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## Development and Initial Validation of the Conspicuous Behaviour Orientation Scale

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## **Abstract**

The primary goal of this research was to develop and validate the Conspicuous Behaviour Orientation scale, a novel measure that captures an individual's propensity to adopt behaviours that signal social prestige. Exploratory and confirmatory factor analysis in Study 1 (N=423) identified two primary factors describing Conspicuous Behaviour Orientation: conspicuous altruism and conspicuous consumption. In a separate sample (N=203), Study 2 confirmed the factor structure of the Conspicuous Behaviour Orientation scale by demonstrating concurrent validity with measures of conspicuous donation behaviour, altruism, status consumption and materialism. The construct validity was evaluated in Study 3 by correlating the present scale with the HEXACO model of personality (N=410). Findings support that the 10-item Conspicuous Behaviour Orientation scale is a useful instrument to measure susceptibility towards costly signaling behaviour to enhance interpersonal relationships with relevant others. In essence, the results of these studies provide strong initial evidence for the reliability and validity of the Conspicuous Behaviour Orientation scale. We conclude this paper with theoretical and applied implications of the proposed scale.

**Keywords:** *conspicuous behaviour orientation, conspicuous altruism, conspicuous consumption, scale*

## 1. Introduction

‘Conspicuous’ is a word widely discussed in social psychology, evolutionary psychology and consumer psychology, included in concepts such as ‘conspicuous consumption’ (Veblen, 1899), ‘conspicuous donation behaviour’ (Grace & Griffin, 2006) and ‘conspicuous compassion’ (West, 2004). However, whereas all these terminologies accurately define each construct, a clear definition for ‘Conspicuous Behaviour Orientation’ is lacking in the literature.

Conspicuous consumption has been extensively examined in the marketing literature and refers to the public display of goods and services that signals high status to relevant others (Veblen, 1899). It is an individual’s behavioural propensity to elucidate taste, wealth, prestige to relevant others through consumption of visible commodities (Chen et al., 2008). Conspicuous consumption is largely characterized by ownership of branded goods that are easily recognizable by relevant others. However, non-branded goods also serve to be conspicuous through their attributes that may include originality, colour and style (Yoo & Lee, 2012). Conspicuous consumption is widely observed but not limited to the rich and elite, as individuals across all socio-economic strata can indulge in this type of consumption. Whereas individuals with abundant financial resources conspicuously consume luxuries, the masses partake in what is bandwagon consumption, that is, purchasing popular commodities to signal taste, class, financial resources, and association with brands to others (Kastanakis & Balabanis, 2012; Shaikh et al., 2017). Prior literature suggests that impoverished individuals in low-income countries who cannot afford basic necessities are willing to pay a premium price for conspicuously branded products (Van Kempen, 2004). Furthermore, the counterfeit market for luxury goods also flourishes with the demand coming from individuals aspiring to be conspicuous of ownership of luxuries to gain social status amongst others (Chen et al., 2015; Marticotte & Arcand, 2017; Nwankwo et al., 2014; Ting et al., 2016).

It is interesting to note that the concept of conspicuous consumption has held a rather negative connotation amongst some scholars (Goenka & Thomas, 2020). As discussed, it is largely seen as the extravagant display of luxury commodities which is dissuaded by religion and spirituality (Dalai Lama, 2009). However, conspicuous consumption has existed from the beginning of time (Mason, 1998, p. 1992) and luxury good consumption, which is synonymous to conspicuous consumption, is increasingly growing accounting for over \$289 billion of consumer spending (Paton, 2017). Research is increasingly recognizing that conspicuous consumption is not limited to signaling of wealth but also serves to signal one’s social identity and social values to current and aspirational social groups (Dubois & Ordabayeva, 2015; Goenka & Thomas, 2020; Tajfel & Turner, 2004). Indeed, brands serve to be an integral tool in conveying one’s social identity (Berger & Heath, 2007). Brands are consumed for their hedonic and utilitarian value, but also signal an individual’s advocacy of the social values that the brand personifies (Aaker, et al., 2001; Kozinets & Handelman, 2004). For example, Nike resonates with certain social identities; an individual wearing a Nike product emits affluence but also a desire for fitness (Green, 2017). In broader terms, display of the Nike logo highlights social identities of ethnic diversities, equality, and autonomy which are values consistently promoted in Nike’s marketing campaigns (Boren, 2017).

Yet, another way in which individuals can enhance their social standing is by making visible proactive efforts towards prosocial causes that benefit the society at large or make a difference in other people’s life. Such behaviour signals to significant others the possession of the altruistic traits of kindness, compassion, and empathy. West (2004) calls this phenomenon ‘conspicuous

compassion', which refers to pro-social altruistic behaviour that serves as a signal to relevant others of an individual's beliefs, values, and attitudes towards different social causes (Childs & Kim, 2019; Wallace et al., 2020). According to prior literature, conspicuous altruism and conspicuous consumption are a result of the need to engage in positive self-presentation that leads to an increase in status (Griskevicius et al., 2007; Miller, 2009; Saad, 2007). In the current framework, we analyze these displays from the perspective of costly signaling theory, which centres of an evolutionary school of thought to explain psychological mechanisms (Zahavi, 1975).

There are four criteria for a behaviour to qualify as a costly signal (Smith & Bird, 2000). Firstly, it must be costly in context of time, money, and energy where the more the investment in any of these domains the more valuable the indicator. Secondly, the behaviour must be observable by others to reap reputational benefits. Thirdly, the display through costly signaling must in some way increase the likelihood of a social advantage, for example, more friends. Lastly, the signal must be an indicator to relevant others of some important attribute or quality, such as kindness, wealth, or courage (Zahavi & Zahavi, 1999).

The primary example for costly signaling theory is that of peacock and how it harnesses and invest in the growth of its tail. The beauty, symmetry and colors of the feathers requires for the peacocks to attain abundant resources for developing a healthy and luminous tail. This conspicuous phenomenon serves an important communicative function of signaling traits for mating and reproducing (Hardy & Van Vugt, 2006; Zahavi & Zahavi, 1999). Thus, the central tenant of costly signaling theory is that individuals may use costly signals of valuable traits they possess that includes financial resources, time, and empathy to signal to others that they have scarce resources and prosocial traits for successful interpersonal relationships (Griskevicius et al., 2007; Loyau et al., 2005).

According to evolutionary psychology, altruistic behaviour fits the definition of a costly signal well, as it is costly in terms of time, resources, and effort but when extended to others reaps many benefits (Hardy & Van Vugt, 2006). Those who help others have a greater susceptibility to be reciprocated with the same (Kafashan et al., 2014). Such conspicuous altruism serves as a communication strategy about an individual's willingness and ability to extend benefits to others. Indeed, people demonstrate a higher preference of choosing altruistic people as friends, allies, and partners (Kafashan et al., 2014). Research suggests that conspicuous altruism can benefit mating strategies where the display of benevolence serves as a costly signal to attract mates (Griskevicius et al., 2007). Furthermore, people avoid making enemies with altruistic others (Kafashan et al., 2014), and altruistic individuals benefit from social status and increase in prestige (Hardy & Van Vugt, 2006). This has been seen historically in different cultures where conspicuous altruism has served to be pivotal in establishing social standing and status through visible prosocial behaviour (Van Vugt et al., 2007). An example of this would be of Northwest American Kwakiutl that have a tribal practice of potlatching in which the tribe leaders compete with each other to give away the maximum amount of their resources. The chief who is able to give away the most possessions, hence, bearing the highest cost, is regarded as the highest standing member in the group (Griskevicius et al., 2010; Murdock, 1970).

On the other hand, consumption is characterized by financial expenditure to establish and define social relationships (Miller, 2009). Conspicuous consumption originates from a desire to signal traits that facilitate an increase of status (Saad, 2007) which allows for the formation of social capital in the form of friendships and alliances (Miller, 2009; Saad, 2007). It serves as a communication strategy to illustrate social standing to relevant others (Miller, 2007). This is

bolstered by research by Vigneron and Johnson (1999) who suggest that individuals consume conspicuously for self-presentation. Such consumption is also apt to meet the four criteria of costly signaling theory. This is because conspicuous goods are designed to be visible, mostly defined with a logo or a characteristic that makes them identifiable branded products (Nelissen & Meijer, 2011). These commodities have a premium price that makes it costly which in turn illustrates financial affluence. Finally, research suggests that individuals who consume conspicuously are viewed to have greater social status and prestige in comparison to individuals who are inconspicuous in their consumption (Nelissen & Meijers, 2011).

There is a growing body of research emerging which increasingly recognizes that signaling of a social identity comprises conspicuous altruism and conspicuous consumption. Conspicuous donation behaviour which is the donation of an individual's resources, such as time, money, energy, and effort towards charitable social causes that again signals benevolent traits to significant others is one primary example (Barrett et al., 2002; Grace & Griffin, 2006). From a theoretical point of view, conspicuous donation behaviour is interesting, as it comprises consumption as well as prosocial signaling. Other such behaviours where individuals specifically adopt signaling behaviour of consumption as well as altruism include, for example, conspicuous conservation (Palomo-Vélez, et al., 2021), conspicuous virtue signaling on online networks (Wallace, et al., 2020), and responses to social exclusion (Lee, et al., 2017). Conspicuous conservation entails activities where an individual is willing to spend time, energy, and financial resources towards environmental causes (Palomo-Vélez, et al., 2021; Sexton & Sexton, 2014). An example of this would be purchase of a hybrid car which connotes with presence of financial resources and green behaviour (Arnocky, et al., 2017; Bhogal, et al., 2020; Griskevicius et al., 2010). Conspicuous virtue signaling refers to individuals' effort to enhance their social identity by displaying affiliation and affinity towards virtuous social endeavours as well as prestige personified commodities on online networks (Wallace, et al., 2020). Thus, conspicuous virtue signaling behaviour encompasses virtually illustrating associations with brands as well as philanthropic endeavours to elucidate one's actual or ideal self-concept (Hollenbeck & Kaikati 2012).

Drawing on the theory of conspicuous consumption (Veblen, 1899) and conspicuous compassion (West, 2004), we propose the concept of Conspicuous Behaviour Orientation, which is characterized by the propensity to participate in signaling behaviour through visible altruistic efforts and consumption to attain an elevated social profile. Prior research suggests that conspicuous altruism and conspicuous consumption are two distinct constructs but the overlap between the two dimensions is inevitable where both behaviours are derived to enhance social reputation (Griskevicius et al., 2007). We argue that this calls for a formal conceptualization of the concept of conspicuous behaviour orientation which encompasses both conspicuous altruism and conspicuous consumption. Considering the literature discussed above, we define Conspicuous Behaviour Orientation as: 'the propensity to engage in costly signaling through conspicuous consumption and altruistic behaviour to gain prestige in current or aspirational social groups for a differentiated self-image amongst other'. Thus, the main goal of the current research was to develop an instrument which centres on a framework that proposes that self-sacrifice and self-indulgence are the two prime facets of what we refer to as Conspicuous Behaviour Orientation (Griskevicius et al., 2010; Sundie et al., 2011). Consequently, we developed an itemized scale for Conspicuous Behaviour Orientation which we propose to have two subscales of conspicuous altruism and conspicuous consumption.

Prior research has defined and validated psychometric tools on conspicuous consumption and dimensions of conspicuous altruism independently (Roy Chaudhuri, et al., 2011; Grace & Griffin, 2009; O'cass & McEwen, 2004). However, a scale that measures conspicuous behaviour orientation lacks in literature. O'cass and McEwen (2004) were one of the first to separate conspicuous consumption from status consumption, with status consumption being propelled by a desire for prestige and social standing while conspicuous consumption involving proactive efforts towards overt visual display of commodities in the presence of relevant others. O'cass and McEwen (2004) developed itemized scales to measure these two constructs separately. Similarly, Roy Chaudhuri, et al. (2011) developed and validated an 11-item conspicuous consumption orientation scale.

In parallel, Grace and Griffin (2009) provided a psychometric tool on conspicuous donation behaviour encompassing the two subscales 'Self-oriented' (i.e., donation behaviour that results in intrinsic benefits, such as self-respect) and 'Other-oriented' (i.e., donation behaviour that serves as a signaling tool to relevant others of donors' traits of altruism). Interestingly, Wallace, et al., (2020) adapted this scale to measure conspicuous virtue signaling mechanism. We believe that the newly-developed scale on Conspicuous Behaviour Orientation is another comprehensive tool that may effectively measure constructs like conspicuous virtue signaling, conspicuous conservation (Palomo-V'elez, et al., 2021; Sexton & Sexton, 2014) and social exclusion (Lee et al., 2017) as the primary motivations for this behaviour seem to be both conspicuous consumption and conspicuous altruism.

### **1.3. Overview of the present research**

The goal of Study 1 was the development of the items of Conspicuous Behaviour Orientation scale to quantify the dimensions of conspicuous altruism and conspicuous consumption. Secondly, an initial evaluation of the structure of the factors was performed. This was followed by Study 2 in which the factor structure was reconfirmed, and a concurrent validity analysis was conducted by using other related measures of altruism and consumption. Finally, in Study 3 we tested the construct validity by correlating the Conspicuous Behaviour Orientation scale with the HEXACO model of personality (Lee & Ashton, 2004).

## **2. Study 1**

In Study 1 we developed a list of items after conducting a qualitative literature review which was followed by Exploratory Factor Analysis on SPSS Statistics 25 and a Confirmatory Factor Analysis on AMOS 25. The study was approved by the Psychology Ethics Committee of a university in the U.K.

### **2.1. Method**

#### **2.1.1. Developing the item list**

After reviewing the literature, specifically from the fields of evolutionary psychology, consumer psychology and economic theory we generated a total of 73 items that depicted Conspicuous Behaviour Orientation. Eight PhD students of Psychology (3 males and 5 females) reviewed these items and identified the statements they found to be ambiguous and double-barreled which led to an elimination of 18 items. As a further step to refine the items, 80 postgraduate students at a university in the U.K. (28 males 52 females, mean age 22.3 years (SD = 4.12), were asked to fill the survey and highlight the items that they found to be ambiguous. The participants highlighted 18 items that they felt were unclear which led to a total of 37 items for data collection and empirical testing.

### 2.1.2. Participants and procedure

Study 1 data was collected from university students; these individuals are heterogenous in context of their accessibility towards monetary resources and lifestyles (Banister, et al., 2020). This enabled us to investigate the phenomenon of conspicuous behaviour orientation from the perspective of participants who come from a range of circumstances (Giovannini, et al., 2015). Furthermore, research indicates that ethnic and cultural diversity has an impact on socio-cultural as well as consumer behaviour (Banister, et al., 2020; Lee, et al., 2017; Wong & Ahuvia, 1998). The student body of the university in UK from where the participants were recruited comprises a large body of international students which allowed us to benefit from an opportunity to gain insights from individuals from eclectic cultural backgrounds, nationalities, and social values.

This study took place in 2018 prior to the COVID-19 pandemic which made data collection in-person viable. Only items which were hypothesized to represent the conspicuous behaviour orientation scale were presented in the survey.

Four-hundred and twenty-three undergraduate and postgraduate students at a university in the U.K. participated. Nationalities included British, French, Nigerian, Turkish, Korean, Egyptian, Spanish, Indian, Pakistani, Malaysian, Tunisian, Columbian and US-American. 53.6% of the sample comprised of males, 45.7% of females, and 0.7% of the sample categorized as ‘Other’ or preferred not to share their gender. The sample had an age group varying between 17 to 50 years (M= 21.2 years, SD=3.83).

Participants completed a pen-and-paper questionnaire and were asked to indicate to what extent they agreed to what was stated in each of the items (Appendix A) on a 9-point Likert scale, ranging from 1 (strongly disagree) to 9 (strongly agree). All participants provided informed consent. Participation in this study was voluntary.

### 2.2. Analysis and results

To explore the factorial structure of Conspicuous Behaviour Orientation scale, factor analysis (maximum likelihood) with promax rotation in SPSS was used. The factors with eigenvalues > 1 were retained and the items that had a factor loading less than 0.3 or a cross loading greater than 0.3 were eliminated (Tabachnick & Fidell, 2001). This process resulted in 10 items loading on two factors. The two factors, which consisted of five items each, explained a cumulative 59.3% of the variance in the data. Thus, the items for the final scale were retained based on conceptual clarity, factor loading and thematic consistency.

AMOS 24 was used for a confirmatory factor analysis to test a first-order and a second-order model. The second-order model was a better fit with model fitness statistics that include  $\chi^2/df=1.633$ , Average Goodness of Fit Index=0.94, Goodness of Fit Index=0.92, Tucker Lewis Index=0.97, Comparative Fit Index=0.94, and Root Mean Square Error of Approximation=0.61. The final Conspicuous Behaviour Orientation scale had 5 items related to Conspicuous Consumption loading on one latent factor and 5 items related to Conspicuous Altruism loading onto the second factor. In a higher-order factor model, the loadings of the lower-order factors that define the higher-order can be evaluated. The results showed Conspicuous Consumption and Conspicuous Altruism have strong positive factor loadings of 0.86 and 0.81 on the Conspicuous Behaviour Orientation construct, respectively. The final Conspicuous Behaviour Orientation scale items are displayed in Table 1.

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Insert Table 1 here

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The internal consistency (Cronbach's  $\alpha > 0.7$ ) for conspicuous consumption and conspicuous altruism was 0.847 and 0.85 respectively and composite reliability (Jöreskog's  $\rho > 0.7$ ) for conspicuous consumption and conspicuous altruism was 0.889 and 0.827, respectively.

### 2.3. Discussion

A number of items were presented in this study that literature indicated encompassed conspicuous behaviour above and beyond Conspicuous Altruism and Conspicuous Consumption. However, the two empirically derived factors, Conspicuous Consumption and Conspicuous Altruism represent fundamental characteristics of conspicuous behaviour orientation as a second-order variable. Thus, this is a reflective second-order construct. This is supported theoretically by theories in evolutionary psychology and consumer psychology (Griskevicius, et al., 2007; Saad, 2020; Saad, 2021). As per research on conspicuous donation behaviour (Grace & Griffin, 2006), conspicuous compassion (West, 2004) and conspicuous consumption (Roy Chaudhuri, et al., 2011; Veblen, 1899) both sub-constructs of conspicuous behaviour orientation have been recognized as independent variables. However, the results indicate that the theoretical underpinnings of costly signaling behaviour theory holds true to combine these constructs into one model (Griskevicius et al., 2007; Hardy & Van Vugt, 2006; Miller, 2009; Sundie et al., 2011; Zahavi & Zahavi, 1999). Individuals' prosocial conduct where they extend empathy, kindness, and socially responsible behaviour, their indulgence in gifting expensive presents to kin and non-kin significant others, and their desire to attain and display luxuries are not simply a result of marketing campaigns of brands or cultural schemas. Rather, such behaviour depicts that people consume to navigate and find their place in the world where they express themselves through conspicuous behaviour for interpersonal benefits that includes social prestige, success in mating strategies, and stronger social bonds and friendships (Saad, 2020). Overall, Study 1 showed initial support that Conspicuous Behaviour Orientation as a second-order construct that comprises conspicuous consumption and conspicuous altruism.

### 3. Study 2

The factor structure of Conspicuous Behaviour Orientation scale was tested again in Study 2. We also analyzed its concurrent validity by evaluating the correlation of conspicuous donation behaviour, altruism, status consumption and materialism with conspicuous altruism and conspicuous consumption.

Conspicuous donation behaviour refers to an individual's behavioural tendencies to support altruistic endeavours through consumption of commodities that signify charitable causes, for example, wearing awareness ribbons (Grace & Griffin, 2006). As this phenomenon has altruism rooted at its heart, we hypothesized that conspicuous altruism would associate positively with conspicuous donation behaviour. We also hypothesized conspicuous donation behaviour to have a positive relation with conspicuous consumption as donation behaviour many a time involves consumption of commodities for the purpose of donations. Secondly, we assessed the relationship of another measure of altruism developed by Rushton et al. (1981) with conspicuous altruism. We expected to see a positive association of this altruism construct with conspicuous altruism because it primarily observes altruistic behavioural tendencies of an individual. However, we expected to see a negative to insignificant relation of this measure with

conspicuous consumption as this altruism scale does not account for any consumption or conspicuousness patterns.

Status consumption entails benefits gained for the ego-focused, as well as the other focused self-concept through consumption and display of goods and services that enhance social standing (Aaker & Williams, 1998; Belk, 1988; Eastman et al., 1999). This phenomenon has attainment of prestige through means of consumption closely woven into the demonstration of such behaviour. Therefore, we hypothesized that conspicuous consumption would have a positive association with status consumption (Eastman et al., 1999). We also expected conspicuous altruism to have a positive relation with status consumption as individuals widely indulge in conspicuous altruism for status to enhance intrinsic and extrinsic needs achieved in the form of social prestige (Belk, 1988; Eastman et al., 1999). Lastly, we analyzed the correlation of conspicuous consumption with a materialism scale which has been developed in prior literature of consumer behaviour (Richins & Dawson, 1992). Materialism is defined by the significance individuals place on worldly commodities, for example, luxury goods (Belk, 1984). We assumed this measure to associate positively with conspicuous consumption with a negative association with conspicuous altruism because materialism by definition prioritizes acquisition for the self over resources spent for a cause other than the self (Furchheim et al., 2013; Richins & Dawson, 1992).

### **3.1. Method**

#### **3.1.1. Participants and procedure**

We recruited two-hundred and three participants over the age of 18 using Prolific Academic to participate in this study in exchange for financial compensation. Measures were presented using Qualtrics. The sample was heterogeneous with an age varying between 18 to 58 years ( $M=27.48$ ,  $SD=9.16$ ). Participant nationalities included British, American, French, Polish, Greek, Portuguese, Irish, Russian, Canadian, Lebanese, Spanish, South African, Hungarian, Italian. Males were 49.8% and females 42.9% of the sample, and 7.3% of the sample categorized as “Other” or preferred to not indicate their gender. Participation in this study was voluntary.

This study took place in 2020 during the COVID-19 lockdown. Therefore, it was only possible to collection data online. This facilitated in collecting data from participants across a range of age groups and from various walks of life which benefited the current research. Only constructs which were hypothesized to hold an association with the conspicuous behaviour orientation scale were presented in the survey.

#### **3.1.2. Measures**

All participants indicated to what extent they agreed to what was stated in each of the items of the Conspicuous Behaviour Orientation scale on a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). In addition, the participants completed conspicuous donation behaviour scale (Grace & Griffin, 2006), the Self-Report Altruism Scale (Rushton et al., 1981), status consumption scale (Eastman et al., 1999) and materialism scale (Richins & Dawson, 1992) on a 7-point Likert scale.

### **3.2. Analysis and results**

Anderson and Gerbing (1988) proposed a two-step approach to carry out Structural Equation Modeling that entails developing a measurement model to test the validity of the constructs followed by a structural model to evaluate the proposed hypothesis. We used this approach to test the psychometric properties of the constructs in the measurement model followed by an analysis of the relationships of the underlying constructs in the structural model.

### 3.2.1. Measurement model

The fitness statistics of the structural model were adequate with  $\chi^2/df=2.043$ ; Average Goodness of Fit Index=0.815; Goodness of Fitness Index=0.826; Comparative Fit Index=0.837; Tucker Lewis Index=0.881; and RMSEA=0.062. Assessment of the internal reliability, composite reliability and average variance extracted was carried out next which can be seen in Table 2. The internal reliability (Cronbach's alpha) and composite reliability for the construct was greater than the minimum level of 0.7 (Nunnally, 1994). In addition, average variance extracted was greater than 0.5 which demonstrates that convergent validity of the scale exists (Fornell & Larcker, 1981). Furthermore, the square root of average variance extracted for each construct was greater than the correlations between the constructs which confirmed the discriminant validity of the constructs (Fornell & Larcker, 1981).

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 Insert Table 2 here  
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### 3.2.2. Structural model

The fitness statistics of the structural model were adequate with  $\chi^2/df=2.152$ ; Average Goodness of Fit Index=0.802; Goodness of Fitness Index=0.811; Comparative Fit Index=0.817; Tucker Lewis Index=0.872; and RMSEA=0.064. The findings as illustrated in Table 3 indicated that all the hypothesized relationships were supported except for the relationship between conspicuous consumption and conspicuous donation behaviour which appears to be insignificant.

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 Insert Table 3 here  
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### 3.3. Discussion

To evaluate the concurrent validity of Conspicuous Behaviour Orientation scale, the correlations with four other related measures were examined. Conspicuous consumption revealed to have a strong positive correlation with status consumption and materialism. However, contrary to expectation, there was a non-significant relation between conspicuous consumption and conspicuous donation behaviour. We believe this may be attributed to the fact that whereas conspicuous donation behaviour entails expenditure of resources, it is not self-directed consumption which is how conspicuous consumption has been conceptualized in the present scale. On the other hand, conspicuous altruism had a positive correlation with conspicuous donation behaviour, altruism, status consumption, and a negative correlation with materialism, as expected. Thus, these findings provide evidence for the concurrent validity of the Conspicuous Behaviour Orientation scale.

### 4. Study 3

In Study 3, we analyzed the construct validity of Conspicuous Behaviour Orientation scale by examining the correlation of all dimensions of HEXACO model of personality with conspicuous altruism and conspicuous consumption. The HEXACO model of personality was developed by Lee and Ashton (2004) as an improved revision of the five-factor model of personality developed by Costa and McCrae (1985). The HEXACO model includes six domains rather than five. They are Honesty-Humility (H), Emotionality (E), eXtraversion (X), Agreeableness (A), Conscientiousness (C), and Openness to Experience (O). We hypothesized that if the proposed

scale has construct validity the Conspicuous Behaviour Orientation scale would be able to discriminate across these six personality trait domains.

The first domain of the HEXACO, Honesty-Humility encompasses prosocial traits that are associated with being modest, sincere, and fair. Honesty and humility by definition correlate with moral foundation theory which advocates psychological conformations for the welfare of the society (Haidt & Graham, 2007). Therefore, Honesty-Humility should be positively associated with conspicuous altruism. However, it can be argued that individuals who are modest with traits of humility are less likely to be conspicuous in their consumption. Therefore, we hypothesized that conspicuous altruism would associate positively with Honesty-Humility and conspicuous consumption would associate negatively with Honesty-Humility.

The Emotionality domain typically includes sentimentality and sensitivity but also fearfulness, dependence and anxiety. Susceptibility to normative influence and connotations of being less pragmatic and more emotional when making decisions in life are traits associated with the Emotionality domain (Strouts et al., 2017). Such individuals have strong kinship bonds due to the need for dependence and respond strongly to a need for secure kin relationships (Strouts et al., 2017). Therefore, individuals high on emotionality are likely to be conspicuous in their consumption behaviour as well as altruistic endeavours to form and sustain relationships with significant others. We hypothesized that conspicuous altruism as well as conspicuous consumption would associate positively with Emotionality.

Sociability, talkativeness, and expressiveness are some of the qualities that individuals rich in Extraversion possess. This domain has subliminal as well as explicit traits of being socially driven towards status-seeking and non-verbal behaviour to enhance individual presence (Ashton et al., 2010). Since extraversion epitomizes an individual who is sociable, cheerful, interactive within a society and high on experiential needs, we hypothesized Extraversion to associate positively with conspicuous consumption and conspicuous altruism. In various personality models, Agreeableness has been associated with traits of being friendly and affable, but the HEXACO model of personality (Lee & Ashton, 2004) defines this dimension with qualities of patience, prudence and even temper. These attributes of prudence and pragmatism are negatively associated with opulence characterized in conspicuous consumption which requires spending finances, time and energy to signal to relevant others of personal affluence (Griskevicius et al., 2007). In contrast, traits of prudence are positively associated with social welfare and altruism (Griskevicius et al., 2010). Therefore, we hypothesized conspicuous altruism to associate positively and conspicuous consumption to associate negatively with Agreeableness.

Conscientiousness is synonymous to being careful, thorough, organized, and diligent (Lee & Ashton, 2004). An individual high on conscientiousness is likely to be highly concerned about how financial resources are allocated in consumption and less likely to indulge in wasteful consumption. These individuals derive personal satisfaction from stability and emotional investment which may lead to a positive association with conspicuous altruism (Schmitt & Buss, 2000). We hypothesized that conspicuous altruism would associate positively with Conscientiousness while conspicuous consumption would associate negatively with Conscientiousness. Lastly, Openness to Experience in the HEXACO model refers to an individual high in imagination, creativity, and intellectual stimulation (Lee & Ashton, 2004). People with these characteristics are likely to indulge in socially participative behaviour that includes acquiring goods and services that are visible to relevant others as well as engaging in socially responsible and altruistic endeavours. Hence, we hypothesized that both conspicuous altruism and conspicuous consumption to associate positively with Openness to Experience.

## 4.1. Method

### 4.1.1. Participants and procedure

Four-hundred and ten undergraduate and postgraduate university students participated in this study. The sample was heterogeneous with age varying between 18 to 38 years ( $M = 23.4$  years,  $SD = 3.12$ ). Males were 52.6% and females 45.6% of the sample, and 1.8% of the sample categorized as “Other” or preferred to not indicate their gender. Participants in this study held nationalities which included British, French, Nigerian, Turkish, Korean, Egyptian, Spanish, Indian, Pakistani, Malaysian, Tunisian, Columbian, and American. Thus, this research allowed us to develop an account of conspicuous behaviour orientation from the perspective of adults from different ethnicities, cultures, and nationalities. This study had received ethical approval and participants provided informed consent.

This study was conducted in 2019 prior to COVID-19 which made data collection via a pen-and-paper survey possible. In addition to the proposed 10-item conspicuous behaviour orientation scale and the items that define the HEXACO model of personality (Ashton & Lee, 2009), the 9-item Revised sociosexual orientation inventory (Penke, 2011) was presented to the participants. This was to conduct separate research on the association of the HEXACO model of personality constructs with sociosexual orientation and is therefore not reported here.

### 4.1.2. Measures

All the participants indicated to what extent they agreed to what was stated in each of the items of the Conspicuous Behaviour Orientation scale and the domains of the HEXACO model of personality developed by Ashton and Lee (2009) on a 5-point Likert scale, ranging from 1 (totally disagree) to 5 (totally agree).

## 4.2. Analysis and results

As in Study 2, we used AMOS 25 to develop a measurement and a structural model.

### 4.2.1. Measurement model

The fitness statistics of the measurement model were adequate with  $\chi^2/df=1.073$ ; Goodness of Fitness Index=0.932; Average Goodness of Fit Index=0.921; Comparative Fit Index=0.937; Tucker Lewis Index=0.946; and RMSEA=0.051. Assessment of the internal reliability, composite reliability and average variance extracted was carried out next which can be seen in Table 4. The internal reliability (Cronbach’s alpha) and composite for the construct was greater than the minimum level of 0.7 (Nunnally, 1994). In addition, average variance extracted was greater than 0.5 which demonstrates that convergent validity of the scale exists (Fornell & Larcker, 1981). Furthermore, the square root of average variance extracted for each construct was greater than the correlations between the constructs which confirms the discriminant validity of the constructs (Fornell & Larcker, 1981).

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 Insert Table 4 here  
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### 4.2.2. Structural model

The fitness statistics of the structural model were adequate with  $\chi^2/df=1.085$ ; Goodness of Fitness Index=0.911; Average Goodness of Fit Index=0.903; Comparative Fit Index=0.932;

Tucker Lewis Index=0.939; and RMSEA=0.056. The findings illustrated in Table 5 indicate that all the hypothesized relationships were supported except for the relationship between conspicuous consumption and Agreeableness domain and conspicuous altruism and Conscientiousness domain which appear to be non-significant.

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 Insert Table 5 here  
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#### 4.2.3. Discussion

To evaluate the construct validity of Conspicuous Behaviour Orientation scale, the correlations of conspicuous altruism and conspicuous consumption with the six domains of HEXACO model of personality were examined. Conspicuous consumption revealed to have a positive correlation with Openness to Experience, Emotionality, Extraversion, and a negative correlation with Honesty-Humility and Conscientiousness, as hypothesized. However, there was a lack of correlation between conspicuous consumption and Agreeableness which suggests that traits of patience and pragmatism do not explain consumption behaviours. On the other hand, conspicuous altruism had a positive correlation with the Honesty-Humility, Emotionality, Extraversion, Agreeableness and Openness to Experience, as hypothesized, but results showed that traits of dutifulness, achievement-striving and self-discipline related to Conscientiousness (Costa et al., 1991) may not explain conspicuous altruistic behaviour. All other relationships hypothesized between conspicuous altruism and conspicuous consumption with the HEXACO model of personality showed significant correlations, thus confirming construct validity of this scale.

#### 4.2.4. Measurement Invariance

The findings up to date from Studies 1, 2, and 3 showed that the Conspicuous Behaviour Orientation scale holds sound psychometric properties. However, the participants recruited in all three studies had fewer females than males, thus, to eliminate gender variation, measurement invariance was tested for gender using the pool of data from Study 1 (N = 423), Study 2 (N = 203) and Study 3 (N = 410). A total of 53 participants categorized as 'Other' or preferred not to share their gender was eliminated from this analysis. Consequently, data were analyzed from a total of 983 participants (Males = 528; Females = 455).

A two-factor measurement model between the two genders of males and females depicted an adequate fit with  $\chi^2/df=1.679$ ; Goodness of Fitness Index=0.926; Average Goodness of Fit Index=0.918; Comparative Fit Index=0.929; Tucker Lewis Index=0.935; and Root Mean Square Error of Approximation=0.058 as shown in Model 1 of Table 6. The factor loadings were significant and greater than 0.6 (above the acceptable level of greater than 0.5) across groups which confirmed configural invariance between genders.

Next, we assessed whether the scale holds metric invariance by developing a second model (Model 2) in which the regression weights were constrained between the latent variables and the items of the scale. For this analysis, we evaluated the difference in Comparative Fit Index between the configural invariance model (Model 1) and the metric invariance model (Model 2). A change of less than 0.01 in the Comparative Fit Index values for the models developed to test configural invariance and metric invariance indicates a presence of metric invariance (Cheung &

Rensvold, 2002; Droutman, et al., 2018). Additionally, other fit indices of Average Goodness of Fit Index and Root Mean Square were also compared between the models to check for sizeable differences between the models (Droutman, et al., 2018; Sung, et al., 2021). This comparison of Model 1 and Model 2 showed differences no greater than 0.01 in CFI, AGFI, and RMSEA to supported metric invariance for the present scale.

Finally, to test the factor variance invariance the latent variables for the Conspicuous Behaviour Orientation scale were constrained to develop a third model (Model 3). An analysis of the change in CFI, AGFI, RMSEA between this model and the primary model developed to check for configural invariance showed a difference no greater than 0.01 for the fit indices which showed the scale also possesses factor variance invariance between genders.

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Insert Table 6 here  
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## **5. General Discussion**

This research makes a number of theoretical contributions. It is the first to propose a definition of ‘Conspicuous Behaviour Orientation’. Secondly, it introduced a new self-reported instrument to measure Conspicuous Behaviour Orientation which comprises of two conceptually distinct dimensions: conspicuous altruism and conspicuous consumption. It used established quantitative methodologies to develop and validate this itemised scale. This scale appears to be theoretically strong and psychometrically valid as shown in three studies that confirm internal reliability and concurrent validity. Further, we explored the depth of this scale by analysing its relationship with a predefined personality trait model. This effort was to a large extent successful in examining and establishing explanatory relationships.

The Conspicuous Behaviour Orientation scale can be used in the field of consumer psychology by brand managers to learn about behavioural attributes of conspicuousness in different market segments. This can lead to effective customer profiling and brand management strategies through acquisition of useful insights on the customer base to maximise sales and profits. Secondly, this measure also contributes to the literature of evolutionary psychology, that centres on a premise of costly signaling theory which is in line with the theoretical foundation of the proposed scale (Griskevicius et al., 2007; Hardy & Van Vugt, 2006; Miller, 2009; Sundie et al., 2011; Zahavi & Zahavi, 1999). This scale can facilitate to extend empirical research on sociosexuality, kin selection and reciprocal behaviour amongst other related areas of research. An example of how this scale can be used in the research on sociosexuality is the analysis of the association of conspicuous behaviour orientation with short-term and long-term partnerships.

This research has noteworthy theoretical implications that contribute to the Corporate Social Responsibility (CSR) literature. Recent research suggests that CSR plays an integral role in determining the development of consumer-brand relationships, consumers’ self-concept and brand’s overlap, and consumer-brand moral congruence (Xiea, et al., 2019). The present research provides a psychometrically valid scale to contribute to these research areas. Specifically, prior

research on CSR has evaluated how consumers respond to CSR and the hypocrisy associated with corporate social responsibility (Wagner, et al., 2020). These studies have focused on negative consumer responses such as contempt, anger, and social disillusionment (e.g., Antonetti & Maklan, 2016; Romani, et al., 2013). Here, we provide a measure to assess the degree of consumers' need for conspicuousness in context of altruism and consumption which may promote consumer advocacy in response to proactive CSR strategies employed by organizations.

Conspicuous Behaviour Orientation highlights individual differences amongst people with reference to their susceptibility towards engaging in behaviours that elucidate a prestigious self-image to relevant others. This research is the first to conceptualize this phenomenon and provide a psychometric tool for its use suggesting that this scale is of significant value to evaluate this topic which may be extended to future research.

### **5.1. Managerial Implications**

Although this newly developed scale on conspicuous behaviour orientation substantially contributes to the theoretical conceptions of conspicuousness, consumption, and altruism, it has also a number of managerial implications. In today's globalized world that is defined by enabling environments, individuals seek social prestige which can be derived from not just status consumption but also behaviour that signifies best practices where prosocial behaviour of individuals, firms and entities is valued by all stakeholders. The conspicuous behaviour orientation scale is a tool that measures this phenomenon for brand managers to take a holistic perspective of individuals' conspicuous orientation and thus devise strategies based on the findings.

Luxury goods are synonymous to prestige-seeking behaviour and the use of the conspicuous behaviour orientation scale can facilitate an understanding of individuals' susceptibility towards conspicuousness in different market segments of luxury goods. Luxury brand managers position luxury goods with snob appeal (Veblen, 1899) or bandwagon luxury (Shaikh, et al., 2017). The degree of association of conspicuous behaviour orientation with different types of luxury consumption can be evaluated by means of the psychometric scale developed to successfully inform brand management strategies. An example of this would be that of LVMH. Louis Vuitton practices market segmentation on a number of factors that primarily includes price but an understanding and evaluation of the conspicuous behaviour orientation amongst individuals that comprise the different market segments can further bolster Louis Vuitton's sales and brand equity. Specifically, the present scale will provide brand managers of luxury goods with insights on consumers' proclivity towards status-related goals and CSR initiatives to build and bolster consumer-brand relationships. The proposed scale presents a measurement tool to assess consumers' individual differences that impacts their extent of emotional and evaluative response towards conspicuousness of brands. This scale will serve to be valuable to brand managers in guiding their marketing communication as well as market segmentation strategies.

Marketers of a large range of commodities can use the present research to analyze consumer susceptibility towards buying green products. Encouraging consumption of environment-friendly commodities has global benefits of ecological sustainability. Brand managers can benefit from this research to market conspicuous green products as consumers purchase green products as a signal of self-sacrifice and ownership of financial resources.

It must be noted that conspicuous behaviour orientation varies globally where individuals in collectivistic countries are influenced to a large extent by susceptibility to normative influence leading to a higher conspicuous behaviour orientation as these individuals largely aspire to signal



to relevant others of affluence and prosocial traits (Shaikh, et al., 2017). On the contrary, people in individualistic countries might be motivated by a need for uniqueness (Kastanakis and Balabanis, 2012). Hence, the level of conspicuous behaviour orientation will vary across individuals in different parts of the world belonging to different cultures. Therefore, the conspicuous behaviour orientation scale can be used to analyze the differences amongst individuals residing in different countries to develop marketing strategies based on the individual differences of these consumers.

Furthermore, this scale can help managers analyze whether consumption of a particular commodity is motivated by conspicuous behaviour orientation or other factors like functionality, premium quality and price which may explain the good or service's unique selling points. This can facilitate in developing marketing strategies in accordance with an understanding whether consumption of a particular commodity is driven by conspicuousness/inconspicuousness.

This research is a first step to stimulate discussion on the construct of conspicuous behaviour orientation. This study would be especially useful to marketers to analyze the multidimensional sociopsychological motivators that propel conspicuous behaviour orientation.

## **5.2. Limitations and Future Research**

Whereas the initial findings of this research are encouraging, more work needs to be done. One of the limitations of the present research is that two of the three studies have used samples of students instead of participants from the general population. Furthermore, although the participants belonged to more than sixteen different nationalities, they were all living in the U.K. Thus, the Conspicuous Behaviour Orientation scale needs to be tested with more diverse samples, including individuals residing in countries other than U.K.

Secondly, the relatively small sample size of Study 2 may limit the generalizability of the identified relationships with conspicuous donation behaviour, altruism, status consumption and materialism. Future research should examine the correlation of these constructs with conspicuous behaviour orientation using a larger sample size to confirm replication of the results.

Another limitation is that responses might be biased because of social desirability, which is an issue prevalent in data collection through self-report measures. This bias is reported to be higher for pen and paper surveys in comparison to data collected online (Joinson, 1999). Future studies can be conducted online to confirm the validity of the scale. Furthermore, behavioural or implicit indices could be used to test associations, as such measures might be less prone to social desirability.

This research provides literature to further explore the growing field of conspicuous behaviour orientation with research that associates conspicuousness with factors such as luxury consumption and the self-concept (Kastanakis & Balabanis, 2012; Shaikh, et al., 2017), social exclusion (Lee, et al., 2017), power (Rucker & Galinsky, 2009), morality in conspicuousness (Goenka & Thomas, 2020), and mating goals (Sundie et al., 2011).

### **5.2.3. Conclusion**

The development and initial verification of the Conspicuous Behaviour Orientation scale, which can assess individual differences in signaling behaviour of social prestige by two different dimensions of conspicuous altruism and conspicuous consumption was presented in this study. This scale synergizes the literature of evolutionary and consumer psychology to define and develop an itemized scale for the concept of Conspicuous Behaviour Orientation. The reliability and validity of the Conspicuous Behaviour Orientation scale was supported throughout this

research. Whereas prior literature in the field of social psychology has shown that conspicuous signaling for enhanced social standing and interpersonal benefits is a widely prevalent phenomenon, this research zoomed in on the role of the specific dimensions of Conspicuous Behaviour Orientation. By developing an initial scale to measure Conspicuous Behaviour Orientation, we would like to encourage researchers to delve deeper into the relationships of Conspicuous Behaviour Orientation with consumer psychology, social psychology and evolutionary psychology.

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**Table 1**  
**Final scale with a two-factor model of the Conspicuous Behaviour Orientation scale**  
**(n=423)**

Items	Factor 1	Factor 2
<b>Conspicuous Consumption</b>		
I am attracted to an individual who wears branded clothes and accessories.	0.89	
I feel stylish and classy if I am wearing branded clothes and accessories.	0.82	
I like luxury goods with logos that associate with my sense of style.	0.79	
I would like to own expensive luxuries that communicate class and prestige.	0.74	
I am interested or fascinated by people who come from well to do backgrounds with heritage and lineage.	0.73	
<b>Conspicuous Altruism</b>		
I would like to volunteer a great number of hours a month to help at an underprivileged children's hospital.		0.83
I would like to volunteer many hours a month to help at a homeless shelter.		0.80
I would like to volunteer many hours a month to help build housing for poor families.		0.76
I would like to help teach underprivileged youth to read.		0.73
I would like to be a responsible citizen and a helpful person by spending an afternoon each weekend picking up trash alone at the park.		0.71

*Note: The values in Table 1 show the standardized regression weights for each item in confirmatory factory analysis.*

**Table 2**  
**Measurement Model**

Constructs	$\alpha$ (Internal Consistency)	$\rho$ (Composite Reliability)	Average Variance Extracted
Conspicuous Altruism	0.905	0.909	0.669
Conspicuous Consumption	0.884	0.858	0.555
Conspicuous Donation Behaviour	0.925	0.927	0.613
Altruism	0.845	0.848	0.569
Status Consumption	0.907	0.909	0.669
Materialism	0.874	0.871	0.574

*Note: Table 2 shows that the internal consistency and composite reliability for each construct is greater than 0.7 which confirms the reliability of the constructs (Nunnally, 1994) and that the average variance extracted for each construct is greater than 0.5 which confirms the convergent validity of the constructs (Fornell & Larcker, 1981).*



**Table 3**  
**Correlations between conspicuous altruism and conspicuous consumption and other related measures**

	<b>Standardized Effect</b>	<b>T-Value</b>
Conspicuous Altruism → Conspicuous Donation Behaviour	0.284***	3.990
Conspicuous Consumption → Conspicuous Donation Behaviour	0.082	1.451
Conspicuous Altruism → Altruism	0.415***	3.616
Conspicuous Consumption → Altruism	0.080	1.335
Conspicuous Altruism → Status Consumption	0.185*	2.795
Conspicuous Consumption → Status Consumption	0.530***	6.005
Conspicuous Altruism → Materialism	-0.299***	-4.366
Conspicuous Consumption → Materialism	0.521***	5.564

*Note: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$*

**Table 4**  
**Measurement Model**

<b>Constructs</b>	<b><math>\alpha</math> (Internal Consistency)</b>	<b><math>\rho</math> (Composite Reliability)</b>	<b>Average Variance Extracted</b>
Conspicuous Altruism	0.897	0.901	0.651
Conspicuous Consumption	0.881	0.899	0.663
Honesty-Humility Domain	0.801	0.857	0.687
Emotionality Domain	0.823	0.846	0.644
Extraversion Domain	0.826	0.845	0.543
Agreeableness Domain	0.879	0.845	0.644
Conscientiousness Domain	0.832	0.856	0.585
Openness to Experience Domain	0.867	0.823	0.669

*Note: Table 4 shows that the internal consistency and composite reliability for each construct is greater than 0.7 which confirms the reliability of the constructs (Nunnally, 1994) and that the average variance extracted for each construct is greater than 0.5 which confirms the convergent validity of the constructs (Fornell & Larcker, 1981).*

**Table 5**  
**Correlations between conspicuous altruism and conspicuous consumption and the domains of HEXACO model of personality**

	Direct Effect	Standardized Effect	T-Value
Conspicuous Altruism → Honesty-Humility Domain		0.128*	2.196
Conspicuous Consumption → Honesty-Humility Domain		-0.192**	-3.385
Conspicuous Altruism → Emotionality Domain		0.127*	2.109
Conspicuous Consumption → Emotionality Domain		0.143**	3.043
Conspicuous Altruism → Extraversion Domain		0.279***	4.216
Conspicuous Consumption → Extraversion Domain		0.183**	3.272
Conspicuous Altruism → Agreeableness Domain		0.113*	1.801
Conspicuous Consumption → Agreeableness Domain		0.079	1.013
Conspicuous Altruism → Conscientiousness Domain		0.102	1.210
Conspicuous Consumption → Conscientiousness Domain		-0.122*	-2.076
Conspicuous Altruism → Openness to Experience Domain		0.215**	3.983
Conspicuous Consumption → Openness to Experience Domain		0.317***	4.974

Note: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$

**Table 6**  
**Measurement Invariance Models**

Model	Models compared	CFI	$\Delta$ CFI	AGFI	$\Delta$ AGFI	RMSEA	$\Delta$ RMSEA
<b>Model 1 – Configural invariance</b>	N/A	0.929	N/A	0.918	N/A	0.058	N/A
<b>Model 2 – Metric invariance</b>	M1 versus M2	0.934	0.005	0.922	0.004	0.056	0.002
<b>M3 – Factor variance – invariance</b>	M1 versus M3	0.937	0.008	0.928	0.01	0.054	0.004

Note: Table 6 shows a comparison between CFI, AGFI and RMSEA of Model 2 and Model 3 with Model 1. There appears to be no differences greater than 0.01 in the respective fit indices to support metric invariance for the present scale (Cheung & Rensvold, 2002).

## Appendix A

### List of the 37 items in Study 1 (n=423)

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Items
I would like to volunteer many hours a month to help at a homeless shelter.
I would like to leave an extra-large tip when at a dinner for others to notice.
I am attracted to an individual who wears branded clothes and accessories.
I would like to be recognized for my contribution to social and economic issues.
Knowing about someone's mental health issues impacts my opinion of that person when forming a friendship.
I would like to help teach underprivileged youth to read.
I would like to be a responsible citizen and a helpful person by spending an afternoon each weekend picking up trash alone at the park.
I like luxury goods with logos that associate with my sense of style.
I form an opinion of a person based on his or her alma mater (former education) and qualifications.
I would like to volunteer many hours a month to help build housing for poor families.
I want to be rich to make a difference in this world to contribute to social and economic issues.
At times I like to stay in my active-wear clothing in a public setting as it conveys my values of fitness and health.
Knowing about someone's physical health issues impacts my opinion of that person when forming a friendship.
The number of comments and likes I receive on my social media posts and picture has a positive effect on my self-esteem.
I would like to volunteer a great number of hours a month to help at an underprivileged children's hospital.
Knowing about someone's physical health issues impacts my opinion of that person when forming a long-term sexual partnership.
I am interested or fascinated by people who come from well to do backgrounds with heritage and lineage.
I feel making great conversations is important for socializing and making friends.
I would like to be a responsible citizen and a helpful person by going to the library to drop off a found library book in the drop box.
I feel social causes are a private matter and shirts, badges, and awareness bands are unnecessary for projection.
I feel stylish and classy if I am wearing branded clothes and accessories.
I like to take part in philanthropic ventures anonymously.
I notice the expensive things my acquaintances and friends own.
Knowing about someone's mental health issues impacts my opinion of that person when forming a long-term sexual partnership.
Sharing pictures of the events in my social life on online networks like Instagram helps me illustrate my identity.
I would like to own expensive luxuries that communicate class and prestige.
I want to anonymously contribute to noble causes like hunger eradication and donation of blood.
I evaluate people based on their taste in music and movies.
My weight and how I look is of great concern to me as I care what others think of me.
I would like to be actively involved in some sport to keep myself healthy.
I feel a sense of respect for an individual donating blood, stem-cells to a cancer patient or signing up for donating organs upon death.

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I am attracted to people who exercise and care for their health.

I like wearing awareness ribbons or bands like the pink ribbon for cancer to show my affiliation to social causes.

I like to share pictures of my vacations on online networks like Facebook, Instagram and Snapchat.

I would like to celebrate the milestones in my life with others.

I am attracted to people who are well-spoken and well-informed.

I would like to be a responsible citizen and a helpful person by mailing a letter that someone had dropped on the way to the post office.

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