχ^2 =.475, Δdf = 1$) indicating that the measures did not behave differently between the two groups. Therefore, H6a was not supported.

H6b proposed that for Millennials low in conformity, SR identity commitment will have a stronger influence on SR private consumption behaviors than for Millennials high in conformity. The same process of comparing constrained (equality constraint for the path between SR identity commitment and SR private consumption behavior) and unconstrained models was employed. Results of the chi square difference test (see Figure 13) between the constrained and unconstrained models was not significant ($p = 0.948, Δχ^2 =.004, Δdf = 1$) indicating that the measures did not behave differently between the two groups. Therefore, H6b was not supported.

The SEM results of the full model with the two groups for social media engagement related to the SR identity (see Figure 14) revealed acceptable fit, $χ^2 = 589.944$, df = 364; GFI = .907, CFI = .967, NFI = .908, RMR = 0.59, RMSEA = 0.042. H7a suggested that for Millennials who experience high social media influence related to the SR identity, SR personal identity salience will have a stronger influence on SR public consumption behavior than for Millennials who experience low social media influence related to the SR identity. The same process of comparing constrained (equality constraint for the path between SR personal identity salience

and SR public consumption behavior) and unconstrained models was employed. Results of the chi square difference test (see Figure 14) between the constrained and unconstrained models was not significant ($p = 0.913$, $\Delta\chi^2 = .012$, $\Delta df = 1$) indicating that the measures did not behave differently between the two groups. Therefore, H7a was not supported.

Similarly, H7b proposed that Millennials who experienced a low social media influence related to the SR identity, SR personal identity salience would have stronger influence on SR private consumption behavior than for Millennials high in social media influence related to the SR identity. The same process of comparing constrained (equality constraint for the path between SR personal identity salience and SR private consumption behavior)) and unconstrained models was employed. Results of the chi square difference test (see Figure 15) between the constrained and unconstrained models was not significant ($p = 0.666$, $\Delta\chi^2 = .866$, $\Delta df = 1$) indicating that the measures did not behave differently between the two groups. Therefore, H7b was not supported.

Finally H8 suggested that Millennials that are high in social media influence will have stronger influence between SR social identity salience and SR public consumption behavior than Millennials that are low in social media influence related to SR identity. However, this path was not significant in full SEM model (see Figure 5). Therefore, H8 was not supported.

Additional Analysis

Additional analysis was performed to determine if there were any other moderating factors such as gender. Other research has noted that women are more likely to be SR than men and are more likely to engage in SR consumption behavior. However results of the chi square difference test showed there was no significant difference (p=.728) between male and females.
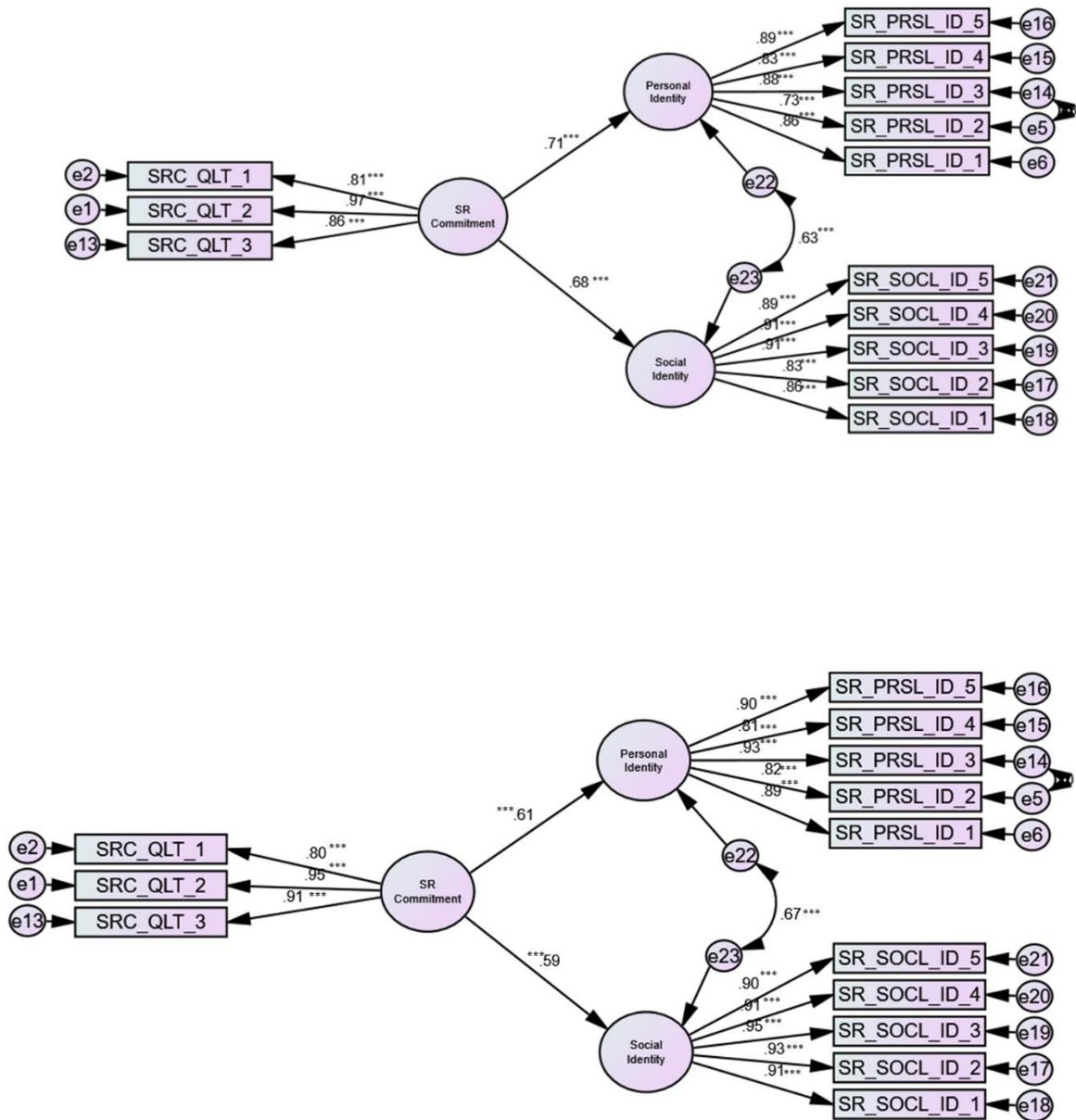
Figure 10. SEM model for hypothesis 5a.
χ2 = 256.201, d*f* = 122; GFI = .855, CFI = .955, NFI = .973, RMR = 0.040, RMSEA = 0.055.
****p<.001, the top model is high conformity and the bottom model is low conformity.*
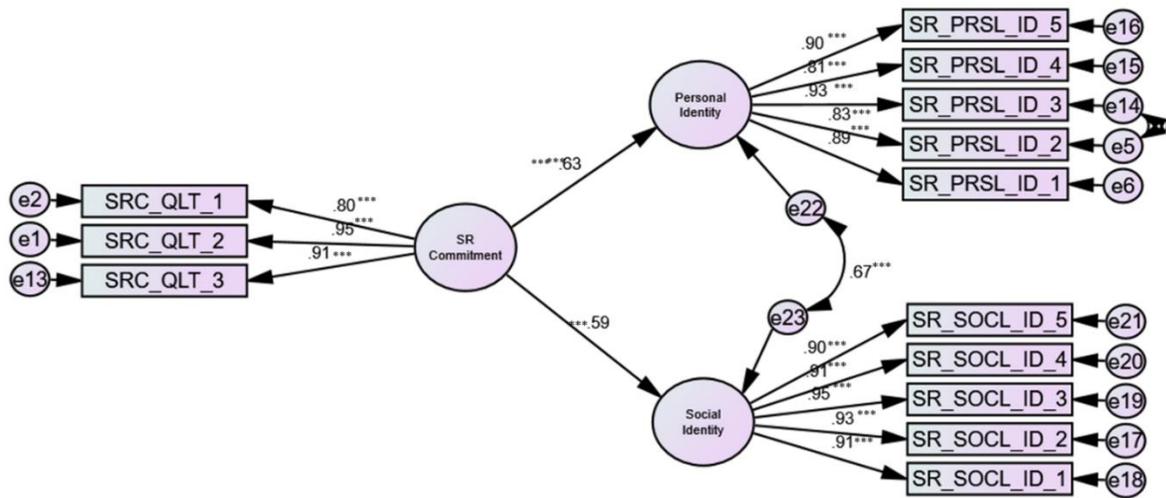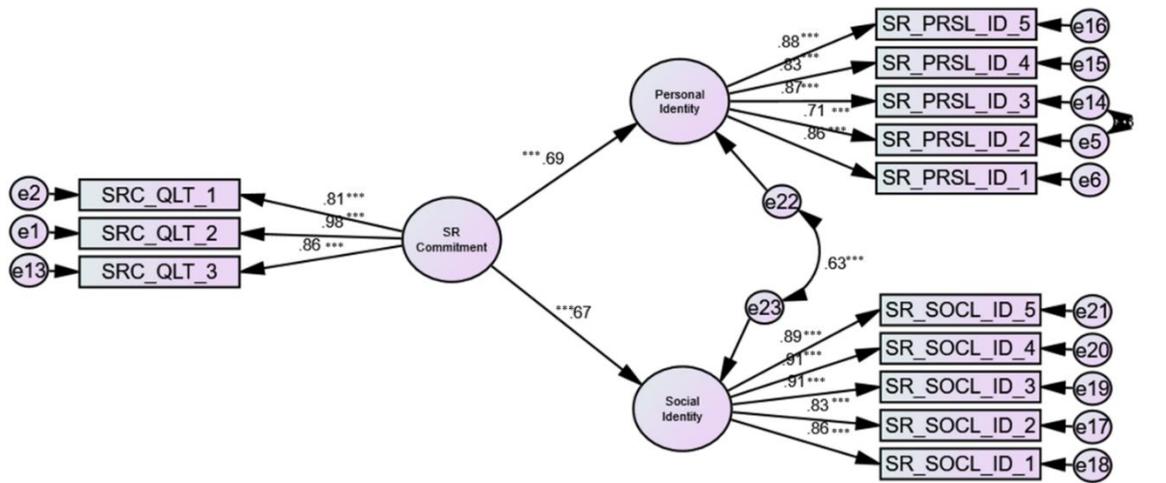
Figure 11. SEM model for hypothesis 5b.

$\chi 2 = 256.201$, d$f = 122$; GFI = .855, CFI = .955, NFI = .973, RMR = 0.040, RMSEA = 0.055.

***p<.001, the top model is high conformity and the bottom model is low conformity.
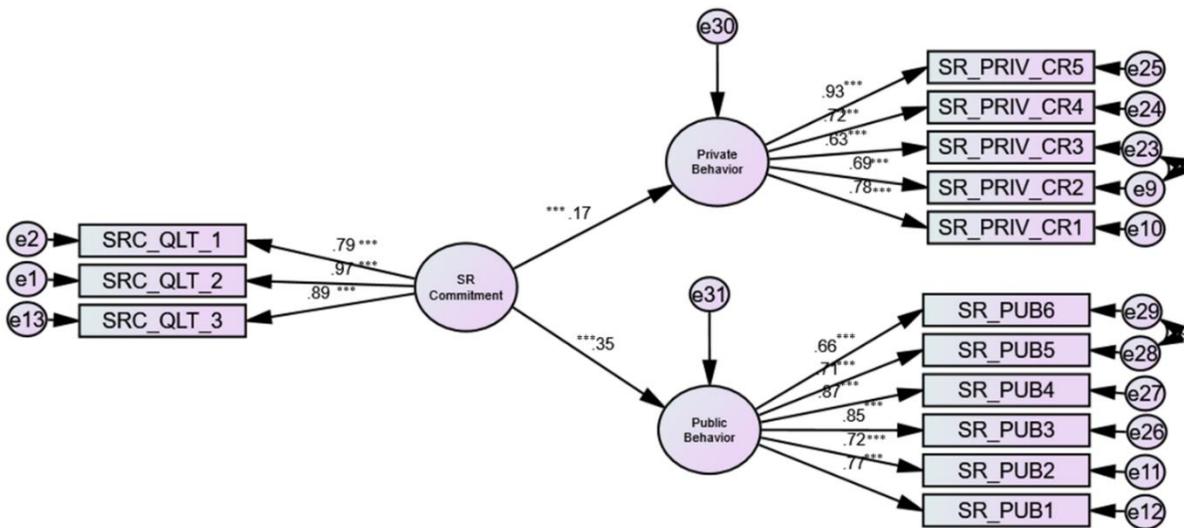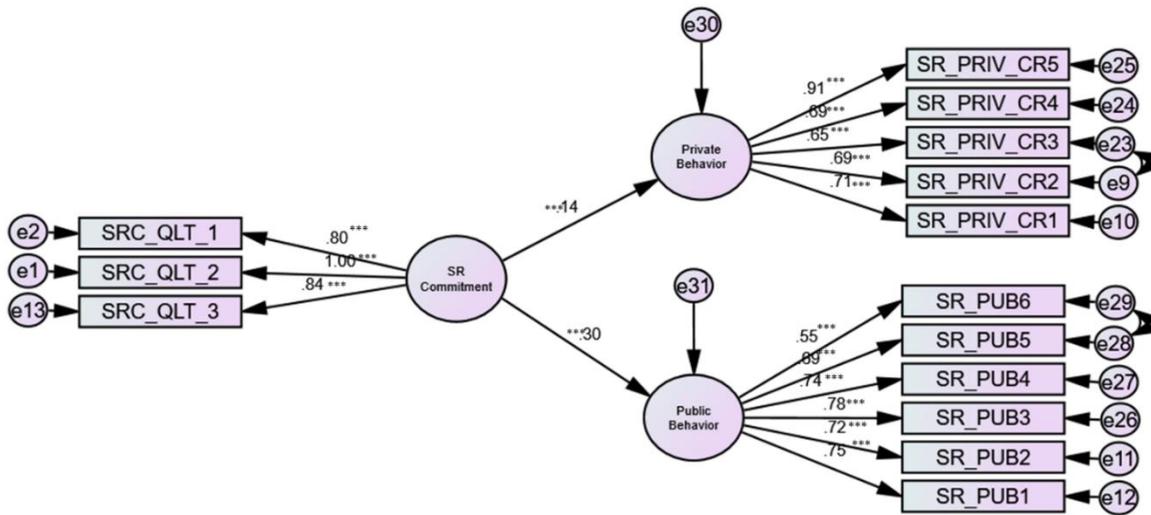
Figure 12. SEM model for hypothesis 6a.

χ2 = 251.908, df = 146; GFI = .912, CFI = .955, NFI = .963, RMR = 0.067, RMSEA = 0.045.

****p<.001, the top model is high conformity and the bottom model is low conformity.*
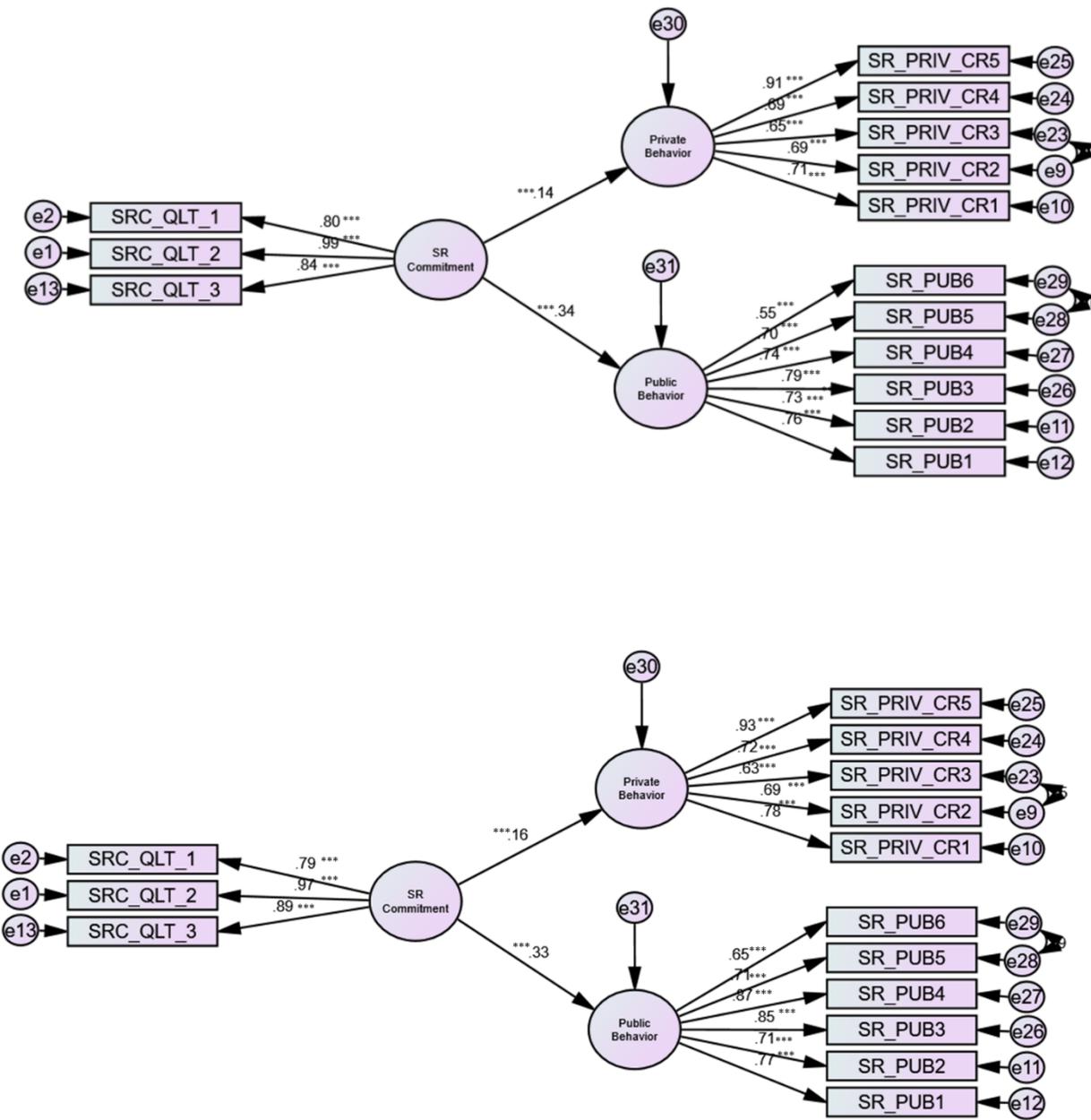
Figure 13. SEM model for hypothesis 6b.

χ2 = 251.908, df = 146; GFI = .912, CFI = .955, NFI = .963, RMR = 0.067, RMSEA = 0.045.

*** *p<.001, the top model is high conformity and the bottom model is low conformity.*
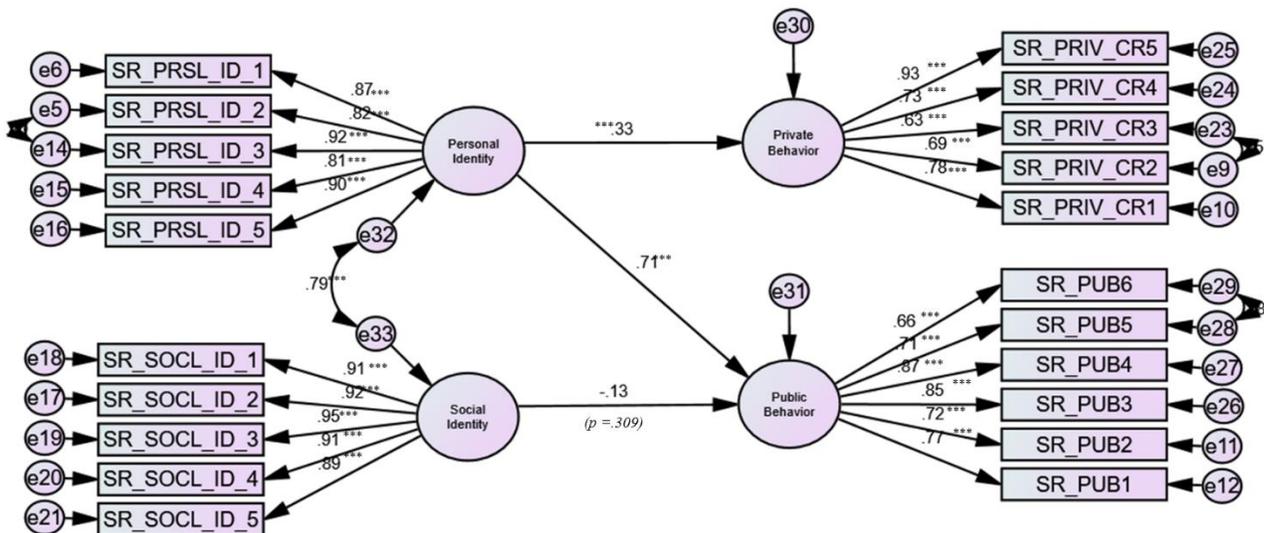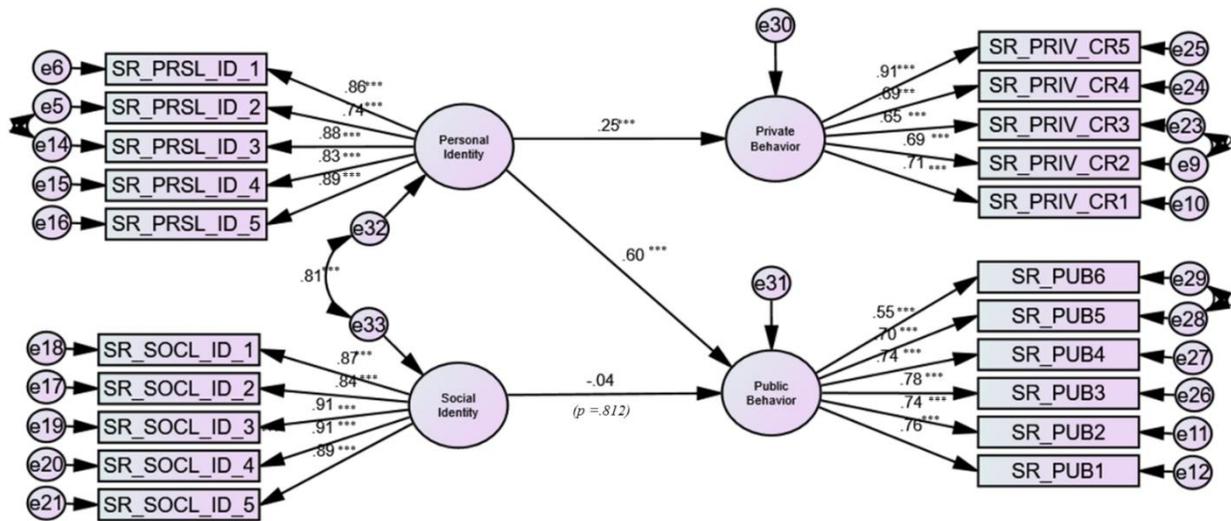
Figure 14. SEM model for hypothesis 7a.

χ2 = 589.944, df = 364; GFI = .907, CFI = .967, NFI = .908, RMR = 0.59, RMSEA = 0.042.

***p<.001, the top model is high social media related to the SR identity and the bottom model is low social media related to the SR identity conformity.
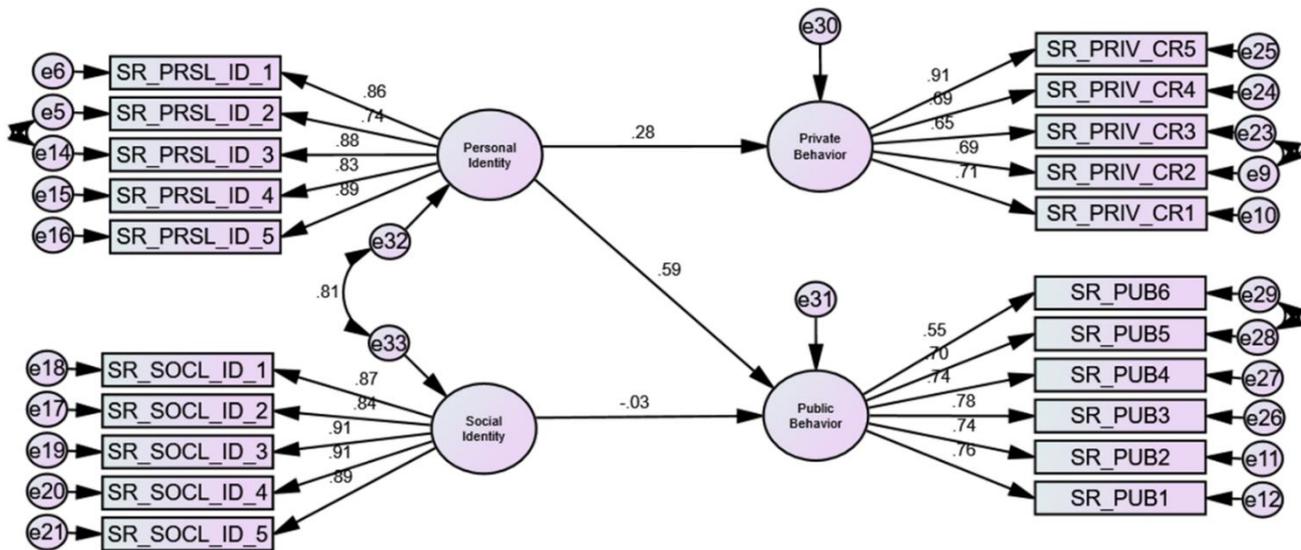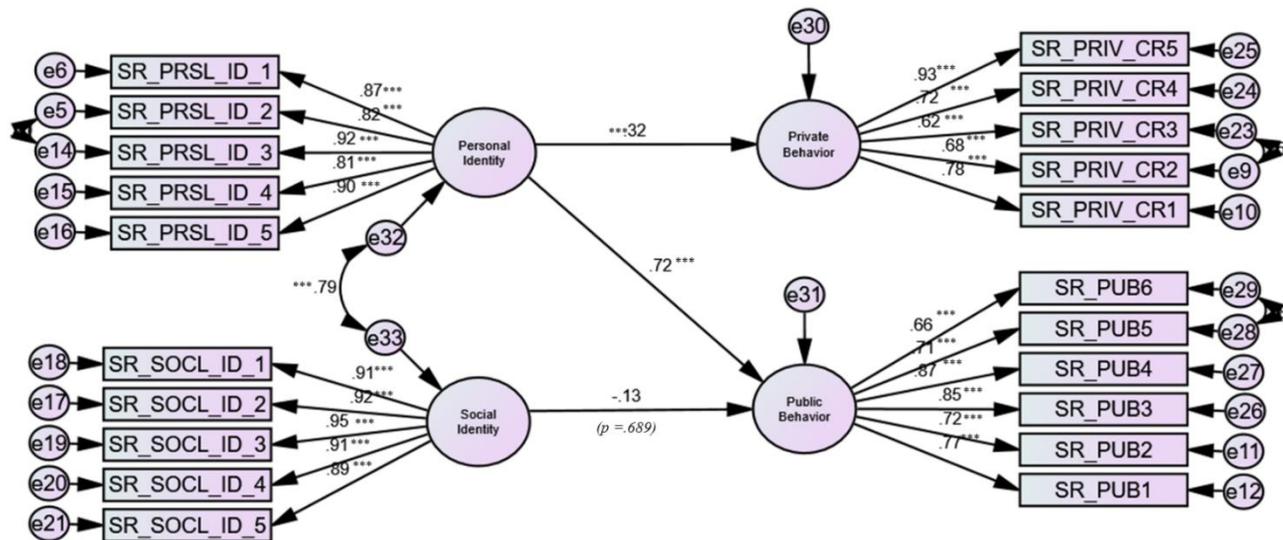
*Figure 15.* SEM model for Hypothesis 7b.

χ2 = 589.944, df = 364; GFI = .907, CFI = .967, NFI = .908, RMR = 0.59, RMSEA = 0.042.

p<.001, the top model is high social media related to the SR identity and the bottom model is low social media related to the SR identity conformity.

Table 11

Summary of Hypotheses Testing Results

Hypothesis	Hypothesis Summary	Result
H1	Direct effect (SR identity commitment to SR private and public consumption behavior)	Supported
H2	Direct effect (SR identity commitment to personal and social identity salience)	Supported
H3a	SR personal identity salience mediates SR identity commitment to SR private consumption behavior	Supported
H3b	SR personal identity salience mediates SR identity commitment to SR public consumption behavior	Supported
H4	SR social identity salience mediates SR identity commitment to SR public consumption behavior	Not Supported
H5a	Conformity moderates commitment to social identity salience	Not Supported
H5b	Conformity moderates commitment to personal identity salience	Not Supported
H6a	Conformity moderates commitment to public consumption behavior	Not Supported
H6b	Conformity moderates commitment to private consumption behavior	Not Supported
H7a	Social media influence related to SR identity moderates personal identity salience to public consumption behavior	Not Supported
H7b	Social media influence related to SR identity moderates personal identity salience to private consumption behavior	Not Supported
H8	Social media influence related to SR identity moderates social identity salience to public consumption behavior	Not Supported

CHAPTER 5: DISCUSSION AND IMPLICATIONS

Millennial consumers are more socially conscious in their purchasing behaviors and for some it has become a more salient buying criteria (Greenberg & Weber, 2008; Rayapura, 2014; Swinand, 2014). Limited academic research has conceptualized the relationship between social responsibility and Millennials as a function of identity and "identity driven effects". Thus, the present research proposed a theoretical framework in which Identity theory and Symbolic Self-Completion theory explain the relationship Millennials have with the SR identity. This research sought to examine Millennials' SR private and public consumption behavior and whether that behavior is a result of commitment to the SR identity and salience of the SR identity. This research also sought to determine whether conformity and social media influence related to the SR identity impacts Millennials' decision to engage in public or private consumption behavior. The proposed model with eight hypotheses addressing the direct and indirect relationships between SR identity commitment and SR private and public consumption behavior was empirically tested through this research.

Research objectives were achieved by implementing two studies to address proposed relationships in the model. Prior to testing the model, qualitative research was employed to develop a scale that measures Millennials' SR public and private consumption behavior. Later, quantitative research was conducted for scale development and validation. Sample characteristics

for both studies include males and females born between 1980 and 1997 recruited at a large

southern university. This chapter includes four major components: summary of findings and

discussion, implications, limitations and recommendations future research.

Summary of Findings and Discussion

The first purpose of this research was to extend previous knowledge on Millennials and

SR consumption. Our findings from the qualitative phase of this study revealed that Millennials

were reluctant to rate themselves as 'very socially responsible because of the indirect

implications of this title. While many expressed their willingness to make sacrifices for the

greater good of society as reported by Greenberg & Weber (2008), Rayapura (2014), and

Swinand (2014) all recognized how their actions felt small in comparison to what "needed" to be

done. Their definition of social responsibility was consistent with prior research (Webb, Mohr,

& Harris, 2008), focusing on the greater good of society and reducing the effects of negative

corporate and individual behavior.

Other research (Oberseder, Schlegelmilch, & Gruber, 2011; Twenge & Campbell, 2012)

has noted inconsistencies in consumers' willingness to make SR consumption decisions.

However, this may be a reflection of how the current generation conceptualizes social

responsibility. Millennials do not want to pay to be SR, meaning products that require an

upcharge for being 'green' are unlikely to make an impact with these consumers. Truly SR

Millennials are looking for ways to reduce their consumption and/or reuse or repurpose the

products which they already own without adding to the vast amounts of consumer products. This

means that companies and marketers may need to re-evaluate their ideas of social responsibility as noted by Webb, Mohr, & Harris (2008) to meet the needs of the present generation.

The qualitative phase of this study was able to specifically identify what SR consumption behaviors Millennials engage in, or more importantly, don't engage in as a representation of social responsibility. The qualitative research acted as a window into how Millennials make SR consumption decisions. Specifically, their SR private consumption behavior was defined by two factors, consumption reduction and environmental concern. These factors relate to Millennials conceptualization of social responsibility as the need to reduce the amount of products that are consumed, and engage in everyday behavior that positively impacts the environment. Millennial's' SR public consumption behavior was defined by one factor, which identified the decisions Millennials make when they publicly display their social responsibility by doing things such as supporting companies that are "known" for their commitment to social responsibility. The items identified in the qualitative research are consistent with Webb, Mohr, and Harris' (2008) conceptualization of SR consumption behavior. The SRPD (socially responsible purchase and disposal scale) identified a three factor model (CSR performance, recycle, and environment) which is consistent with the findings of the current research.

A new scale was constructed to measure SR consumption behavior of Millennials because the SRPD did not delineate between private and public consumption behavior which is also a major contribution to literature on private and public consumption behavior. Prior research (Bearden & Etzel, 1982) had only looked at private and public purchase behavior in reference to luxury and necessity goods. This research extends upon the ideas of private and

public consumption behavior as it pertains to social responsibility and more specifically Millennials. This suggests that the link between SR and consumption behavior can be hidden or seen by others Future research should focus on testing the SR private and public consumption scales against a broader consumer base. Web, Mohr, and Harris (2008) note that these scales may need to be revised in the future to reflect the evolving understanding of social responsibility suggesting conceptualizations regarding social responsibility may change as the "zeigest" of the times develop.

The second purpose of this research was to show that Millennials' salient identity formation mechanism (personal vs. social) will impact the routes (public vs. private) Millennials use to take part in SR consumption. This research found that Millennials' SR identity commitment significantly influences SR private and public consumption behavior, providing support for both the Identity theory and the symbolic self-completion theory (Wicklund & Gollwitzer, 1982) and the finding that commitment to the SR identity will positively influence both private and public consumption behavior. As noted in the theory, individuals will self-symbolize as a mechanism of constructing and maintaining an identity that they have defined for themselves. Specifically for those Millennials who may feel incomplete in their identity, SR public consumption may be of more importance, whereas for those who feel more complete in the identity SR private consumption behavior may be of more importance. Both represent a route for Millennial's to engage in identity-driven behavior. The study also found that SR identity commitment significantly influences SR personal and social identity salience. These findings are consistent with those of Stryker and Serpe (1982), who proposed the relationship

between salience and behavior. Identity theorists suggest that salience represents a hierarchical structure that can be used to predict behavior. The higher the identity is within a structure, the more likely the behavior will reflect individual commitment to the identity.

The study further demonstrated the mediating role of SR personal identity salience in the influence of SR identity commitment on both private and public consumption routes that Millennials use to engage in SR consumption behavior, supporting the propositions of Identity theory (Stryker and Serpe, 19 82). This finding also supports and extends Symbolic Self-Completion theory because it demonstrates that the route between identity commitment and self-symbolizing (SR private and public consumption behavior) is mediated by personal identity salience. SR social identity was not found to mediate the relationship between SR identity commitment and SR public consumption behavior. This implies that how Millennials identify themselves personally in terms of their SR identity, is more important than others' view of them as SR. Hence, personal identity salience may be more important in Millennials decision to engage in SR private or public consumption. This finding in context to social responsibility among Millennials is contrary to the findings of Kleine, Kleine and Kernan (1993) who proposed that salience is related to social connections, esteem, media connections and possessions related to the identity. It may be that SR identities of Millennials are less reliant on social connections, rather reflecting a stronger relation to their personal beliefs and values. This key finding may be explained by the definition of social responsibility as a "value orientation that motivates *individuals'* prosocial, moral, and civic behaviors" (Wray-Lake & Syvertsen, p.12, 2011).

Thus, it is logical that personal identity salience has more influence as compared to social/group norms on Millennials decision to make SR private and public consumption decisions. This result was also supported qualitatively as Millennials made very few references to others influencing their SR decisions during their interviews. Rather, they attributed their SR behavior to their individual beliefs. This finding is consistent with Pinto et al. (2014) findings that identity salience can change the effects of gender on sustainable consumption. This research found that behavior was different based on the salient identity gender, suggesting that salience may influence how individuals make decisions regarding behavior.

Lastly, this research sought to delineate the moderating roles that conformity and social media influence related to SR identity (low vs. high) play in the relationships between: SR identity commitment and SR identity salience (personal vs. social); and SR identity commitment and SR purchase behavior (public vs. private). While the hypotheses involving the moderating role of conformity and social media influence related to the SR identity were not supported, there was insight gained from this testing. Although direct implications cannot be made from the lack of support for these hypotheses, some implications can be drawn as to why these hypotheses were not supported. Firstly, these results could suggest that the decision to engage in SR public consumption behavior may not be a result of the influence of others but may be a direct reflection of how Millennials choose to display their personal commitment to social responsibility. Our findings related to the mediating role of SR personal not social identity salience further support this view, and suggest that there may be other individual-oriented (e.g., altruism) rather than group-oriented moderating factors that influence Millennials SR identity

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salience and consumption behavior. Secondly, although the study sample was fairly equally split between low and high conformity individuals, high conformity need not imply a willingness to invoke an SR social identity or engage in SR public consumption behavior since the relationship between conformity and social responsibility is not clear. While Millennials may be high in conformity, it also does not suggest that this will negate the effects of the importance of the individual values associated with the SR identity. Therefore, it could be possible that the activation of salient SR social identity may not be the result of a general conformity orientation, but a more closely related group-oriented variable, such as consumer susceptibility to interpersonal (normative and informational) influence (Bearden, Netemeyer, & Teel, 1989) related to SR consumption.

With respect to the lack of support for the moderating role of social media influence related to the SR identity, first, a closer look at the scale measuring this construct is warranted. On closer examination, this scale contains items and dimensions that seemingly facilitate both personal (e.g., some stories on social media touch me deep down) and social SR identities (e.g., I bring up things I have seen on social media about social responsibility in conversations with many other people) and hence both public and private SR consumption behaviors. In light of this, individuals who experience high/low social media influence related to SR identity may not behave differently with respect to public and private SR consumption behavior since this construct facilitates both. On hindsight, a more valid hypothesis may be that individuals who experience high social media influence related to their SR identity may be more likely to engage

in public *and* private SR consumption behaviors than those who experience low social media influence related to the SR identity. This proposition needs to be examined in future research.

Secondly, social media may not have proven to exert any influence because of the perception of the opinions online and the degree to which they are skewed regarding social responsibility. Millennials may interpret the information on social media regarding social responsibility as an attempt by companies to "greenwash" their actions. Greenwashing is the intentional misrepresentation of a company's SR efforts (Alves, 2009). Thus, social media may not be a trusted source for information for these types of topics where personal values play such an extensive role. This explanation was supported by demographic information that captured how Millennials encourage others to engage in SR behavior. Social media was the second largest method used for informing others about SR initiatives, but face-to-face interaction was more than double.

Implications

This study provides several important implications. First, this research filled a critical gap in scholarly literature regarding SR and Millennials by: a) shedding light on how Millennials define SR consumption, and b) examining the roles that SR identity commitment and SR personal and social identity salience play in SR public and private consumption behavior. While previous research (Pinto et al., 2014; Stets & Biga, 2003; Stryker & Serpe, 1982) has supported the idea of identity salience mediating the relationship between commitment and behavior, no research has found quantitative support for personal identity salience as a mechanism for

explaining Millennials' SR consumption behavior. This finding furnishes theoretical support for Identity theory and symbolic self-completing theory, extending their applicability to the context of SR consumption, and further supporting the importance of personal identity-driven behaviors among Millennials. This implication is particularly relevant to companies in formulating identity-based SR initiatives and that have the potential to resonate with the Millennial consumer.

As previously noted, SR Millennial consumers identify with social responsibility as a way to reduce consumption and/or reuse products. This implies that Millennials may be reluctant to purchase products that are considered "green" or not harmful to the environment. This may explain why intentions of Millennial consumers are sometimes inconsistent with actual behavior (Twenge & Campbell, 2012). For marketers, this means that initiatives that provide Millennials the ability to lessen the effect of harmful behavior or reuse products, but do not require them to purchase more, may connect more with this consumer group.

Next, in regard to the moderating influence of conformity and social media, the current study provides insights for corporations and marketing professionals. What is best learned is why social media related to the SR identity did not produce the proposed result. One reason could be attributed to both the personal and social components included in the social media related to the SR identity scale. This means that Millennials may engage in social media related to the SR identity to fulfil both personal and social needs. Creating CSR initiatives that resonate personally with the Millennial consumer is hence more important than creating CSR campaigns that rely heavily on social media. Because of the sensitive nature of the topic and the possible

skewed view of social media, social media may not be viewed as a viable source of information on CSR initiatives for Millennials who are actually committed to the SR identity.

Results showed that Millennials encourage others to be SR through individual contact (55.6%) followed by social media (26.8%) and text messages (18.9%). While social media and the Internet are important, results show that actual face to face contact is more important when encouraging others to be SR. For industry this means that it is important to associate their SR initiatives with a human component. This implies that SR initiatives cannot rely on the Internet and social media alone to be effective among Millennials. Instead, these initiatives should include a human aspect where individuals are able to engage with involved others through human interaction.

Limitations & Future Research

The purpose of this research was to construct a scale that enabled measurement of SR public and private consumption behavior and to explore the relationship SR identity commitment and SR private and public identity salience plays in Millennial's decision to engage in SR consumption behavior. Past studies (Bakewell & Mitchell, 2003; Nobel et al., 2009; Nowak et al., 2009; Paulin et al., 2014) have found student populations as adequate for researching Millennials, however sampling students from one area of the country represents only a small subset of the Millennial population. Thus, the sample for both the qualitative and quantitative study represent a limitation since it was limited to one university, in one area of the country. Hence, the results of this study are limited in generalizability. Another limitation in regard to

using a student sample may be the ease and frequency in which respondents have access to SR organizations and initiatives. Because respondents live and possibly work in the same environment, face to face communication may be more prevalent than in other environments.

Second this study adapted SR identity commitment scale which after validation and reliability testing only contained three items. This may not represent the most accurate measure of SR identity commitment. Future research should further validate the relationships found using a different scale to measure SR identity commitment. Additionally, this research raised questions about Millennials trust in social media and how that trust influences decisions. Future research should look at Millennials trust of the content regarding social responsibility and how that influences their behavior.

As a result of the findings regarding social media influence related to the SR identity, conceptual changes to the tested hypotheses were suggested in the discussion section, proposing that Millennial's high in social media influence will engage in higher public and private SR consumption behavior than those low in social media influence related to SR identity. This proposition needs to be tested in the future. Lastly, this research examined and supported SR and the Millennial consumer from the theoretical perspective of the Identity theory and the Symbolic Self-Completion theory. Given the limited scope of conformity and social media related to the SR identity, there may be other variables operating at in individual rather than group level that may influence Millennials commitment to the SR identity, such as altruism and susceptibility to interpersonal influence.

Future research is also needed to further validate the SR public and private behavior scales developed in this study among Millennials from diverse geographic, ethnic, social, and educational backgrounds. Additionally, research should focus on the "stance" social media takes and if that stance influences purchase decisions. This research has been clear in its stance that social responsibility is an individual value and therefore how a Millennial views social responsibility may be more influential than social media.

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APPENDIX A

Interview Questions and Script

Prescreening question: Please rate your level of agreement with the following statement on a 5 point scale with 1 being strongly disagree and 5 being strongly agree:

I would consider myself a socially responsible consumer.

Respondents who rate themselves as 2 or lower will be told:

Thank you for your willingness to participate in this research unfortunately you do not meet the requirements. No further action is required on your part.

Respondents who rate themselves as 3 or higher:

Thank you for your willingness to participate in my research. The interview will take about 15 – 20 minutes.

I have attached a copy of the information letter, please read the information letter and reply yes if you give consent to partake in the interview.

I would like to ask you about your understanding of social responsibility and socially responsible consumption behaviors but first, I would like to ask you some general demographic question.

1. Please provide your age, ethnicity, gender, highest educational attainment, and marital

   status?

The next questions are related to social responsibility:

2. What does it mean to be socially responsible?

3. Why do you consider yourself to be a socially responsible consumer?

4. Why is social responsibility important to you and what motivates you to be socially

   responsible?

5. Thinking about your purchase and consumption behavior, what specific types of socially

   responsible behavior do you engage in?

6. How frequently do you make socially responsible purchases and what factors influence your decision to purchase products/brands that are tied to social responsibility?

Thank you very much for your answers. You have completed the interview.

Please let me know the best method of delivery to provide you with your stipend for this interview.

APPENDIX B

Dear Participants:

You are invited to participate in a research study to examine the socially responsible purchase behaviors of consumers. The study is being conducted by Olivia Johnson, PhD student under the direction of Dr. Veena Chattarman, Associate Professor in the Auburn University Department of Consumer and Design Sciences. You are invited to participate because you were born between 1980 and 1997.

Your participation is completely voluntary. If you decide to participate in this research study, you will be asked to complete an electronic anonymous survey hosted at Qualtrics.com. Your total time commitment will be approximately 20 minutes. In return for your participation, you will have the option to enter a random drawing with a chance to **win one of 30 $10 gift cards.**

We assure that the participation in this study would put you in no physical or psychological risks other than the minimal inconvenience of completing this questionnaire. The information collected through this survey will remain completely anonymous. No identifiers will be used to link your responses to your identity.

If you change your mind about participation, you can withdraw at any time during the survey by closing the browser. If you have questions about this study, please contact Olivia Johnson at odj0001@auburn.edu.

Follow this link to the Survey:
Take the Survey
Or copy and paste the URL below into your internet browser:

https://auburn.qualtrics.com/SE?Q_DL=72I763gy1FbzVo9_0NT9THdtqMFkHbv_MLRP_7PbA

2hTpIr9qbuB&Q_CHL=email

APPENDIX C

Please answer the following questions about your *socially responsible purchase behavior*.

Please indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I reduce my purchasing.	1	2	3	4	5
I try not to shop for things I don't need.	1	2	3	4	5
I only buy what is needed.	1	2	3	4	5
I try to reduce my consumption of things.	1	2	3	4	5
I purchase less.	1	2	3	4	5
I try to use items that are reusable.	1	2	3	4	5
I try to purchase products and services that not only meet my needs, but will be of minimal harm to the environment.	1	2	3	4	5
I try to use items that are recyclable.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I purchase products from companies that are helpful to the global community.	1	2	3	4	5
I purchase products from companies that respect the environment.	1	2	3	4	5
I support companies who invest in positive social practices.	1	2	3	4	5
I purchase from companies that have ethical practices towards their employees and environments.	1	2	3	4	5
I buy products from companies that have ethical practices towards their employees and environment.	1	2	3	4	5
I support causes that are socially responsible.	1	2	3	4	5

Please answer the following questions about *the organizations you participate in and your relationships related to those organizations.*

	Very Unimportant	Unimportant	Neutral	Important	Very Important
Please indicate whether you have joined any organizations related to social responsibility.	1	2	3	4	5
If so, how many?					
Do you have any friends through activities related to social responsibility?	1	2	3	4	5
If so, how many?					

Please indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have joined organizations related to social responsibility.	1	2	3	4	5
I have made friends through activities related to social responsibility.	1	2	3	4	5

Please rate the importance of the following statements.

	Very Unimportant	Unimportant	Neutral	Important	Very Important
How important is it that your parents view you as socially responsible.	1	2	3	4	5
How important is it that your friends view you as socially responsible.	1	2	3	4	5
How important is it that others view you as socially responsible.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Being socially responsible is an important part of who I am.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social responsibility is something about which I have a clear feeling.	1	2	3	4	5
Being socially responsible means a lot to me.	1	2	3	4	5
I usually think about social responsibility.	1	2	3	4	5
Social responsibility is important to me as an individual.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Being socially responsible is an important part of the group(s) that I identify with.	1	2	3	4	5
Social responsibility is something about which the group(s) that I identify with have a clear feeling.	1	2	3	4	5
Being socially responsible means a lot to the group(s) that I identify with.	1	2	3	4	5
The group(s) that I identify with usually think about social responsibility.	1	2	3	4	5
Social responsibility is important to me as a member of the group(s) that I identify with.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I rely on, and act upon the advice of others.	1	2	3	4	5
I am the last one to change my opinion in a heated argument on a controversial topic.	1	2	3	4	5
Generally, I'd rather give in and go along for the sake of peace than struggle to have my way.	1	2	3	4	5
Basically, my friends are the ones who decide what we do together.	1	2	3	4	5
I am more independent than conforming in my ways.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If someone is very persuasive, I tend to change my opinion and go along with them.	1	2	3	4	5
I don't give in to others easily.	1	2	3	4	5
I tend to rely on others when I have to make an important decision quickly.	1	2	3	4	5
I prefer to make my own way in life rather than find a group I can follow.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media inspires me to be socially responsible.	1	2	3	4	5
Social media makes me think of social responsibility in new ways.	1	2	3	4	5
Social media stimulates my thinking about social responsibility.	1	2	3	4	5
Some stories on social media touch me deep down.	1	2	3	4	5
I bring up things I have seen on social media about social responsibility in conversations with many other people.	1	2	3	4	5
Socially responsible topics on social media often gives me something to talk about.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using social media to be socially responsible makes me feel like a better citizen.	1	2	3	4	5
Using social media to be socially responsible makes a difference in my life.	1	2	3	4	5
Using social media to be socially responsible makes me more a part of my community.	1	2	3	4	5

Social media helps me to make socially responsible purchase decisions.	1	2	3	4	5
Social media provides information that helps me make socially responsible decisions.	1	2	3	4	5
I give advice and tips to people I know about social responsibility based on things I've read on social media.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I'm as interested in input from other users on social responsibility as I am in the regular content on social media.	1	2	3	4	5
A big reason I like social media is what I get from other users about social responsibility.	1	2	3	4	5
Social media does a good job of getting its visitors to contribute or provide feedback on social responsibility.	1	2	3	4	5
I'd like to meet other people who are socially responsible and on social media.	1	2	3	4	5
I've gotten interested in social responsibility because of others on social media.	1	2	3	4	5
Overall, individuals on social media are pretty knowledgeable about social responsibility so you can learn from them.	1	2	3	4	5

*Almost done! Please answer the following questions regarding your previous donation behavior and demographics.

 In the past 12 months, have you donated (either money, time or possessions) to charity?
_____YES

_____NO

Looking at the following, how many times over the last 12 months have you engaged in the following donation types:

Type	Frequency
Monetary donation	
Monetary donation in conjunction with product purchase	
Purchase of product where proceeds go to a charity or cause	
Donation of possessions	
Donation of time	

How do you get news and/or information about charitable organizations or events that interest you (check all that apply)?
_____CHATROOMS
_____BLOGS
_____SOCIAL NETWORKING (Specify e.g. Twitter, Facebook _____)
_____TELEVISION
_____WEBSITES
_____NEWSPAPER
_____EMAIL
_____MAIL
_____MAGAZINES
_____WORD OF MOUTH
_____OTHER (Specify _____)

20. Do you encourage others (e.g. friends and family) to donate to charities or causes that you support?
_____YES
_____NO

If so, how?
_____TALK TO OTHERS FACE TO FACE
_____SEND AN EMAIL
_____LIKE OR COMMENT ON FACEBOOK
_____RETWEET A TWEET FROM OR ABOUT A CHARITY
_____SEND OR FORWARD A TEXT MESSAGE
_____OTHER (Specify _____)

Please provide your major area of study.
_____

What is your **gender?**
_____MALE
_____FEMALE

What is your **age?**
_____ YEARS OLD

What is **the highest level of education** you have completed?

_____8TH GRADE OR LESS
_____SOME HIGH SCHOOL
_____HIGH SCHOOL DEGREE
_____SOME COLLEGE OR TECHNICAL SCHOOL
_____COLLEGE DEGREE (4 YEARS)
_____SOME GRADUATE SCHOOL
_____GRADUATE DEGREE (MASTER'S, DOCTORATE, ETC.)

Which of the following **ethnic groups** do you consider yourself to be a member of?

_____NON-HISPANIC WHITE (Caucasian American)
_____NON-HISPANIC BLACK (African American)
_____HISPANIC
_____ASIAN/PACIFIC ISLANDER
_____AMERICAN INDIAN/ALASKAN NATIVE
_____OTHER (Please specify: _____)

Which of the following ranges includes your **total annual household income** from all sources?

_____ Under $25,000
_____ $25,000 TO $49,999
_____ $50,000 TO $74,999
_____ $75,000 TO $99,999
_____ $100,000 TO $149,999
_____ $150,000 and over

Which of the following describes your current **marital status**?

_____SINGLE AND NEVER MARRIED
_____MARRIED without children
_____MARRIED with children
_____SEPARATED
_____DIVORCED
_____WIDOWED

What is your current academic standing?

_____ Freshman
_____ Sophomore
_____ Junior
_____ Senior
_____ Graduate School
_____ Not in school

How often do you use the Internet?

_____EVERYDAY
_____MORE THAN ONCE A DAY
_____ONCE A DAY
_____ONCE A MONTH
_____LESS THAN ONCE A MONTH

On average, how many hours per day do you spend on the Internet?

_____LESS THAN 1 HOUR A DAY

_____1 – 2 HOURS

_____2 – 3 HOURS

_____3 – 4 HOURS

_____MORE THAN 4 HOURS A DAY

What do you like doing most online?

_____CHATROOMS

_____BLOGS

_____MUSIC (e.g. Itunes)

_____INSTANT MESSENGER (e.g. MSN, Yahoo)

_____GAMING

_____FILE SHARING

_____SHOPPING

_____SOCIAL NETWORKING (e.g. Facebook, MySpace)

_____WEB BROWSING

_____INTERNET TV

_____OTHER (_____)

Are you a member of any social media networks?

_____YES

_____NO

What social media networks are you a member of?

_____ FACEBOOK

_____ INSTAGRAM

_____TWITTER

_____SNAPCHAT

_____YOUTUBE

_____TUMBLR

_____PINTEREST

_____GOOGLE+

_____LINKEDIN

_____VINE

_____GROUPME

_____OTHER (Please specify _____)

On average how much time do you spend on social media a day?

_____LESS THAN 1 HOUR A DAY

_____1 – 2 HOURS

_____2 – 3 HOURS

_____3 – 4 HOURS

_____MORE THAN 4 HOURS A DAY