

DETERMINANTS OF SIMPLICITY BEHAVIOR: EFFECTS ON SUSTAINABLE CONSUMPTION AND LIFE SATISFACTION¹

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Abstract

Sustainable consumption gains popularity in recent years that mainly purposes monitoring production activities in terms of environmental and natural resources and prevention or minimizing overconsumption patterns based on materialistic culture. In the study, sustainable consumption and voluntary simplicity behavior of American consumers were analyzed and proposed a structural equation model which describes antecedents of the sustainable behaviors and its effects on life satisfaction.

The results of the study fill an important gap in the literature when considering the scope and originality of the proposed model, and elaborate the direct and indirect relationships among the related variables. In the analyzes, voluntary simplicity behaviors were evaluated in three dimensions as common simplicity behavior, conscious buying behavior and conscious product usage, and the effects of these variables on life satisfaction and affecting sustainable consumer behavior were revealed. In addition, negative motivations for earning money, level of materialism, perceived consumer effectiveness and environmentalist behaviors are important determinants of sustainable behavior and life satisfaction.

Key Words: 1. Voluntary Simplicity, 2. Sustainable Consumption, 3. Materialism, 4. Life Satisfaction.

JEL Classification: M31, E21, D12, Q56, N51.

Introduction

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There is a growing focus on eliminating negative effects of increasing consumption (Hult 2011). Many scholars see the increasing consumption as a cause of problems we face today, such as environmental and cultural pollution, depletion of natural resources. The growth of world population with increasing consumption capacity of all resources in an uncontrolled manner and led scholars question the current system and the current lifestyle people lead and aspire. Increased consumption of resources, on one hand, boosts consumers' hedonic tendency based on material, and on the other hand, jeopardizes environment and eco-system, and life capacity of next generation. Therefore, environmental and social life problems arising from over-consumption are vital issues that need to be resolved in the 21st century.

The understanding of economic and social systems that have aimed to increase individuals only material aspects of welfare until 1970s, have started changing towards social responsibility, environmentally responsible behaviors, caring with next generation needs. In this regard, sustainable consumption has gained prominence in literature right after Rio Declaration on Environment and Development in 1992. The term sustainable consumption is defined in parallel to the Brundtland definition for sustainable development as:

“the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life-cycle, so as not to jeopardize the needs of future generations” (Norwegian Ministry of Environment, 1994).

Therefore, sustainable consumption can be seen as a framework that proposes monitoring of production activities in terms of environmental and natural resources, and prevention or minimizing overconsumption patterns based on materialistic culture.

The most important implication of the concept of sustainable consumption in consumer behavior is Voluntary Simple Lifestyle in which particularly developed countries have greater followers. Voluntary Simplicity represents low level of consumption, environmentally responsible and self-sufficient way of life. This concept, which was first introduced by Richard Gregg (1936), describes “singleness of purpose, sincerity and honesty within as well as avoidance of exterior clutter, of many possessions irrelevant to the chief of purpose of life.” The

importance of the concept was forgotten after World War II, in the period of consumption boom, but reemerged in 1970s as more and more consumers focused on enriching their inner lives and simplify their lives (Shama :1985). Voluntary simplicity (VS) has remained its importance as an example of “examined life” and researches on the life style have increased for four decades. The number of followers of VS remains unanswered since types, characteristics and even descriptions of the life style are not clear. Many of researches in this area have been done with qualitative manner which increase our knowledge in broader sense. But questions of what is the correlation level between lifestyle and other behavioral approaches, consumer tendency to adopt or number of followers and so on are subject to quantitative researches.

In this study, the determinants of simplicity behaviors and its relationship with other value and behaviors were examined. It was proposed that VS behaviors were formed by four dimensions namely Conscious Buying Behavior, Conscious Product Usage, Common Simplicity Behaviors and Low Consumption. Although these dimensions could be found in the VS literature, validation of the scales and its structural equations have never been established before. Therefore main focus of the research was to create a model depicted determinants of the simplicity behavior, and its contribution to life satisfaction. In this content, the effects of six value and behaviors on simplicity behavior (SB) were tested. These were negative motives for making money, materialism, social comparison, perceived consumer effectiveness, environmentally responsible behaviors and life satisfaction. The effects of these determinants of SB and relationship with the life satisfaction can contribute understanding simplicity behaviors and future consumer movement related with sustainable consumption. Motivations, values and behaviors related with VSL might effects future research on consumer behaviors and movement to establish sustainable and more humanitarian consumption practices.

Concept of Voluntary Simplicity and Sustainable Consumption

Voluntary simplicity is a way of life intended to maximize individual’s control over his/her own life (Leonard-Barton:1981). “This control intention generally involves non-materialist and inner aspects of life to cultivate whole life satisfaction.” Following Gregg (1936) Leonard-Barton (1981), and Etzioni (1998) has stressed the term

“voluntary.” Etzioni (1998, p. 620) describe the individuals who follow this lifestyle as:

“people who choose out of free will – rather than by being coerced by poverty, government austerity programs, or being imprisoned – to limit expenditures on consumer good and services, and to cultivate non-materialistic sources of satisfaction and meaning”.

There are different perspectives on the nature of voluntary simplicity. Some scholars argue that it is a behavior; Etzioni (1998) and Leonard-Barton and Rogers (1980) claim that it is a behavior of people living in affluent societies that want to reduce their consumption. While other scholars, such as Shama (1981) sees it as a behavior that is adopted to deal with economic hardships. Others, such as Elgin (1981), McGouran and Prothero (2016) accept it as a belief system and contend that it is a way of living that emphasizes values rather than material possessions. Another group of scholars argue that it is both a belief system and practice that focuses on nonmaterial aspects of life (Zavestoski: 2002, Huneke: 2005, McDonald *et al.*: 2006).

All these approaches should be valid in a sense of various meaning of intrinsic human values. Individuals follow voluntary simplicity for different reasons, concern for environment, religion, or physical wellbeing (Craig-Lees and Hill: 2002, p. 191), which make it hard to conceptualize as a whole. From this point of view, Elgin and Mitchell (2003) identify key, independent values of voluntary simplifiers:

- *Material simplicity* - consuming less (in terms of number of products consumed not cost of consumption.)
- *Human Scale* - living and working in smaller, decentralized and less complex environments. The focus is on making each individuals contribution known.
- *Self-determination* - independence – not relying on large/complex organizations for survival.
- *Ecological awareness* – recognizing interdependence between people and natural environment with an emphasis on limited availability of natural resources

- *Personal growth* – concentrating on self-realization (growing both psychologically and spiritually.)

Johnson and Burton (2003) who analyzed books and some articles related with voluntary simplicity written between 1997 and 2002 found similar dimensions and values with Elgin. These are: Self, Relationship, Society, and Earth. But all of these dimension and value definitions largely depend on philosophical explanation rather than current opinion of individuals. Although these all may logical and desired dimension that promote humanism and environmental thinking, validation of these approach is needed to verify understanding society's value in a sense of simplicity life style. Another problem with these dimensions is related with the level of simplicity. It is clear that all individuals have not same pattern with this idea, and have various reasons to follow as discussed next. Describing individuals paradigms related with simplicity requires wide survey instead of idealistic explanation aimed to promote it as in the popular books.

Although there are numerous researches which classified the voluntary simplicity behaviors (Elgin and Mitchell: 1977;2003; Etzioni: 1998, Shaw and Newholm: 2002), majority of them use qualitative techniques to learn Leonard-Barton and Rogers (1980) more about consumers who follow voluntary simplicity. Other researches like Leonard-Barton and Rogers (1980), Leonard- Barton (1981), Huneke (2005), McDonald et al. (2006) attempted to develop voluntary simplicity behavior in quantitative manner.

The classifications in the literature consider mainly simplification trends in consumption (Elgin Mitchell: 1977;2003; Etzioni: 1998; 2004; Huneke: 2005; McDonald et al.: 2006) or ethical approaches to consumption (Shaw and Newholm: 2002), Consumption motivations (Leonard-Barton and Rogers: 1980, Leonard-Barton; 1981). According to existing classifications in the literature, it can be expressed that VS concept is shaped on the basis of purchasing behavior, product usage level and basic simplification behaviors. Therefore, it can be argued that this three-dimensional simplification tendency, which occurs in parallel with the tendency of simplification in consumption when ethic and consumption motivations of the subject are neglected, may be useful for measurement.

Effects of Materialism and Money Motives on Voluntary Simplicity

Voluntary simplicity literature states the term of “voluntary” as a mean of financial ability to deny materialist aspect of life. As we discussed above Elgin (1998) proposed that they are the people who already have financial resources and choose the lifestyle to meet intrinsic needs rather than material desires. In addition to that living simplicity voluntarily will depend on one’s wealth. With this line of discussion Craig-Less and Hill (2002) contributed to Elgin by emphasizing the role of resources to adopt voluntary simplicity lifestyle. Thus one can argue that money and motives of money is still important even though the context of the lifestyle which is far from financial success. However researches on money motives in regard of voluntary simplicity have been neglected although it is significant determinant on choosing lifestyle. The differences between regular consumer and voluntary simplifier (if so) according to money motives can give an opportunity to understand important aspect of the lifestyle. Necessity of wealth to live simple life in this regards needs to investigate these motives and differences with the non-voluntary simplifiers.

In the literature, researchers described different aspect of money motives which has been the subject of considerable research. Although researches explaining money motives of voluntary simplifiers are limited, there are respectable researches on materialism which can be genesis point in this sense. Belk (1984, 291) defines shortly materialism as "the importance a consumer attaches to worldly possessions." Sirgy (1998, 243) with the same line defines as a “condition in which the material life domain is considered to be highly salient relative to other life domains”. The reason of tendency to material life domain generally sources from non-utilitarian needs (e.g. power, status seeking) which contributes consumer culture (Belk: 1988).

In the context of materialism there are voluminous researches to report harmful effects of materialism to one’s level of happiness, subjective well-being or life satisfaction (Sirgy: 1998, Cole et al.: 1992, Dawson and Bumossy: 1991, Richins and Dawson: 1992, Killbourne and Pickett; 2008, Deci and Ryan: 2002, 2008 ; Ryan and Deci: 2000). In the one explanation of the harmful effects on subjective well-being sourced from setting standard of living. According to Sirgy (1998) materialists tend to be more emotionally involved material life domain than non-

materialists (like voluntary simplifiers). Emotional involvement and continuously thinking material acquisition as a main goal of life induce them to set high standards based on affective than cognitive expectations. These affective expectations which are commonly related with material pursuits do not sourced from realistic perceived ability, past experiences or predicted standard of living but sourced from idealistic images of high standards (ideal expectation, deserved standard of living and minimum need expectation) that other people have already had. Thus they are dissatisfied with their standards of living when they do not reach the high level of idealistic acquisition. Their tendency to make upward social comparison, experience inequity in their society and feel low-income owner to buy their desired goods make them dissatisfied which devastate their life in general. Consumer society in modern times emphasized this material possession tendency with a view to enhance one's social status (Furnham and Argyle: 1998).

Another explanation of harmful effect on satisfaction in a sense of money motives has argued in self determination theory (Kasser and Ryan: 1996; Ryan, Sheldon, Kasser and Deci: 1996; Deci and Ryan: 2008; Stone, Bryant and Wier: 2010). The theory proposed that people are active agent with innate tendencies toward psychological growth, and development and have competence and autonomy needs (Deci and Ryan: 2008). With the same line, humans have three core psychological needs: competence, relatedness and autonomy. *“Competence is the belief that one has the ability to influence important outcomes. Relatedness is the experience of having satisfying and supportive social relationships. Autonomy concerns the experience of acting with a sense of choice, volition and self-determination”* (Stone, Deci and Ryan: 2009 77). Acting from intrinsic motivation in a event makes people feel free what they are doing and they do not feel controlled or compelled by force outside themselves. When their action fulfills their three needs, their motivation will be high. It is asserted in the theory that controlling aspect of an event diminishes people's autonomy by pressuring them to think, feel, or believe in particular way (Srivastava et al.: 2001) Thus external control of human action undermines intrinsic motivation. According to proponent of the theory of money is an extrinsic reward and controls person life externally. Thus controlling aspect of money will decrease person autonomy and inner motivation that negatively affects life in general. Any extrinsic goals such as gaining money as part of materialist value have negative affect on person psychological health. But

conversely intrinsic goals self-acceptance, emotional affiliation and community involvement as described by Ryan et al. (1996) have positive affects.

All two explanations about motives in a sense of materialism help us to understand the harmful effects on psychological health but not the dynamics of voluntary simplicity. If all those finding could explicit whole pictures, we would have to say wealthy voluntary simplifiers were all materialist in terms of necessity of money to experience this life style. However, researchers argue that money motives have not even negative affect on subjective well-being. In this sense it is necessary to examine money motives to explain voluntary simplifiers' approach on money.

Although there are many researches which explicitly indicate harmful effects, money motives and materialism literature states that some meaning of money is not harmful on psychological health. Srivastava et al. (2001) for example identified three high order dimensions which included ten factors of motives for making money. Positive motives indicate the efforts of making money to meet life necessities, feel pride and use money as a measurement of the one's market worth. The second, freedom of action motives imply spending money the way one wants includes having leisure time or volunteer activity, donating money and blowing on shopping. Lastly, negative motives include pursuing money in order to gain high status in social comparison and remove of self-doubt. In the study, authors outlined that positive motives and freedom of action are not related with subjective well-being but negative ones are (Srivastava et al.: 2001). Thus having good reason for making money should be source of inspiration for voluntary simplicity lifestyle. This finding is consistent with the discussion of materialism which may have opposite meaning of simplicity. For example Csikszentmihalyi and Rochberg-Halton (1981) have proposed two forms of materialism based on the purpose of consumption. Instrumental materialism indicates essential means for discovering and furthering personal values and goals of life. This form of materialism refers to meet life necessities, according to authors, is not harmful. But when consumption has no goal beyond possession itself or when main reason of consumption is to gain social status and generate envy or admiration of others, the materialism can be more dangerous form titled terminal. Even though it is really hard to make determination of instrumental versus terminal materialism (Richins and Dawson: 1992),

this view can contribute money motives literature. According to this interpretation of materialism, motives of making money with good reason, for example caring family, saving for future, might explain voluntary simplifiers behaviors on money. This view is also compatible with the self-determination theory. Because as we discussed above, the main argument for the negative effect of pursuing money on subjective well-being was the idea of limiting one's life by determining how to think or believe in order to make money. But when the efforts of making money are considered as the way of autonomy with the instrumental approach, the motives might contribute one's subjective well being or at least not spoil. However, from Srivastava et al. (2001) point of view that argued motives of positive and freedom of action were not related to subjective well being, it is suggested in the study that only negative motives directly and indirectly related with the materialism. In this sense, it can be hypothesized as follow:

Hypothesis 1: Negative motives of making money negatively effects level of simplicity of people.

Hypothesis 2: Materialism negatively effects on simplicity behaviors.

Hypothesis 3: Materialism mediates effects of money motives on simplicity level.

Environmental Behavior and Perceived Consumer Effectiveness

Voluntary simplicity lifestyle generally outlines responsible consumption behaviors through decreasing consumption level, caring social, environmental or ethical effect of consumption behaviors. Many practices of the lifestyle are highly related with responsible consumption. Huneke (2005), for example, found out 21 common practice related with voluntary simplicity and nine of them represent socially responsible behaviors which are most important element to explain voluntary simplicity in relation to other dimensions. Similar findings can be found in Leonard-Barton's (1981) study that mainly stated that voluntary simplicity can be characterized by ecological awareness with other three dimensions and she strangely offered a voluntary simplicity scale which all dimensions were related with socially or environmentally responsible consumption (e.g. biking, recycling, self-sufficiency in goods or services, less consumption). Craig-Less and Hill (2002) also stated that the

importance of environmental and social welfare for voluntary simplifiers is higher than for other group. Elgin (1981) also offered that environmental and social considerations could be used as a discriminator between voluntary simplifier and non-voluntary simplifiers. Recent study also showed that environmentally responsible consumerism tendencies were influenced by consumption values and VS lifestyle (Aydin, Kazancoglu: 2017). These findings clearly state that environment responsible consumption is one of the most essential elements for simple living. But when the kinds of voluntary simplicity are taken into account, consumer environmental responsibility approaches might be different in sub dimensions of the lifestyle.

According to Etzioni's (1998) characterization, which is described voluntary simplicity as generic term of a variously motivated phenomenon, downshifters are those people who adopt this idea for altruistic or self-centered motivations. Although their consumptions are still low like other group of people who choose this life style based on social or environmental consideration, their basic motivations are to reduce stress associated with high pressure work situations or to have more free time rather than environmental or ethical concerns (Barton et al.) 2006). Shaw and Newholm (2002) assert that ethical simplifiers are distinguished from downshifter by their concerns about environmental, social and animal welfare issues. Taylor-Gooby (1998: 647) outline that "downshifting indicates a movement of social values away from ostentation, but it is not clear that downshifters will abandon income disparities or ecologically damaging consumption practices." Like Etzioni's classification, environmentally responsible behaviors are important point to distinguish types of voluntary simplifiers in other classifications proposed by numerous authors. Barton and Rogers (1980), for example, describe Conservers and Crusaders as people who have strong ethics and social consciousness unlike conformists who engage in voluntary simplicity behaviors for less well-defined reasons like guilt at being so wealthy or sympathy. Authors give an example of conformist family (p.32) "*they moved from extremely ecology-conscious neighborhood to a more ecologically inactive neighborhood and discontinued many of the voluntary simplicity practice they had adopted earlier*" McDonald et al. (2006) make similar point that three types of Beginner Voluntary Simplifiers (apprentice, partial, and accidental) are not familiar with environmental language or benefits of using one product or service over another unlike voluntary simplifiers. Thus

socially or environmentally responsible behavior consciousness on the one hand can use to discriminate intensity of voluntary simplicity, on the other hand closely related construct with simplicity behavior. Especially early work on VS generally depended on environment awareness or social consciousness (Shama: 1985, Shama and Wisenblit: 1981, Leonard-Barton: 1981) that were criticized other researchers. Therefore, it can be hypothesized that socially responsible behaviors is the most important determinant for simplicity behaviors.

Hypothesize 4 : Environmentally responsible behaviors are most important determinant for simplicity behaviors.

Perceived consumer effectiveness (PCE) was conceptualized as the extent to which the consumer believes that the efforts of an individual acting alone can make a difference (Kinnear, Taylor, and Ahmed: 1974). Although it is clear that consumer practices form market conditions, awareness of the effectiveness should be considered by the tendency of power feeling that unwanted conditions may change through self-actions in the market place. When consumers aware that things for example ecologic problems can simply be change by their actions regardless of general tendency of the society, their action and behaviors can be different, if they feel effectiveness themselves. Consumer action or intentions are affected by the degree to which they believe the occurrence or evasiveness of an event by their action (Thompson: 1981). Ellen, Wiener, Cobb-Walgren (1991) describe PCE as domain-specific belief that the efforts of an individual can make a differences in the solution of problem and the belief of effectiveness may be directly affected by knowledge, direct experience and the experiences of others (Brown: 1979; Thompson: 1981). Therefore when ecological concerns or general knowledge of current over consumption practices or negative correlation between over consumption and life satisfaction are known, the level of effectiveness may arise which affect direct behavior of the consumers in favor of environment or simplicity. But lack of knowledge or the feeling that one has no control over the ecological problems by changing behavior oneself reduces behavioral intentions and behavior, even circumstances where attitudes or social norms towards the action are very favorable (Ajzen: 1985). Close connection between perceived effectiveness and behavioral control increase the importance of sophisticated consumer to change social problem regarding environment and simplicity practice.

The researches also indicate that PCE and social consciousness were positively correlated variables. Straughan and Roberts (1999) stated that PCE was single predictor of environmental conscious behavior and high PCE level directly affected one's environmental behavior. Ellen et al.(1991) also proposed that since individual's level of effectiveness strongly influence one's willingness to make a voluntary sacrifice for environment, the specific public policies would encourage voluntary green behaviors and increasing knowledge of society on environmental issues cause their effective feelings. Therefore it can be hypothesized as follows:

Hypothesize 5: PCE determines consumers' environmentally responsible behaviors.

Hypothesize 6: Environmental responsible behaviors mediate the effects of PCE on simplicity behaviors

Voluntary Simplicity and Life Satisfaction

The outcome of the VS lifestyle was generally argued in the context of subjective wellbeing. Since the concept of VS highly related with self sufficiency, ecological responsibility reduced materialism, self control of the life and spiritualism, well-being or subjective judgment of an individual's satisfaction with life has close relationship with the concept of well-being. Along with Ryan and Deci's self determination theory and its classification (autonomy, competence and relatedness), experiencing fulfillment of these three needs fosters well-being and optimal psychological development (Ryan and Deci: 2000) and that thwarting of these needs leads to psychopathology. Rich et.al. (2017) confirmed the relationship between VS and life satisfaction and stated that one may find that people who are not reliant on the marketplace for their requirements, who feel competent in producing their own goods and who share resources, may have more opportunities to experience the gratification of the three psychological needs in their lives. Furthermore, the spiritual approach to VS also stated close relationship between the two variables (Chowdhury: 2016). The authors, such as Elgin (1981), Elgin and Mitchell (2003), Zavestoski (2002), Craig-Lees and Hill (2002) emphasized that people have different reasons to follow the VS lifestyle and these are mainly related with personal growth, life satisfaction and material simplicity. In addition to VS literature, materialism and motives for making money literature as explained above

are strong antecedents of the life satisfaction (Sirgy: 1998, Cole et al.: 1992, Dawson and Bumossy: 1991, Richins and Dawson: 1992, Killbourne and Pickett: 2008, Deci and Ryan: 2002, 2008 ; Ryan and Deci: 2000, Srivastava et al.: 2001). Although some of the researches emphasized the direct relationship between materialism (material possessions related with money) and life satisfaction (i.e. Sirgy 1998), mediation role of VS lifestyle has not been tested in the literature. Therefore VS lifestyle should define directly the level of life satisfaction and mediate the effect of materialism. In this sense, it can be hypothesized as follow:

H7: Simplicity behavior determines the level of life satisfaction.

H8: Simplicity behavior mediate the effects of materialism on life satisfaction.

Model Conceptualization

Overall hypothesized model includes elements that cause simplicity behavior. The causal structure presented in Figure 1. The model specified provides a summary of the constructs and their relationship to each other. The positive and negative paths indicate the hypothesized direction of the relationships. According to the model, materialism which is positively affected by negative motives is mediate effect of negative motives on SB and has direct negative effect on PCE which is determinant of ERB. In addition, three SBs are resulted in low consumption, positively effect on LS. According to model, relationships within simplicity behavior are unclear. Therefore, there is no hypothesis with them.

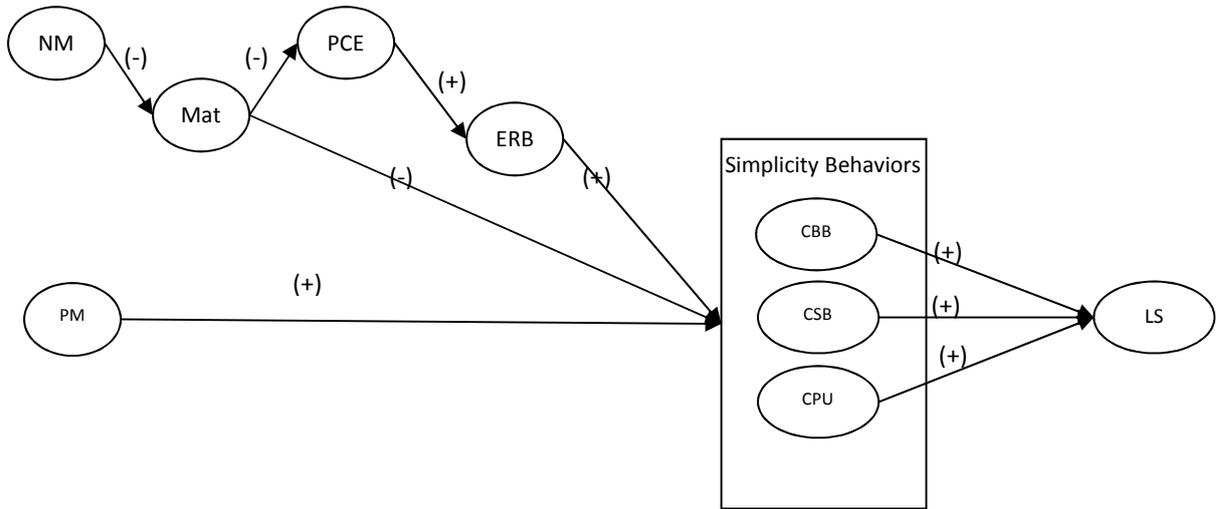


Figure 1. Conceptual Model

Methodology

Sample

The data collection procedure for the study was convenience sampling of 466 American respondents. But 7 of them were eliminated because of incomplete questionnaires, missing data or being unqualified responses. Respondents were required to be 18 years old or more, only one member in one family and nonstudent. Final sample consisted of 459 respondents. Descriptive statistics are shown in Table 1.

Table 1. Demographic Statistic of Respondents

Gender	N	%	Education		
Male	211	46	Less than high	3	,7
Female	248	54	High School	59	12,9
Marital Status			2 Year College	136	29,6
Single	112	24,5	University	261	56,9
Married	298	65,1	Age		
Divorced	48	10,5	18-25 years	38	8,3
Child Ownership			26-35 years	79	17,2
Yes	311	67,8	36-45 years	83	18,1
No	148	32,2	46-55 years	144	31,4
Number of Child			56-65 years	81	17,7
0	68	22,3	66 and above years	33	7,2
1	77	25,2	Household Income (\$)		
2	107	35,1	Under 20,000	34	7,7
3	35	11,5	20,000-39,999	73	16,4
4 or more	18	7,2	40,000-59,999	60	13,5
			60,000-79,999	61	13,7
Income Satisfaction			80,000-99,999	61	13,7
Extremely Dissatisfied	18	3,9	100,000-119,999	54	12,2
Dissatisfied	58	12,7	120,000-139,999	37	8,3
Neither Dissatisfied nor Satisfied	113	24,7	140,000-159,999	19	4,3
Satisfied	217	47,4	160,000+	45	10,1
Extremely Satisfied	52	11,4			

According to Table, median household income of sample was \$70.000 whereas US population was \$49.700 in 2009 (US Census Bureau). And sample median age was 50 which older than 18 over median of 42. Education statistics were also different than average of population (average high school degree of the US population was .31, whereas sample average was .13). But marital status statistics was relatively same. Single people of US population was .28, married .61, and divorced .11 (widowed ratio was excluded) in 2009 (US Census Bureau). In summary, respondents of the survey had more average

income, better education and older people but same marital status with US population. Although it was accepted that sample representation was not the same characteristics, variety of the respondents was enough to research simplicity behavior of the population. In addition, voluntary simplicity lifestyle literature generally argues that living simple life needs at least average income rather than poverty condition. In this rationale, the structure of the respondent did not be changed for future analysis.

Measures

Simplicity behaviors were the most important structure of the research. Although there are many research on this subject, majority of them in qualitative manner which argued the dynamic of the simplicity behavior, common value and practices of it's followers, conceptual relationship with other values (ie. materialism) and different dimension of voluntary simplifiers. Other a few quantitative researches also offered some scales.

Early quantitative works on VS aimed at to clarify their belief and behaviors to establish new form of market segmentation (Shama: 1981, Shama: 1985, Shama and Wisenblit: 1984) or more socio-demographic characteristic identification (Leonard-Barton: 1981). Shama (1985) and Shama and Wisenblit (1984) scale included five dimension: material simplicity, human scale, self determination, ecologic responsibility and personal growth. The scale offered by Leonard-Barton (1981) had six dimensions basically on behavior of biking, self sufficiency (in service and goods), recycling (resources and goods) and closeness to nature. But Cowles and Crosby (1986) reinterpreted Leonard-Barton scales and offered more simple, three factor structure namely material simplicity, self determinacy and ecologic awareness. Iwata (1997, 1999) offered three-factor scale includes 20 items: voluntary simplicity lifestyles, cautious attitudes in shopping and acceptance of self-sufficiency. Ozgul (2010) also tested to verify Iwata's scale on Turkish consumer by applying confirmatory factor analysis procedure and the scale enormously changed with four dimensions (planned shopping, non material belief, product simplicity, self efficiency) with eight items. Lastly, Huneke's (2005) scale had six dimensions labeled as environmental social responsibility, community, time use, limit TV/ads, less stuff and spiritual life.

But the scales in the literature listed above had many critique. Craig-Less and Hill (2002) stated that Leonard-Barton (1981), Shama and Wisenblit (1984) and Shama's (1985) scales were heavily biased toward ecological issues and were unverified assumptions of Elgin Mitchell and other assumptions that also may be erroneous such as that voluntary simplifiers would prefer to own less complex products. Iwata (1997) also clearly stated that rejection of highly developed functions of products should be excluded voluntary simplicity lifestyle scales even if he kept using this dimension his future research in 1999. Rudmin and Kilbourne (1996) criticize quantitative approaches to studying VS, particularly the self-reported scales that appear to be the same, but in fact belie a wide range of different meaning. He also stated that the use of student samples (e.g. Iwata 1997, 2001) and small sample sized used in studies hoping to make generalizations about U.S. population (e.g. Huneke: 2005; Iwata: 1997, 1999, 2001; Shama: 1988, Shama and Wisenblit: 1984) should also questioned. McDonalds et al. (2006) also mentioned these critiques but stood out quantitative methods had important role to play in development VS field.

Although there are many qualitative and quantitative research on VS, it is still ambiguous concept as Rudmin and Kilbourne (1996) stated and hard to conceptualize because of the close relationship with many dimensions like materialism, social responsibility, religion, spiritual meaning of life, anti-consumerism, meaning of money etc. In this context, the scales that was used in the research focused only on simplicity behaviors that may affect consumption level not all dimension of voluntary simplicity to be able to analyze it in the line of sustainable consumption. Indeed, the part voluntary simplicity that effect consumption level is the most important and influential part of the lifestyle that is need to stress rather than spiritual meaning. Therefore simplicity behaviors (SB) were conceptualized here by four factors: Conscious Buying Behavior (CBB), Conscious Product Usage (CPU), Common Simplicity Behaviors (CSB) and Low Consumption (LC). CBB was described as a consumers' behavior that try to buy the items after consideration and avoid impulse buying and measured by 4 items. CPU was also described by using material in long term for personal necessities rather than social prestige or fashion. CSB was also another important dimension of simplicity behavior and measured by six items which indicate general life style depicts common practice for voluntary simplifiers like watching less TV, contributing volunteer activity, or

giving up wage-earning work to live more simply. Lastly, LC measured by four items which expressed personal perception of low consumption in the context of simplicity. The items in the CBB and CPU scales were adapted from Iwata 1997 and 1999 other scales derived from qualitative researches in the literature indicating related structures.

Environmental Responsible Behaviors (ERB), was conceptualized as behaviors that inspired from environmental and ethical consideration. The scale was adapted from Webb et al. (2008) and Francois-Lecompte and Roberts (2006) and included environmental consciousness in purchasing (e.g. I avoid using products that pollute the air), product choice (e.g. If it is possible, I try to buy fair trade products) and shopping from small business (e.g. I go to small markets to support fruits and vegetables small producers).

Perceived Consumer Effectiveness (PCE) as a mean of the belief that an individual can have a positive influence on resolving social and environmental problems was measured four items (e.g. What I purchase as a consumer has an effect on the nation's environmental problems.). The scale was taken from Webb et al. (2008) who adapted items from Straughan and Roberts (1999) and Ellen (1994).

Materialism was conceptualized as three variables. Happiness belief that material possessions bring happiness to life (e.g. I have all the things I really need to enjoy life) Success indicates the level of belief that possessions symbolize achievement and success (e.g. I admire people who own expensive homes, cars, and clothes). Lastly, centrality also indicates the level of centrality of material possession in individuals' life (i.e. The things I own aren't really that important to me).. The scale was taken from Richins and Dawson (1992) and simplified as nine items by factor loadings (1=strongly disagree, 5=strongly agree). Same scale was used by Kilbourne and Pickett (2008) and they reported validity of the short form.

Money Motives (NM) were conceptualized as the reason for making money in regard of positive, negative and freedom of action motives. As mentioned above, positive and freedom of action motives were excluded from the research. Negative motives reflect a lack of autonomous orientation wherein one wants to feel superior in social comparison. The scale includes pursuing money in order to gain high status and remove of self-doubt (i.e. To prove I am not a failure). These were measured by

three items and five-point-scales (1=not important, 5=extremely important) adapted from Srivastava et al. (2001) excluding luxury.

Life satisfaction (LS) scale was designed by Diener et al. (1985) in order to measure overall judgment of individuals' life satisfaction. The scale includes five items (e.g. In most ways my life is close to my ideals) and used five-point scale (1= Totally agree, 5= Totally disagree).

Measurement Instrument

At the beginning of the analysis, normality of the observed variables was inspected. All observed variables in the study had scores in the limits ($-2.55 < \text{skewness} < .58$; $-.89 < \text{kurtosis} < 3.69$) but multivariate distribution of normality was not approved. Although Maximum Likelihood (ML) estimation method is known as powerful method even with high skewed/kurtosis data, West' Finch and Curran (1995) stated that too many true models be can rejected by ML produces because of too high chi-square statistic when the variables are not normal. In addition, the chi-square fit index is also very sensitive to violations of the assumption of multivariate normality. When this assumption is known to be violated, Satorra-Bentler (S-B) correction which adjusts model chi-square for non-normality may be preferred (Satorra and Bentler 2001). In this respect, S-B scaled chi-square indexes were reported in all analysis. Convergent validity was assessed by explanatory factor analysis (EFA), composite reliability, Average Variance Extracted (AVE) procedures. And cronbach alfa scores was also reported for all constructs. Varimax rotation was used in the EFA and it was decided to extract all variables which were low loading ($< .40$) or communality ($< .30$) and high cross loading ($> .40$) for a careful analysis (Bearden, Netemeyer, Teel: 1989; Hair, Anderson, Tahtam, Black: 1998). According to Fornell and Larcker (1981), AVE by each construct should be greater than .50 and the composite reliability of a factor should be equal or greater than .60 to verify convergent reliability. Although EFA procedure gives valuable information about discriminant validity, it was also controlled by the squares of correlations between any two construct and AVE estimates of those construct. The constructs which had smaller squared correlation than AVE estimates was eliminated from the analysis. In addition to EFA procedure, confirmatory factor analysis was applied to be able validate all constructs in use.

Validation of Simplicity Behaviors

Simplicity Behavior (SB) scale was the most important aspect of the research and it have not conceptualized in the literature before. Therefore validation results were reported independently. The scale conceptualized by four variables as indicated above. But EFA analysis did not verify those construct because of the high cross loading between Common Simplicity Behavior (CSB) and Low Consumption (LC) scales. Even though confirmatory analysis verified four factors of Simplicity Behavior construct with extremely well indexes (chi square=119; df=68, CFI = .98, RMSEA= .041, SRMR=.039, NFI= .95, GFI = .96) extremely high correlation (.94) was determined between CSB and LC which cause discrimination problem for those two construct. This finding also can be interpreted that the common practice of simplicity and the level of consumption of the consumers are high related behaviors and can be conceptualized as the same construct. Following the Fornell and Larcker (1981), LC factor was eliminated to simplify the scales, although aggregation of the two factors had acceptable result.

After elimination of the LC factor from the scales, EFA analysis was reapplied and results showed Q34 (Functionality is more important than showing off) had equally same loading in other two factors and Q27 (I try to live a simple life and not to buy articles which are not necessary) had high loading in CSB factor. The problem with Q34 that it might has equally importance of the showing off behavior and it can not discriminate product usage from the other factor in this manner. Q27 also indicated simple life behavior in the context of impulse buying which cause cross loading problems with other SB factors. Removing the item had acceptable results which were illustrated Table 2. According to the analysis 12-item-structure was confirmed by the EFA procedure and the factor solution accounted for approximately .60 of the total variance which was acceptable with the rules explained above.

Table 2. EFA Results of SB Scale

	1	2	3	Factor Loadings
CBB				.207
<i>Q28- I do not impulse buying</i>	.122	.859	.106	
<i>Q29- When I shop I decide to do so after serious consideration of whether an article is necessary to me or not</i>	.115	.841	.199	
<i>Q30- Even if I have money, it is not my principle to buy thing suddenly</i>	.144	.774	.295	
CPU				.195
<i>Q31- I try to use articles which I bought as long as possible</i>	.072	.153	.881	
<i>Q32- I am the type of person who continues using something old as long as it can still be used</i>	.136	.129	.891	
<i>Q33- When I shop, I take serious view of being able to use an article for a long time without getting tired of it</i>	.182	.303	.746	
CSB				.196
<i>Q35- I watch less TV than other people</i>	.605	.188	.018	
<i>Q36- I am not concerned with making more money to spend my time for the activities I enjoyed</i>	.697	-.014	.118	
<i>Q37- I prefer to be satisfied with my income rather than to focus making more money</i>	.725	.083	.136	
<i>Q38- I limited my wage-earning work to live simply</i>	.609	.302	-.085	
<i>Q39- I am interested in art, books, science etc. rather than fashion or shopping</i>	.574	.274	.139	
<i>Q40- I really enjoy to contribute volunteer activity</i>	.549	-.098	.162	
KMO= .815				

The scale validation procedures rely on an iteration of confirmatory factor analysis, with the goal to improve congeneric measurement properties of the scale (Andersen and Gerbing, 1988; Beardan et al., 1989). First CFA results with using Lisrel 8.51 revealed acceptable fit

index ($\chi^2_{(49)}=93.57$, RMSEA=0.045, CFI=.96, SRMR=.050, GFI=.96, AGFI=.94, NNFI=.96) with three modification indices ranging from 9.5 to 17.3 which made them candidates for removal. Each item was then inspected for domain representativeness (cf. Nunnally and Bernstein: 1994). The problem with the Q37 had responsible for explaining unexplained variance with Q38 and Q36 which were close semantic meaning. Exhibiting similar characteristic with other two items decrease facet representation of the factor therefore it was removed from further consideration. Q40 also shared error variance with Q39 which was hard to explain in semantic way. Second confirmatory model was then applied retaining 10 items and model fit was extremely well with two minor modification indices ($\chi^2_{(30)}=33.75$, RMSEA=.017, CFI=.99, SRMR=.033, GFI=.98, AGFI=.97, NNFI=.99). Since the final construct of 10 items parsimoniously represent three simplicity behavior dimensions, and each item taps into a unique facet of simplicity behavior dimension with small modifications and thus provide good domain representation, no further items were removed from the scale.

Other constructs validated with same methodology but did not reported the detail here because of the space constraint.

Convergent and Discriminant Validity

To establish convergent and discriminant validity in addition to factor analysis procedure coefficient alpha, composite reliability and AVE estimates were measured. As appearing Table 3, reliability of the subscales range from .70 to .87 (Nunnally and Bernstein 1994). Composite reliability (CR) estimates range from .63 to .87 and variance extracted measures range from .55 to .89 and all paths had significant t values in the structures. All measures showed that convergent validity established for the scales.

Table 3. Convergent and Discriminant Validity Scores

	CR	AVE	Coefficient Alpha
Simplicity Behaviors			
CBB	.873	.833	.840
CPU	.800	.753	.849
CSB	.639	.553	.709
Materialism			
Success	.798	.705	.796
Centrality	.699	.653	.726
Happiness	.841	.783	.724
Negative Motives			
Impulse	.822	.777	.808
Overcoming Self-doubt	.87	.88	.87
PCE	.711	.670	.704
LS	.831	.738	.811
ERB	.871	.754	.865

Discriminant validity was tested by comparing AVE estimates with squared phi correlations between all construct. Because the AVE for each construct was greater than its squared correlation with any other construct, discriminant validity was supported.

Structural Model Results

Because of the untested relationships between the scales, it was proposed a two-stage method (Anderson and Gerbing: 1988) to compare standardized coefficients in structural equation modeling (SEM). Before testing structural paths materialism and negative motive scales was parceled to see explicitly its whole effect on simplicity behavior and simplify model. All 8 latent variables were included in the measurement model and tested. The first model with all latent factors revealed generally acceptable thresholds ($\chi^2_{(599)}=1109,44$, RMSEA=.043, CFI=.93, SRMR=.052, GFI=.89, AGFI=.86, NNFI=.91) but there were several modification indices were significant and predominantly high (up to 83).

After inspection of the correlation matrix of latent variables, it was found out that Q22 (I do not buy a product that uses deceptive

advertising) also caused many error indices related with CSB, CBB, CPU and Negative Motives. Most importantly two dimensions of the materialism scale caused serious identification problem. Centrality sub dimension needed high error modification with CBB (50) and Happiness had also same problem with LS (83). It was clear that both materialism dimensions were identical with other scales, and then centrality, happiness and Q22 were all eliminated from the model. But elimination of two materialism dimension, Success was only dimension represented materialism. According to Bagozzi and Heatherton (1994) there must be at least two items in each parcel to account for measurement error. Therefore original items to measure Success were used in the model.

The model is shown Figure 2. Model's goodness of fit statistics was relatively good ($\chi^2_{(355)}=412.42$, RMSEA=.019, CFI=.97, SRMR=.046, GFI=.94, AGFI=.93, NNFI=.97). CSB was exogenous variable of the simplicity behavior and was affected directly by CPU, and indirectly by NEG in the model. NEG determined to Success and PCE. LS as exogenous variable of the model was determined well by CSB only. Variables' load contribute in over .46 to the factors, t-value exceeds the theoretical value of $t > 1.96$ in the significant level of .05.

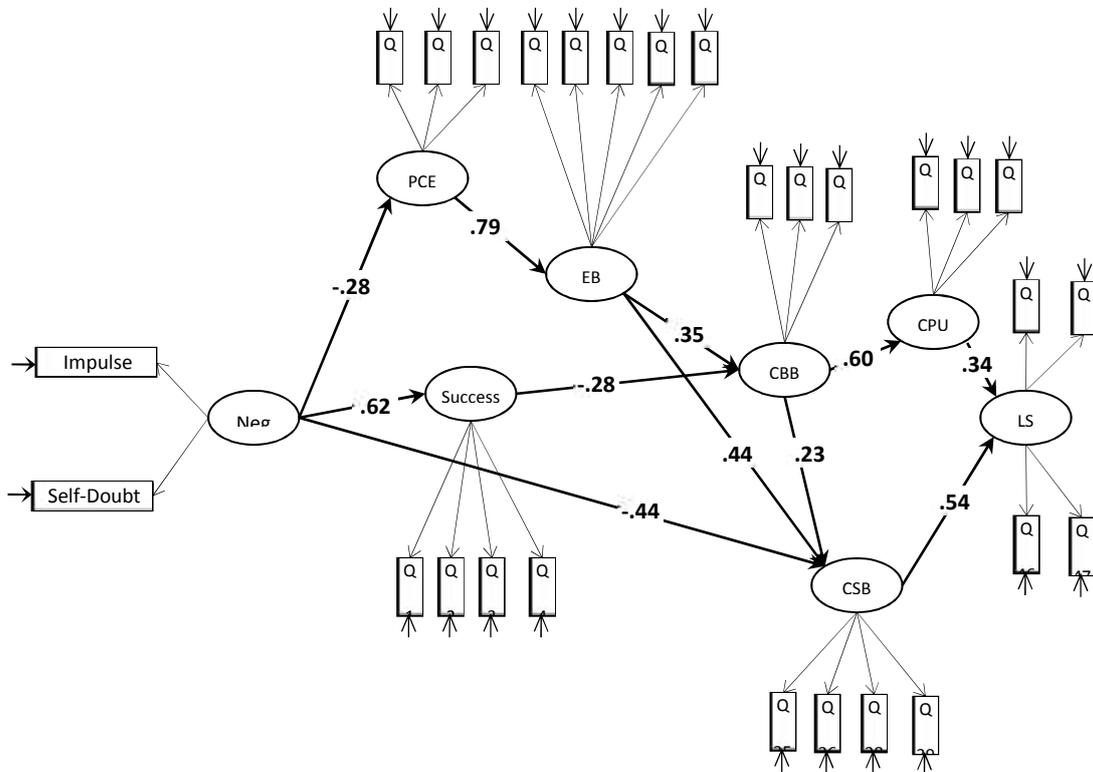


Figure 2. Structural Model

Correlation matrix of the model is shown Table 4. According to this CSB relatively higher correlation with other dimensions and important determinant of the model which is exogenous variable of the simplicity behaviors. Success and Negative motives have negative correlations with other dimension as predicted before and explain simplicity behaviors well.

Table 4. Correlation Matrix of Latent Variables

	EB	PCE	CBB	CPU	CSB	LS	Success
EB	1.00						
PCE	.76	1.00					
CBB	.39	.22	1.00				
CPU	.32	.26	.58	1.00			
CSB	.64	.48	.50	.44	1.00		
LS	.12	.28	.19	.20	.39	1.00	
Success	-.18	.11	-.34	-.24	-.47	-.25	1.00
Negative	-.25	-.27	-.33	-.24	-.62	-.31	.64

According to paths coefficient in the model .68 of the CSB was directly explained by three factors mainly negative motives and environmental factors, although other SB dimensions had strong coefficient with CSB their effects in the model was minor.

Negative motives for money had strong effects on the model as indigenous variable. It had direct and indirect effect to SB. One indirect effect is goes over materialism, and second one went over PCE. And negative motives also directly and strongly determined CSB level. EB which was strongly determined by PCE had also improved explanation of the simplicity behaviors. One path from environment explains well CSB, other path determines Impulse Buying at the same time. Lastly LS could also be explained only by CSB with high coefficient.

Table 5 reveals structural equations and determination coefficients of the model. According to Table, CBB which was one of the most important dimensions explained of .68 by four variables. CPU, the other important dimension was explained of .35 by CBB. EB were determined by PCE on level of .58. Although it was proposed before all SB dimensions did not determine LS. As it was shown in the correlation matrix, CPU and CBB had approximately .22 coefficients with LS, whereas CSB is the best determinant on LS with .39 coefficients in the model. Furthermore, CSB and CPU together explain 22% of the LS. Nested model also confirmed the causal relationships in the model. According to the model within the SB dimensions and LS, CBB was independent variable which determined CPU and CSB together (coefficients .56, .52 respectively). Although there was direct relationship between CBB and LS ($r = .22$, $R^2 = .048$) CSB mediated this relationship.

Table 5 Structural Equations

$EB = 0.79 * PCE, R^2 = 0.59$
$PCE = -0.28 * Neg, R^2 = 0.076$
$CBB = 0.35 * EB - 0.28 * Success, R^2 = .25$
$CPU = 0.60 * CBB, R^2 = 0.35$
$CSB = 0.44 * EB + 0.23 * CBB - 0.44 * Neg, R^2 = 0.68$
$LS = 0.54 * CSB + 0.34 * CPU, R^2 = 0.22$
$Success = 0.66 * Neg, R^2 = 0.43$

Single and multiple mediation effects in the model were tested by bootstrapping which was used Preacher and Hayes (2004) methodology.

According to results, CSB was perfect mediator between CBB and LS ($Z=4.68$, $p<.01$) as indicated above. Another important mediation was tested among Negative, Success and CSB. Although bootstrapping method confirmed that Success was partially mediate the relation between Negative and CB ($Z= -3.48$, $p<0.01$, $r = -.38$) this mediation in the model increased chi-square to 416 (other goodness of fit indexes were relatively same), determination coefficient (R^2) for CSB decrease to .61. And still there was necessity for the path Negative to CSB. But adding path from Negative to CSB made Success path insignificant. Then it was decided not to add this path in the model to establish better model which does not mean that Success was not a mediator, but negative motives was better determinant of CSB. Another test was among Negative PCE and EB. As shown in the model, PCE was strong mediator between Negative and EB. According to result causal relation between Negative and EB (.25) became 0.08 after mediation ($Z=-3.44$, $p<0.01$). Lastly, multiple mediation among Negative (as independent variable) Environment, Success, CBB (as mediation variable) and CSB (as dependent variable) was confirmed ($Z=-5.04$, $p<0.01$).

According to research results, negative motives directly and indirectly negatively affect the level of simplicity behavior of the people. Therefore, H1 was accepted. Mediation findings also showed that materialism was partially mediate the effects of negative motives on simplicity behaviors, then H2 was accepted, although without mediating could explain SB more explicit. H3 that proposed materialism effects SB was also accepted at least for success dimension of materialism. According to this success value directly affect on CSB and other dimension of SB were indirectly affect by this value. H4 was partially support in model. Although the coefficient of negative motives and EB were equal, if the mediation effect of success was taken into account, direct effect of motives on CSB decreased. Therefore acceptability of H4 will depend on the interpretation of materialism value. Since PCE was full mediator to explain EB level, H5 and H6 were supported. The result of the final variable of the structural model was compatible with the H7 and H8. Since two sub dimensions of the SB directly affected life satisfaction H7 was supported. But due to inter-correlation between happiness and life satisfaction variables, happiness had been deleted from the model. For this statistical reason, the model failed to show mediation effect of VS and whole dimensions of materialism. However, three of

simplicity behavior fully mediates the success dimension of materialism and life satisfaction. Therefore H8 was supported with this exception.

Conclusion and Discussion

Sustainable consumption is one of the seriously debated issues in recent years. Although consumption is a way of satisfying needs and it is related with life satisfaction, overconsumption or expressing self-identity by consumption creates unsatisfied life in many ways and causes unsustainable structure especially in well-developed countries. Voluntary Simple Lifestyle emerged as a personal reflex against tendency of high consumption pattern and the problems arise within the context of high consumption in personal life. Kilbourne and Pickett (2008) argue that ubiquity of reinforcement for materialism and relative paucity of such reinforcement for environmentalism creates dissonance which would be resolved in favor of materialism. Their long term solution of the problem related with materialism is to promote voluntary simplicity and sustainable production alternatives. Indeed, voluntary simplicity may be a solution to establish environmental friendly behaviors and the result of the research supports the connection with environmental and simplicity behaviors.

However, voluntary simplicity idea can also be problematic subject in the literature. Many scholars argue that voluntary simplicity is the life style for only affluent people who want to mitigate their consumption for some reason (ethical, ecological, being healthy, having extra time for leisure activities etc.). All these reason are important to clarify the life style in practice. However, accepting the idea as a choice a successful people corporate lawyer, not a homeless people (Etzioni: 1998) may undermine the concept of simplicity behavior, which is the most important consequence of the lifestyle. For example, some scholars explain voluntary simplicity dynamics by Maslow's Theory of Human motivation (Etzioni: 1998, Zavestoski: 2002, Huneke: 2005, Ballatine and Creey: 2010). Zavestoski (2002) also argues that all human needs in the Maslow model can be acquired by consumption other than authenticity which is special part of self esteem category. If it were true, over consumption would be good idea to satisfy the needs and voluntary simplicity life style would be a toy for rich people to play for acquiring top level of needs called authenticity. But the period of time to get rich, the actions have been taken within this timeline, and value system of these people have never argued. Limiting voluntary simplicity for rich

society makes the concept for those people who are bored to consume more and looking for another tool to satisfy nonmaterial aspect of life. In addition, although it is true that consumption satisfies human needs and desire, Maslow has never mentioned higher level of consumption satisfied the needs more. If it is accepted that the lifestyle is limited for eligible people, voluntary simplicity or any movement against consumerism, as Miles (1998) pointed out, is merely subsumed within the capitalist system and will be another market niches. In this respect, voluntary simplicity is not anti-material life style, but over materialistic life style that can be used in order to fill the gap between materialistic and non-materialistic satisfaction. In fact, this description of VSL is absolutely different than Gregg terminology which was offered in 1933 and Elgin (1993) statement that there is no correct way of simplifying and no sanctioned level of affluence or Andrews (1997) who states that simplicity is a rejection of consumerism and the influence of corporations and advertising. Therefore, the term of “voluntary” in general reduce the meaning of simplicity because of the logical necessity condition for the level of income and by simply putting the term away from ethics. The most important element of sustainability is to reduce consumption to acceptable level. Therefore, simplicity of the consumption can be an answer to establish more ethical consumer behavior and production practices. As Etzioni (1998) addressed that some kind of voluntary simplifiers (for example downshiffters) sought more quality time but might had little concern about moral issues and practice of voluntary simplicity in general is primarily one of living within consumer capitalism, not in complete to opposition to it. Although it is true that there are many kind of simplicity in terms of its intensity it does not mean that these perceptions are not constructive life style. Like materialism, voluntary simplicity is also constructive life style in which was born in society against materialism to get recall us we are all human and, production and consumption practices in the current system do not make us happier at all. Lastly, although simplicity behaviors, as many scholars agree, (Etzioni: 1998, Rudmin and Kilbourne: 1996, Huneke: 2005), would also be chosen by the people who are not affluent, but they are generally ignored. Nevertheless, if the roots and meaning of the term is taken into account, true voluntary simplifiers should be all ignored people. Because the principles and the road map of being follower of the simplifier will never make them affluent. Unfortunately analyzing of the researches in the literature (i.e. Etzioni 1998) started analyzing wealthy

people by ignorance how they became wealthy. In this context, we focused simplicity behaviors and practice in the research to clarify connections between some related value and behavior and understand their contributions to simplicity regardless voluntarily for affluent people.

The results show that negative motives for making money one of the most important determinant of material value and both of them have enormous negative effect on forming simplicity behaviors and environmental values. Thus promoting simplicity behaviors should be start with eliminating negative motives. It means once one has tendency towards negative motives for making money, he/she will become more materialistic and less simplifier in practice. And so less life satisfaction will be inevitable. Because simplifying consumption practice is perfectly mediate materialism and life satisfaction connection and also these behaviors are more important determinant of life satisfaction than materialism and negative motives.

Other findings related with contribution to simplifier behaviors are also important. Perception of being effective consumer is closely related with environmental behavior and environmental behavior is equally important determinant with negative motives. Focusing effects of the behaviors as consumers emerges more environmental friendly behavior which is imperative element of common behavior of simplicity. These common behaviors are also important as consequences of other simplicity behaviors and significantly determine life satisfaction.

The model proposed here strongly explained many variable that had contribution on all SB. According to model, negative motives for making money as independent variable had negative determinant of SB with three ways. One is direct effect to CSB. Second was through PCE and the last one was through materialism value of success. Other money motives were related to neither SB nor LS. This finding was also compatible with Srivastava et al. (2001). All connections from negative motives and success to LS were perfectly mediated by CSB. Thus relationship between negative motives and LS can be explained better by CSB of simplicity behaviors rather than negative motives or success value of materialism.

Four factor structure of simplicity behavior could not be supported. Although all were related construct, CSB and LC were in the same dimension and they had surprisingly high correlation coefficient (over

.90) meant that they are same construct. Therefore one can control CSB level; low level of consumption will be emerged directly. This finding increased the importance of common practice of simplicity as an exogenous variable of the SB construct and as mediator variable that mediate all other effects on life satisfaction. CBB was another dimension which determined CPU and CSB and conveyed the effects of Success into SB. SB structure in the model was important contribution to literature. Although it was adapted from literature, it was first attempt to establish a scale through EFA and CFA procedures and explicitly show differences between other related behavior like materialism and environment consciousness. Since past works (i.e. Leonard-Barton: 1981, Shama and Wisenblit: 1984 and Shama: 1985) on this subject had many critics on heavily biased on ecological issues, simplicity behaviors that was being used in the research may eliminate these critics. In addition, materialism values also had same problem with the voluntary simplicity. It was general tendency that materialism theorized an anti-thesis of voluntary simplicity. As materialists pursue material complexity and try to increase material possessions in order to positive feeling towards growth, environmental and simplicity behaviors will decline (Richins and Dawson: 1992, Kilbourne and Pickett: 2008). Although this explanation was partly true in the research, controlling consumer effectiveness eliminated direct relation between material success and environmental behavior and perceived consumer effectiveness had more negative coefficient with materialism and negative motives than environmental behaviors. Thus perceived consumer effectiveness as a mediator variable may be important than direct relationship between environmental behaviors and materialism and negative money motives. Once negative motives for money are controlled, environmental and simplicity behaviors will increase. If high correlation between materialism and negative motive are taken into account, focusing motives may give more opportunity to explain simplicity and environmental behaviors.

Findings may significant implication for policy construction in general sense. Since materialism emerges as prominent value for society, and money making with the purpose of impulse buying and overcoming self-doubt regardless the quantity to buy, environmental behavior and simplicity of consumption will decline. Therefore the objective of the consumer policy is to change the reason for making money from the negative motives to more positive dimensions. In addition to that increasing PCE level via providing information about money motives and

materialism and its results may help to change consumption practice. Because a person cannot be effective if he/she does not know what to do (Ellen, Wiener, and Cobb-Walgren: 1991). Since materialism is so deeply entrenched in American economic policy (Kilbourne and Pickett: 2008), creating sustainable consumption practice by simplifying would need to change marketing system in the capitalist regime. Unlimited growth, pushing up consumption level and logic of solving economic problems by higher consumption in the contemporary business literature should be reconsidered to increase overall life satisfaction of the society. In this sense simplifying consumption practice not only as life style but will be compulsory element of the life in the near future, if preventing actions does not take on time.

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