A Model of Sustainable Consumer Behaviour, Personal Development, and Attitudes Toward Marketing

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Using a sample of relatively young consumers, this study explores the impact of sustainable consumer behaviour on the sustainable attribute, such as charity. The concept of consumer stability has particular influence, as it positively relates to all three areas of consumer charity: charitable involvement, consumer volunteerism, and social activism. The findings confirm the various hypotheses. For example, consumer traits, such as interpersonal trust and stability, are significant predictors of consumer volunteerism and social activities. The findings also indicate that the second set of sustainable consumer behaviour attributes influences consumer personal development and helps to predict positive consumer attitudes toward marketing activities, such as salespeople and advertising.

Keywords: sustainable consumers, charitable behavior, personal development, attitudes toward marketing

INTRODUCTION

Sustainable consumer behaviour (SCB) is the key for long-term profitability and growth of organizations. However, during the rapid growth and popularity of the consumer sustainable needs, companies still face difficulties in gaining understanding of the consumer sustainable behaviour. As a result, many consumer behaviour may be seen as positive and qualify as sustainable consumer behaviour. Though there is some disagreement on how to define sustainable consumer behaviour and many research have been discussed this topics. For example, Calderon-Monge et al. (2020) captures the necessary elements and defines sustainability as a foundation upon which responsible consumer behavior (environmental, social, and economic development) is based. In addition, White and Peloza (2009) study find that consumer self-benefit appeals are the most effective in influencing sustainable consumer behaviour and other studies refer (SCB) to social norms which consumers try to follow, such as what other doing and what other think

(Calderon-Monge, et al., 2020; Cialdini, et al., 1991; White & Simpson, 2013). Some research encourage other researcher for additional studies regarding the predictors of sustainable consumer behaviour (Menon and Menon, 1997; Mick, 2006; White and Simpson, 2013).

This study advances knowledge of sustainability in the consumer context and knowledge of consumer traits that may lead to sustainable behaviour. These traits are tolerance, family-orientation, trust, and charity, among other traits. The question arises whether these traits lead to sustainable consumer behaviour. Another question is whether sustainable behaviour lead to positive attitudes toward marketing and engagement in personal development. Charity is one consumer treat we would like to examine. Charity is linked to both consumers' marketing activity (Kinard and Pardo, 2017) and to marketing activities of organizations (Childs and Kim, 2019). Companies have even demonstrated strategies of replacing the lengthy and expensive reputation-building by being conspicuously involved in charitable causes (Elfenbein, et al., 2012). This research explores these various outcomes of consumer charitable behaviour.

Other research suggests antecedents to consumer charity. Lydiard (2016) suggests consumer charity may be based upon latent drivers, such as the specific situation. Other research identifies and examines strategies organizations use to urge consumers to be charitable (Bennett, 2005; Filo, et al., 2010). However, little work has been done to assess the influence of consumers' sustainable traits on their charitable behaviour. Thus, this study, in contrast to previous research with consumers, contributes to the literature by examine the impact of sustainable consumer traits on consumer charitable behaviour. In addition, the study will contribute understanding the influence of consumer charitable behaviour on consumer personal development and attitudes toward marketing. This important link has never been made in marketing research.

With all this in mind, the aims of this study are twofold: (a) to propose a model of sustainable consumer behavior based on consumer charitable behavior and (b) to test this model empirically by analyzing the influence of consumer traits, personal development, and attitudes toward marketing. The paper is organized as follows. The session below presents a review of the literature on sustainable consumer traits, sustainable consumer charity, consumer personal development, and consumer attitudes toward marketing, as well as formulate the hypotheses. Next session describes the sample, data collection, and measures. Finally, the last two sessions discuss the results, conclusions, and discussions.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Several consumer traits are judged to signify sustainable consumer behaviour and are included in this study. The six sustainable consumer traits predicted to be antecedents to sustainable consumer charity are consumer equanimity, family orientation, consumer tolerance, self-esteem, interpersonal trust, and consumer stability. Also considered to be sustainable consumer traits are the three intermediary variables of the study that comprise sustainable consumer charity – charity involvement, consumer volunteerism, and social activism.

FIGURE 1
RESEARCH MODEL
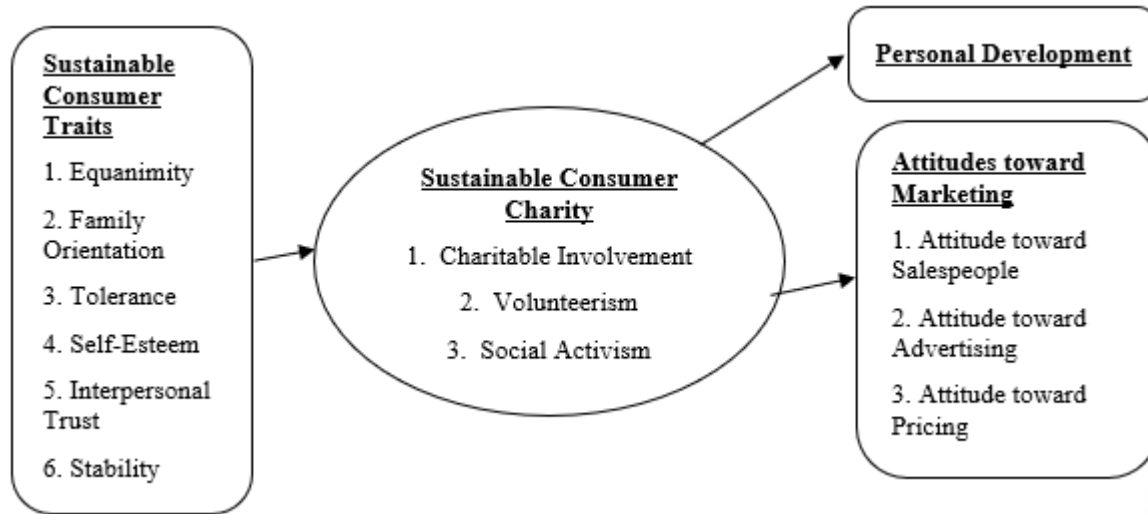
Sustainable consumer charity is then predicted to impact consumer personal development and consumer attitudes toward marketing practices, such as salespeople, advertising and pricing. Many concepts included in this study are rarely included in marketing research so definitions from various non-academic sources, such as dictionaries, are utilized. Figure 1 presents the research model that represents the hypotheses examined in this study.

Sustainable Consumer Traits

Consumer Equanimity

While definitions of consumer equanimity are similar, the *Collins English Dictionary* (2019) definition captures the essence of the term most completely. Equanimity is a "calm state of mind and attitude to life, so that you never lose your temper or become upset" (*Collins English Dictionary,* 2019). This concept is a major tenet of Buddhism as one of the characteristics that should be striven for during a person's lifetime (Kraus and Sears, 2009; Marques, 2010; Pace, 2013). Equanimity is also known as an important trait for individuals to possess in the Indian model of moral development (Mulla and Krishnan, 2014). Further, equanimity is found to be important in mindfulness practices (Tang and Tang, 2015). The possession of equanimity enables one to adjust to other cultural values (Nagata, 1974) and to get through difficult personal situations, such as divorce (Sbarra et al., 2012).

Business research also indicates equanimity influences a person's personal and professional resiliency (Stagman-Tyrer, 2014), is an important ingredient in cross-cultural collaboration endeavors (Ashta, et al., 2018), and is an important trait of transformational leaders (Norton and Palazzolo, 2012). This literature positions equanimity as a potentially important trait of sustainable consumers.

Consumer Family Orientation

Family orientation "principle that puts family at the center and focuses on their values, strengths and relationships; it informs your decisions and behaviour as a member and influences everyone's roles and how they interact with the environment" (*Quora,* 2019). Much research has been conducted about organizations that are family oriented (Alayo, et al., 2019; Payne et al., 2011; Stanley et al., 2019). Family orientation in companies even leads to sustainable business practices (Memili, et al., 2018). However, relevant to this current research is the family orientation of individual consumers.

Growing up in a family-oriented household helps children develop important values they carry into adulthood (Block, et al., 2018). Having a high level of family orientation helps individuals better cope with

work/family conflict (Kailasapathy, et al., 2014), and is important in developing a sense of individual well-being (Balbo and Arpino, 2016) and marital happiness (Bailyn, 1970). Family orientation is an important factor in career readiness of young adults (Fan et al., 2014) and, more specifically related to business and marketing, family orientation is important to how consumers process and react to public service announcements (Yoon and La Ferle, 2018). Thus, with few exceptions, recent literature indicates family orientation is a sustainable consumer trait and therefore, should lead to other sustainable behaviour.

Consumer Tolerance

Tolerance "is the quality of allowing other people to say and do what they like, even if you do not agree with or approve of it" (*Collins English Dictionary,* 2019). High tolerance in individuals helps them cope with anger (Ellis, et al., 2010), be more effective in risky situations (Filbeck, et al., 2005), have more successful and longer marriages (Light and Ahn, 2010), and contributes to the ruggedness of an individual (Weber, 2003). High levels of tolerance also help people operate effectively in a multicultural environment (Chevrier 2003; Dima and Dima, 2016; Korol, 2017; Oyamot, et al., 2017). High tolerance even increases the chances of students who have dropped out of college return to school (Park, 2011) and it helps college students be receptive of new classroom technologies (Lowe, et al., 2013).

Research related to business indicates a high level of individual tolerance leads to being better able to endure repetitive work (Murrell, 1963) and shift work (Barton, 1994; Ihlström, et al., 2017; Snyder, 1995). Tolerance even leads to a higher likelihood of a person being self-employed (Ahn, 2010). Related to marketing, consumer tolerance is instrumental in being able to cope with frustrating consumption situations (Van Steenburg, et al., 2013), helps consumers tolerate service failures (Zainol, et al., 2010), and contributes to the effectiveness of advertising (McQuarrie and Mick, 1992). Most relevantly, a high degree of tolerance is related to volunteer work (Dobbie and Fryer, 2015). This research makes it clear that consumer tolerance is an important sustainable consumer trait and should lead to other sustainable behaviour.

Consumer Self-Esteem

A review of self-esteem literature suggests the most relevant description of consumer self-esteem is the level that consumers are content with their consumer behaviour and is related to how that consumer behaviour has a positive influence on their lives (Lee, et al,, 2016). The quest for self-esteem by consumers has been shown to have some negative impacts. For example, pursuing self-esteem has been linked to poor body image (Krishen and Worthen, 2011), susceptibility to interpersonal influence (Kropp, et al., 2005), negative symbolic consumption (Banister and Hogg, 2004), and excessive expenditures on beauty products (Chauhan and Tiwari, 2019).

However, once attaining high levels of self-esteem, consumers enjoy very positive influences. Coping in the varying marketplaces by the modern consumer is helped with high self-esteem (Machin, et al., 2019), and high self-esteem increases consumers' likelihood of engaging in certain marketing activities by themselves (Shin, et al., 2018). Self-esteem is linked to a more positive view of globally-positioned advertising (Jun, et al., 2017). It also influences the amount of food products consumers' purchase, with high self-esteem resulting in more reasonable amounts being purchased (Ferraro, et al., 2005; Mandel and Smeesters, 2008). A positive marketing experience resulting in purchase and satisfaction after purchase is linked to consumer self-esteem (Guchait, et al., 2014), and it increases the likelihood that consumers will buy unattractive, though just as nutritious, produce when shopping for groceries (Grewal, et al., 2019). Self-esteem is linked to how consumers see fashion (Argo and Dahl, 2018) and the display of fashion (Khare, et al., 2011). Higher self-esteem helps older consumers feel younger (Amatulli, et al., 2018) and helps consumers acculturate to new cultures quickly and more completely (Maldonado and Tansuhaj, 1998). The literature creates a clear picture of self-esteem as an important sustainable consumer trait which leads to a variety of sustainable consumer behaviour.

Interpersonal Trust of Consumers

Academic research includes a rich history on trust in general and interpersonal trust more specifically. Among that research, the most relevant description of interpersonal trust is the "generalized expectancy

that the word, promise, or statement of another individual or group can be relied upon" (Evans, 2016, p. 1). Conventional wisdom suggests interpersonal trust may be a negative trait of consumers because it may make them gullible and susceptible to scams and other forms of marketing dishonesty. However, academic literature suggests many positive results of consumer having high interpersonal trust.

Interpersonal trust of individuals has been linked to quicker and more complete acculturation into new cultures (Chai and Dibb, 2014). Interpersonal trust contributes to a deeper and more sustainable relationship between consumer and salespeople (Poon, et al., 2017; Waheed and Gaur, 2009). It also helps consumer have a more complete and enjoyable experience in online shopping environments (Jeong and Lee, 2013; Liao, 2017; Pennanen, 2011), and influences whether a consumer will shop online at all (Das, et al., 2003). Given this research, interpersonal trust is important in sustaining consumption in the ever-increasing online marketplace within the context of developing and maintaining long-term relationships between salespeople and consumers. Thus, interpersonal trust is a sustainable consumer trait that should lead to other sustainable consumer behaviour.

Consumer Stability

Surprisingly, there is a wide range in definitions of stability. The one most relevant to this research is "a condition in which someone's mind or emotional state is healthy" (Macmillan Dictionary, 2019). Most consumer-related research on stability has to do with the impact of external stability to consumer behaviour. Examples are stable economic conditions, stable markets, stable marketing messages, and their impact on consumer behaviour.

One study of the stability of consumers themselves found that consumer stability favorably influences consumer interpretation of online reviews (Nakayama, 2017). Scant research in this area points to a gap that this study can address. Given the definition of consumer stability and the small amount of extant research, stability is likely a sustainable trait that could lead to sustainable consumer behaviour.

Sustainable Consumer Charity

Consumer Charitable Involvement

A variety of definitions for charitable involvement exist; however, they lack consistency and none are sufficient for the current study. Thus, using several sources, the following definition is offered: charitable involvement is a sustained effort to be kind and non-judgmental of people. To provide help to those who need it, and to show benevolent goodwill toward living beings (*Cambridge English Dictionary*; *Merriam-Webster Dictionary*).

Much research has been conducted to examine the charitable involvement of organizations (Baksh-Mohammed, et al., 2013; Hendriks and Peelen, 2013; Park and Kim, 2015). However, research on consumer charitable involvement is not as common. Charitable involvement has been linked to the attainment of higher education (Brown and Smart, 2007-2008), healthy family relationships (Ogle, et al., 2014), and it even decreases the likelihood of being involved in witchcraft (Gershman, 2016). Once a consumer has participated in a charitable behaviour one time, he or she is more likely to continue to be involved in the future (Hornik, 1988). Charitable involvement is also linked with volunteerism (Knese, 2013). With these few findings, it becomes clear that consumer charitable involvement is a sustainable behaviour. We posit that sustainable traits may lead to this behaviour, and the behaviour, in turn, will lead to positive outcomes in terms of both personal development and attitude.

Consumer Volunteerism

Volunteerism is defined in prior research as the extent to which consumers believe that donating time to an organization benefits the community and is appreciated (Yavas and Riecken, 1985). Much research has been conducted about consumer volunteerism. Following is an overview of these findings.

In a natural disaster situation, volunteerism is more likely if consumers possess various sustainable consumer traits, such as empathy, compassion, social responsibility, altruism, kindness, fairness, and trust (Gunessee, et al., 2018). Volunteerism is more common among people with a focus on the future (Maki, et al., 2016). Service learning opportunities in college (Jain, 2016) and involvement in volunteer work while

growing up (Oesterle, et al., 2004) both increase the likelihood that young adults will be involved in volunteer work in the future.

Volunteerism contributes to general public safety (Musso, et al., 2019), increased community involvement (Omoto and Packard 2016), and better consumer health (Yeung, 2018). It also raises awareness of poverty and other social problems in other countries (Ortega Carpio, et al., 2018). Volunteerism is even linked to more successful and happy lives (Omoto et al. 2000). Given the prior research, volunteerism is clearly a sustainable behaviour that is preceded by positive consumer traits and leads to other positive outcomes.

Consumer Social Activism

Social activism is best defined as "the use of direct and noticeable action to achieve a result, usually a political or social one" (*Cambridge English Dictionary*). Because of the nature of some social activism, such as protests, strikes, maybe going against popular practices and beliefs, this variable may be seen as a negative and unsustainable consumer behaviour (Ryan, 2016; Wiltfang and McAdam, 1991).

However, the positivity associated with social activism outweighs the negatives. For example, social activism contributes to the establishment of democracies (Kirkham, 2013), social justice in schools (Edwards, 2013), and more opportunities for minorities (Lynagh and Poist, 1975). It leads to increased sense of self-worth (Calogero, 2013) and self-advocacy (Brashers, et al., 2002).

In a business context, consumer social activism contributes to corporate social responsibility and innovation (King, 2008; Subramanian, 2017; van Wijk, et al., 2019). It also contributes to new technology development (Weisskircher, 2019). Social activism is linked to career competence (Kumar and Babu, 2015) and more productive use of social media (Hirsch, 2014; Treré, 2015). Based on this literature review, social activism is a sustainable consumer behaviour which leads to positive outcomes.

Consumer Personal Development

For the purpose of this present study, consumer personal development is derived from a definition and it is best described as the conscious pursuit of personal growth by expanding self-awareness and knowledge and improving personal and professional skills (*Cambridge English Dictionary*).

In a personal sense, consumer personal development is linked to self-efficacy and self-esteem (Chen, et al., 2019), and leads to more engagement in the consumer's surroundings (Fletcher, 2019). A close family life is linked to personal development (Jirásek, et al., 2017), more effective college educational experience (Klobes, 2018; Papworth, 2015; Samardžija, et al., 2017), and higher level ethics in college students (Ermasova, et al., 2017). Personal development increases self-empowerment and the ability to express oneself (Gilat, 2015). It is also linked to a person's entrepreneurial spirit (Mueller and Anderson, 2014) and a more effective sense of competitiveness (Ryckman, et al., 1997).

In the workplace, personal development contributes to improved performance (Lejeune, et al., 2016), expertise growth (Beausaert, et al., 2011), and leadership effectiveness (Dodds and Grajfoner, 2018; Petriglieri, et al., 2011). The personal development literature reviewed here suggests its importance in a consumer's life as a potential outcome of other sustainable consumer attributes and behaviour.

Consumer Attitudes Toward Marketing

Consumer Attitude Toward Salespeople

Consumer attitude toward salespeople can be defined as response to salespeople in general in either a favorable or unfavorable manner (Brown, 1995). Communication ability (Pauser, et al., 2018) and education (Halperin and Hall, 1974) are linked to more positive consumer attitudes toward salespeople. A reputation of high-level consumer ethics improves attitudes toward salespeople (Baer, 1990; DeCarlo, 2005), as does a good reputation of the company employing the salesperson (Brown, 1995). Sales practices that are more consumer-oriented and designed for long-term relationships also improves attitudes toward salespeople (Stafford and Greer, 1965). This literature reveals that consumer attitude toward salespeople is linked to sustainable consumer behaviour and traits.

Consumer Attitude Toward Advertising

Much research has been conducted regarding consumer attitude toward advertising. The description of consumer attitude toward advertising used in the study is derived from this research. This description is the thoughts and emotions of consumers related to advertising in general (Muehling and McCann, 1993). Consumers with higher self-esteem tend to view globally-oriented advertising more favorably (Jun, et al., 2017). Strong moral identity and a good work ethic also improve attitudes toward advertising (El Hazzouri, et al., 2019). Consumer health and sense of well-being contribute to positive attitudes toward advertising (Koinig, et al., 2018). The portrayal of good values (Defever, et al., 2011) and the lack of gender stereotypes in advertising improve a consumer's attitude toward advertising (Åkestam, 2018; Huhmann and Limbu, 2016). Consumer trust also improves attitude toward advertising (Brinson, et al., 2019). This sample of research supports the idea that consumer attitudes toward advertising may result from sustainable consumer attributes and behaviour, justifying its inclusion in this study.

Consumer Attitude Toward Pricing

Developing a definition parallel to the definition for attitude toward advertising, consumer attitude toward pricing is the thoughts and emotions of consumers related to pricing in general. Consumer attitude toward pricing has not received as much academic research attention, but a few studies link it to sustainable consumer attributes. Consumer trust is an important precedent to a positive attitude toward pricing (Victor, et al., 2019). The lack of monopolistic practices improves consumer attitudes toward pricing (Beard and Sweeney, 1994). These few studies suggest more research is needed in this area, but they do link consumer attitudes toward pricing to the important premise of this study.

HYPOTHESES

Based on the literature review above, the following hypotheses are offered. Figure 1 indicates the three hypotheses have multiple.

H_1: Consumers exhibiting higher levels of the sustainable consumer traits are more favorable toward charitable behaviour.

H_2: Consumers with higher levels of charitable behaviour display more interested in personal development.

H_3: Consumers with higher levels of charitable behaviour have a more positive attitude toward marketing activities.

METHODOLOGY

Sample
The sample for this study consists of 46 female and 70 male consumers. At the time of participation, these consumers ranged in age from 19 to 46 years of age, with the average being 25.6 years old. Many of the participants, were enrolled in a university class at the time of participation.

Data Collection
Students enrolled in various business classes at a major university in the southwestern United States were asked to voluntarily participate in this study by filling out a questionnaire which they were allowed to take home and complete overnight. Participants were asked to complete their one questionnaire and to distribute two additional surveys to acquaintances. These procedures resulted in the total of 116 usable questionnaires included in this study.

Measures

Previously developed measures were used where possible. In all cases, multiple-item scales were used. Multiple-item scales are needed in order to reduce the scales to the most efficient and reliable versions for analyzing the hypotheses. Reliability for these scales is determined by using guidelines from previous marketing research calling for the level of Cronbach's alpha (Cronbach, 1951) to be at least 0.60 for experimental research (Churchill and Peter, 1984; Nunnally, 1978). Six variables identified as sustainable consumer traits are used for this study. The scale measuring equanimity originally had nine items (Kraus and Sears, 2009), but was reduced to five items for this study and was reliable (α = 0.793). The scale measuring family orientation was developed specifically for this study, as this concept has not previously been operationalized in marketing research. It originally had two items and both items were used for this study, even though the two-item scale is not reliable (α = 0.341). The scale measuring tolerance originally included four items in previous research, but was reduced to three items to increase its reliability for this study, but was still unreliable (α = 0.454). The scale measuring self-esteem originally had eight items (Lee et al., 2016), but was reduced to six items for this study and was reliable (α = 0.794). The scale measuring interpersonal trust originally had 19 items, but was reduced to seven items for this study and was reliable (α = 0.845). The sixth, and last, of the sustainable consumer traits of this study is stability. The scale to measure stability originally had four items, but was reduced to two items for this study and was reliable (α = 0.693).

Next are the three intermediate variables to assess sustainable consumer charitable behaviour. The first is charitable involvement. The scale to measure this variable originally had eight items, but was reduced to seven items for this study and was reliable (α = 0.716). The next is volunteerism, which started with three items (Yavas and Riecken, 1985), but was reduced to two items and was reliable (α = 0.915). The third variable to assess consumer charitable behaviour is social activism. The measure for this variable began with 16 items, but was reduced to eleven items and was reliable (α = 0.847).

One terminal variable is consumer personal development. This concept was originally measured using a three-item scale; all items were retained and was reliable (α = 0.921).

The other three variables are measuring consumer attitudes toward different aspect of marketing. The first is a five-item scale to measure consumer attitude toward salespeople (Brown, 1995). All items were retained and the scale was reliable (α = 0.885). Another one of these three variables is a three-item scale measuring consumer attitude toward advertising (Gaski and Etzel, 1986). The scale was reduced to two items and was not reliable (α = 0.352).

Finally, a seven-item scale to measure consumer attitude toward pricing practices (Gaski and Etzel, 1986) was reduced to a two-item scale that was reliable (α = 0.744).

RESULTS

The three hypotheses were examine using regression. Multivariate regression was used to examine H_1, while bivariate regression was used to exam H_2 and H_3, refer to tables 1, 2, and 3 for summaries of these results.

TABLE 1
RESULTS OF HYPOTHESES TESTING - H1

Hypothesis	Independent Variables	Dependent Variables	Test Statistic
1	**Positive Consumer Traits**	**Consumer Charity**	
		Charitable Involvement	3.125***
	Equanimity		0.477
	Family Orientation		0.491
	Tolerance		0.135
	Self-Esteem		3.767***
	Interpersonal Trust		1.247
	Stability		2.157**
		Volunteerism	5.664***
	Equanimity		1.778*
	Family Orientation		2.197**
	Tolerance		0.595
	Self-Esteem		0.392
	Interpersonal Trust		2.608***
	Stability		2.735***
		Social Activism	4.894***
	Equanimity		0.306
	Family Orientation		1.217
	Tolerance		2.663***
	Self-Esteem		3.004***
	Interpersonal Trust		2.223**
	Stability		1.760*

* Significant at the $p \leq .10$ level

** Significant at the $p \leq .05$ level

*** Significant at the $p \leq .01$ level

Table 1 presents the results for assessing H_1. This first hypothesis suggests that consumers exhibiting higher levels of the sustainable consumer traits are more favorable toward sustainable consumer charitable behaviour. Statistical assessment indicates the overall confirmation of H_1, suggesting that high levels of a combination of these six positive consumer traits result in higher levels of charitable involvement. However, further scrutiny allows more detailed understanding of these variables. Only two of the six sustainable consumer traits contributed to the overall confirmation of this hypothesis. These two variables are self-esteem (t = 3.767, $p \leq .01$) and stability (t = 2.157, $p \leq .05$). Further, four of the six sustainable consumer traits contributed to the impact on volunteerism. These four variables are equanimity (t = 1.778, $p \leq .10$), family orientation (t = 2.197, $p \leq .05$), interpersonal trust (t = 2.608, $p \leq .01$), and stability (t = 2.735, $p \leq .01$). Finally, four of the six sustainable consumer traits impacted the third consumer charitable behaviour variable of social activism. These four variables are tolerance (t = 2.663, $p \leq .01$), self-esteem (t = 3.004, $p \leq .01$), interpersonal trust (t = 2.223, $p \leq .05$), and stability (t = 1.760, $p \leq .10$).

TABLE 2
RESULTS OF HYPOTHESES TESTING – H2

Hypothesis	Independent Variables	Dependent Variables	Test Statistic
2	**Consumer Charity**	**Personal Development**	13.762*
	Charitable Involvement		0.651
	Volunteerism		0.277
	Social Activism		5.877*

* Significant at the $p \leq .01$ level

H$_2$ hypothesizes that consumers who are more favorable toward charity are more interested in personal development. Overall, this hypothesis is supported through statistical analysis. Table 2 summarizes the analysis for this hypothesis. Closer examination reveals that only one of the consumer charitable behaviour variables contributes to this positive impact. This variable is social activism (t = 5.877, $p \leq .01$).

TABLE 3
RESULTS OF HYPOTHESES TESTING - H3

Hypothesis	Independent Variables	Dependent Variables	Test Statistic
3	**Consumer Charity**	**Attitudes Toward Marketing - Salespeople**	3.819**
	Charitable Involvement		1.377
	Volunteerism		0.853
	Social Activism		3.198***
	Consumer Charity	**Attitudes Toward Marketing - Advertising**	2.134*
	Charitable Involvement		0.523
	Volunteerism		2.346**
	Social Activism		0.334
	Consumer Charity	**Attitudes Toward Marketing - Pricing**	0.136
	Charitable Involvement		0.497
	Volunteerism		0.233
	Social Activism		0.057

* Significant at the $p \leq .10$ level

** Significant at the $p \leq .05$ level

*** Significant at the $p \leq .01$ level

Finally, H3 postulates that consumers with higher levels of charity have a more positive attitude toward marketing. Statistical analysis supports this hypothesis. However, closer assessment helps us understand the specifics of the relationships between these variables. Of the three consumer charity variables, only social activism has an impact on consumer attitude toward salespeople (t = 3.198, $p \leq .01$). Also, only consumer volunteerism has an impact on consumer attitude toward advertising (t = 2.346, $p \leq .05$). None of the three consumer charity variables has any impact on consumer attitude toward pricing.

CONCLUSIONS AND DISCUSSIONS

The most robust finding for H_1 is the link between consumer attributes and volunteerism. Only two of the six sustainable consumer traits – tolerance and self-esteem – are not predictors of consumer volunteerism. High levels of equanimity and stability predict consumers who are more involved and positive about volunteering. Equanimity and stability are highly correlated in this data set, and their definitions show they are similar. Thus, it is no surprise that both are significant antecedents to consumer volunteerism. This may suggest that if consumers feel their lives are stable, they may also feel a sense of calmness in their personal lives. These conditions will make it less difficult for them to start looking outward and get involved in volunteerism. Since this research focuses on relatively young consumers, our finding supports the Oesterle, et al. (2004) study that involvement in volunteer work grows in later stages of consumers' lives. Family orientation is also a predictor of volunteerism. This finding may suggest that consumers who are orientated toward their families may find volunteer work an enjoyable and beneficial activity in which to involve their families. As a result, our research supports other research that family orientation is important regarding how consumers process and react to public service, which is related to volunteerism (Yoon and La Ferle, 2018). Finally, interpersonal trust is a significant precursor to consumer volunteerism, perhaps suggesting that participants trust their work will actually be helpful to whatever cause for which they are volunteering.

The next most robust finding for H_1 is for consumer social activism. Four of the six sustainable consumer traits were significant predictors of social activism. An interesting finding is that consumer tolerance predicts social activism. This finding may indicate that certain groups of people may be treated unfairly. Because of a consumer's high level of tolerance, he or she feels motivated to get involved in some social cause to support these groups. Consumer self-esteem is also a predictor of social activism, perhaps suggesting people need to have high self-esteem to be able to look outward to get involved in worth social causes. Also suggested in these findings is that consumer with high levels of interpersonal trust may be more probable to get involved in social activism. This finding may indicate consumers trust that their involvement in social action will actually help people. Finally, consumer stability is important in predicting social activism. This finding is no surprise because stability, by the definition, is a condition in which a consumer's mind or emotional state it healthy. Healthy behaviour is a part of sustainable consumer charity. We suggest that stability in a person's life allows him or her to turn toward and get involved in other social activities.

The third portion of H_1 suggests the six sustainable consumer traits are significant antecedent of charitable involvement. Though this relationship showed the least robust findings, two of the six sustainable traits do have an influence on this variable. A high level of consumer self-esteem suggests consumers feel good about themselves and are able to look externally to others who may be in need. In fact, getting involved in charity may also continue to build a consumer's self-esteem. Consumer stability is also a predictor of charitable involvement. This finding may suggest when consumers feel stability in their lives, they may have more of a tendency to get involved in charities that benefit others.

Interestingly, only one of the three sustainable charity variables is a significant predictor of personal development and that variable is consumer social activism, which still partially supports H_2. Social activism may be a deeper level of involvement in other causes than volunteerism or charity involvement. Activism suggests actually taking action, rather than just donating money or passively volunteering. Activism suggests having a strong opinion about the social cause a consumer is representing by his or her activism. The strength this variable suggests may be perceived by consumers to be more of a piece of their personal development. Since prior research supports that personal development leads to more engagement in the consumer's surroundings (Fletcher, 2019), our finding advocates that consumer social activism is a form of consumer engagement and a part of sustainable consumer charitable behaviour.

In H_3, this study predicted sustainable consumer charity has an impact on three variables related to consumer attitudes toward marketing. Interestingly, no significant results were found for consumer attitude toward pricing. This lack of significant findings suggests that price may be a more complex variable that

requires more research. It may also suggest consumer attitudes toward price are stronger and more difficult to influence.

The most robust finding in H$_3$ shows that social activism is a significant predictor of attitude toward salespeople. This result might indicate a certain comfort level of direct communication of consumers who are involved in social activism. This comfort level may lead to them feeling more secure and favorable toward salespeople as they may see these sales professionals as important sources of information and help in their potential purchase decisions. Based on previous research, social activism contributes to productive use of social media (Hirsch, 2014; Treré, 2015); since salespeople are direct communicators, our participants demonstrate social media skills to communicate with the salesperson. Social activism moves to social media channels, where in many cases, an online consumer purchases.

The other significant finding supporting H$_3$ is that consumer volunteerism has a significant impact on attitude toward advertising. This finding likely suggests consumers involved in volunteerism view the world more positively, thus they become involved in volunteering which leads to a more positive view of advertising. In addition, many volunteer opportunities are advertised in order to gain more volunteers. This would also lead to a more positive attitude toward advertising.

Similar to every consumer study, this research has limitations, and these limitations suggest areas of future research. Many more positive consumer traits that would contribute to a sustainable life for them. More of these variables could be identified in similar research. Measures of attitudes toward marketing may also be explored in the future. As with any research, the sample is also important. The sample size for this research was relative small, so it would be useful to continue collecting data to increase the sample size. Further, the sample included consumers within a relatively small age range. It would be useful to assess if the same results would be found in both younger and older consumers.

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