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**Article**

## Sustainable Consumption Communities – Relevance and Acceptance

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# Marketing Review St.Gallen

## Sustainable Consumption

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# Sustainable Consumption Communities

## Relevance and Acceptance

Sustainable consumption communities are voluntary associations of private individuals who aim to contribute to the sustainable transformation of the society and the economy. In this paper, the public acceptance of such communities as well as corresponding determinants and barriers are empirically analysed and recommendations for action are derived.

Prof. Dr. Andreas Mann, Dr. Sven Kilian

Climate change and the natural disasters it triggers around the world, oceans polluted by plastic waste and many other problems drive more and more (especially younger) people in the affluent industrial nations to become more sensitive to the consequences of thoughtless consumption (Whelan & Kronthal-Sacco, 2019). Aside from the often-documented attitude-behaviour gap, there is an increasing number of consumers that join together in communities in order to contribute «bottom-up» to the creation of foundations for the desired, more sustainable ways of living and consumption that are not available through established markets (Gollnhofer et al., 2019; Thompson & Coskuner-Balli, 2007). However, most of these communities do not grow beyond a niche existence as grassroots initiatives unless they are able to manage the challenge of engaging a broad and supportive community base. This presupposes a general willingness of consumers to take part in such communities – actively or at least passively (Kump & Fikar, 2021). This is the starting point of the present article. The aim is to analyse the determinants and barriers of consumers' general willingness to participate in sustainable consumption communities and to derive possible approaches for an effective community marketing.

Within academic marketing literature, consumption communities have been an important research subject for decades; however, the overall body of research has mostly focused on brand-based (McAlexander et al., 2002; Schau et al., 2009) or experience-based consumption communities (Belk & Costa, 1998). It is only recently that marketing research began to extend its focus to sustainability-oriented consumption communities and to the question of underlying motives that drive participants to engage in them (Gummerus et al., 2017; Papaoikonomou et al., 2012). Since most of this research focuses on already committed community participants, the present

article contributes to this infant body of research with a specific focus on the beliefs and attitudes towards sustainable consumption communities within the general public, a public that can mainly be expected not (yet) to be members of such communities.

## Characteristics and Types of Sustainable Consumption Communities

Sustainable consumption communities (SCCs) are voluntary associations of private individuals that seek to promote the transformation of society and the economy towards more sustainability (Hossain, 2018; van Lunenburg et al., 2020). Typical approaches are developing (new) solutions or deploying specific projects regarding consumption behaviour that contribute bottom-up to reducing or avoiding environmental and social problems (Seyfang & Smith, 2007). In general, they do not pursue profit objectives, but are geared towards establishing resource conservation and fair business practices in their dealings with producers or suppliers (Hoelscher

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& Chatzidakis, 2021). The main characteristic of such initiatives is the initiation and organisation of service provision by private persons, whereby this is not to be understood as a fixed group of people, but primarily as a space for joint action (so-called shared spaces). SCCs are open organisations that generally allow all interested persons to participate actively or passively.

SCCs can be designed in different ways. They can be organised as online (e.g., social media groups) or offline formats (with face-to-face meetings) (Gummerus et al., 2017; Hoelscher & Chatzidakis, 2021). They can be implemented as loose forms of cooperation without a formal legal status or as communities with a formal legal status, such as an association or cooperative. In addition,

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SCCs can focus on specific topics (e.g., the cultivation of organic food) or have a broader orientation (e.g., the ecological transformation of regions/cities). In doing so, they can employ completely self-created methods and technologies to achieve community goals (indigenous approach) or adopt and apply established concepts and technologies from other sectors as part of an adaptive approach (Smith & Stirling, 2018). Similarly, SCCs can have very different objectives (Pel & Kemp, 2020), e.g., aiming for profound and far-reaching changes in their respective thematic areas (radical novelty) or focusing more on the preservation, maintenance and revitalisation of traditional social values and relationships through socially (re)embedded modes of production and consumption as well as community lifestyles (restoration). The geographical scope can be local and regional or national and even international in terms of the composition of members and the radius of action.

Sustainable consumption communities are mostly typical grassroots initiatives,

characterised by open and rather idealistic values, which can provide a basis for social innovation, even if they are not mainstream at the outset (Seyfang, 2007). However, if they succeed in attracting a wider range of participants and retaining existing ones, they can become powerful institutions that could trigger changes in market and industry structures (Hermans et al., 2016; Seyfang & Longhurst, 2016). Decisive for their success – apart from effective community marketing – is, above all, the general acceptance by consumers.

## Conceptual Basis for an SCC Acceptance Model

Acceptance can basically be understood as a kind of confirmation, approval, recognition or endorsement of certain facts, objects, or subjects. In this paper, acceptance is to be understood as the (positive) willingness of consumers to participate in SCCs passively or actively, which arises due to a positive evaluation of SCCs.

Willingness to participate is an important prerequisite for actual, possibly lasting participation in SCCs (Ajzen & Fishbein, 1970). According to Ajzen's (1991) theory of planned behaviour (TPB), the willingness to perform an action is influenced by the general attitude towards the action, the subjective norm, and the behavioural control of a person. Attitudes are understood as evaluations of behaviour, which can be positive or negative and are associated with a behavioural tendency (Eagly & Chaiken, 1998). In the classical expectancy-value model, attitudes are formed as a result of evaluating the consequences of certain attributes of an evaluation object or behaviour and the extent to which these attributes are given (Ajzen & Fishbein, 1970). Subjective norms represent the perceived social pressure on a person

to perform or not to perform a certain behaviour (Ajzen, 1991). Perceived behavioural control includes a person's belief that they can actually implement and control a particular behaviour by having the skills and other necessary resources (e.g., time and money) to do so.

The TPB provides the essential basis for a model that the authors developed and tested to measure the acceptance of SCCs among private individuals. Figure 1 shows the conceptual framework.

To the perceived characteristics and their consequences, which according to the TPB are major determinants of attitude, the SCC acceptance model ascribes various benefits and cost aspects that can be associated with an engagement in an SCC and ultimately represent the associated characteristics and their respective expected consequences. Potential benefits comprise (1) societal, (2) functional, (3) hedonistic, (4) personal-social, and

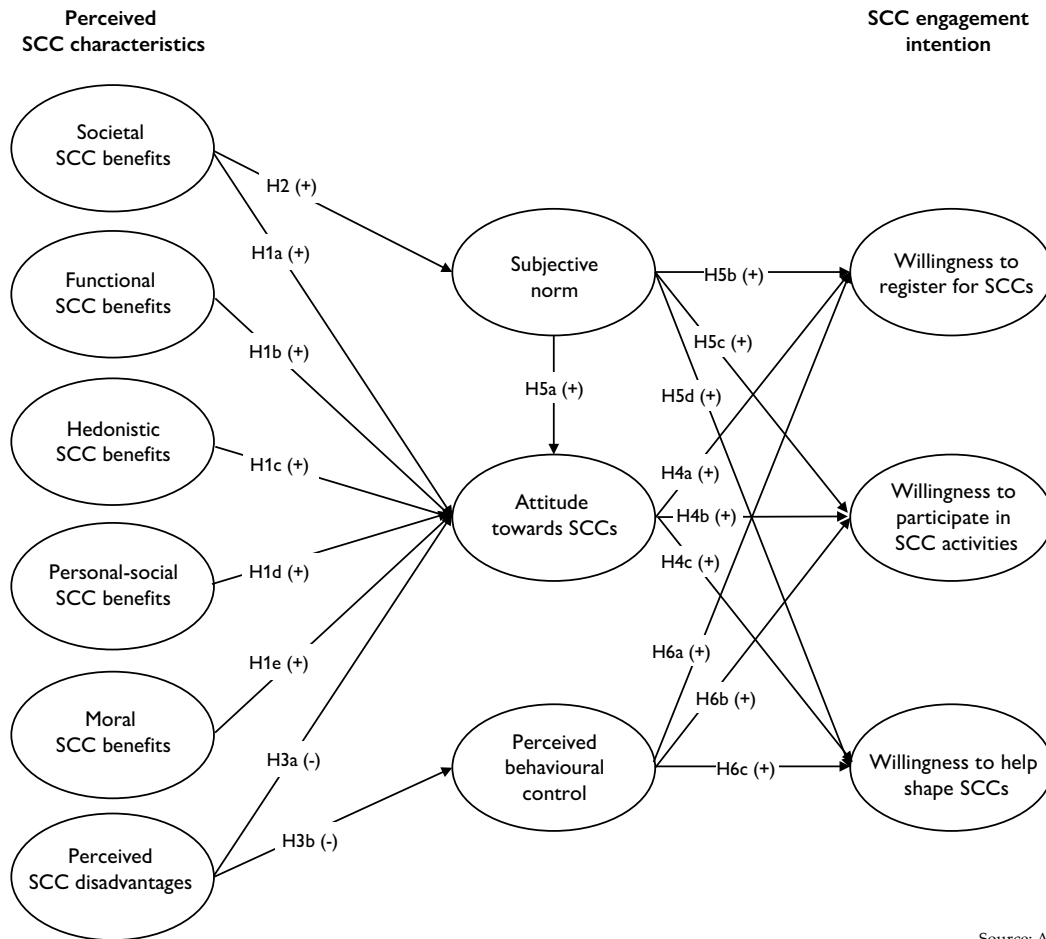
SCC can become powerful institutions that could trigger changes in market and industry structures.

(5) moral benefits. Societal benefits entail aspects such as the promotion of sustainable consumption, the public highlighting of issues that have so far received too little/no attention and the promotion of important (social-ecological) values (Hornsey et al., 2006). Functional benefits of SCCs include, for instance, access to useful information/advice, opportunities for useful experiences and meaningful activities (Claffey & Brady, 2017; Hartmann et al., 2015). Hedonistic benefits are related to experiencing fun and appreciation (Claffey & Brady, 2017; Teichmann et al., 2015). Personal-social benefits comprise, for instance, increas-

### Management Summary

In recent years, various kinds of communities that form around the common goal of facilitating sustainable lifestyles with practical approaches (e.g., food sharing) have sprung up all over the globe. This article examines beliefs, expectations and intentions of the general public in Germany with regard to joining such community forms. The presented findings are valuable for community organizers, public policy, and social marketers for developing adequate measures for attracting new members and thus increasing the transformative potential of sustainable consumption communities.

Fig. 1: Research Model for SCC Acceptance



Source: Authors' presentation.

ing one's social reputation or making new friends (Claffey & Brady, 2017). Moral benefits include aspects such as the opportunity to "give back" to society and to help shape it (Papaoikonomou et al., 2012; Teichmann et al., 2015).

Potential cost aspects or possible personal disadvantages of SCCs are related to aspects such as expenditure of time and/or money, and potential for conflicts in opinions/beliefs (Almeida et al., 2014; Wang et al., 2012).

The behavioural intention as the dependent variable was differentiated into three

degrees of participation with regard to different levels of possible engagement, from more passive (willingness to register) to more active forms of engagement in SCCs (willingness to participate and to shape the organisation).

Based on the core assertions of the TPB, the following hypotheses on the acceptance of SCCs can be derived (see Figure 1):

- H1: The greater the perceived (a) societal, (b) functional, (c) hedonistic, (d) personal-social, (e) moral benefits of SCCs, the more positive is the attitude towards SCCs.

- H2: The greater the perceived societal benefit, the stronger is the subjective norm.
- H3: The greater the perceived disadvantages of SCCs, the (a) more negative is the attitude towards SCCs and (b) the lower is the perceived behavioural control.
- H4: The more positive the attitude towards SCCs, the greater is the willingness to (a) register with an SCC, (b) participate in SCC activities, (c) help shape an SCC.
- H5: The stronger the subjective norm, the (a) more positive is the attitude towards SCCs and the greater is the willingness to (b) register with an SCC,



Table 1: Awareness of Different SCCs

		n*	Do not know	By hearsay	(was / am) active myself
Awareness of specific sustainable consumption communities	Essbare Stadt	931	86.4%	13.0%	0.6%
	Foodsharing.de	937	38.5%	56.0%	5.4%
	Freecycle.de	928	91.3%	8.2%	0.5%
	Future.Coop	936	95.4%	4.30%	0.3%
	Kleidertausch.de	937	44.2%	50.2%	5.7%
	Nachbarschaftshilfe.de	938	30.7%	64.9%	4.4%
	Solidarische Landwirtschaft	932	72.3%	25.4%	2.3%
	Toogoodtogo.de	935	67.7%	18.3%	14.0%
	Transition Town	932	95.8%	3.5%	0.6%

\*n varies due to missing answers in the paper and pencil questionnaires. Source: Own illustration.

(c) participate in SCC activities, (d) help shape an SCC.

- H<sub>6</sub>: The greater the perceived behavioural control, the greater is the willingness to (a) register for an SCC, (b) participate in SCC activities, (c) help shape an SCC.

study materials and a cover letter asking for participation in the study. The cover letter also described two options to take part in the study: (a) by answering the enclosed paper and pencil questionnaire and (b) by completing an identical online questionnaire. 544 persons answered the paper and pencil questionnaire, and 425 the online questionnaire.

For the measurement of the various constructs, we adopted validated rating scales from other studies, which are used in the context of research on sustainable consumption. In addition, Ajzen's (2005) recommendations for measuring the TPB constructs were taken into account. Except for 'attitude towards SCCs', all multi-item scales were formatively specified to account for the TPB's conceptualisation of the variables as sums of different attributes (Ajzen, 1991). The operationalisation of the constructs is listed in the online Appendix. All measurement models of the constructs have a high measurement quality according to the usual quality criteria. The reflective attitude construct, for example, has a Cronbach's alpha value of 0.904 and an average explained variance of 77.7%. There is no multicollinearity in the formative measurement models. The variance inflation factor (VIF) for the formative indicators ranges from 1.068 to 2.425, well below the maximum values (Hair et al., 2012), and can be considered ideal (Hair, 2019). The three different levels of engagement were measured with single-item scales, as these options are sufficiently unambiguous and thus do

## Empirical Study of SCC Acceptance

In order to test the hypotheses and the acceptance model, a total of 969 respondents were surveyed in Germany from December 2021 to February 2022.

### Methodological Procedure and Sample Structure

The survey participants were selected at random from the database of a German address broker (Deutsche Post Direkt GmbH). The database for our chosen target population of individuals between 18 and 65 years of age that was held by the address broker consisted of 17,958,267 addresses in Germany. From this database, 8000 addresses were randomly chosen and contacted by mail with the

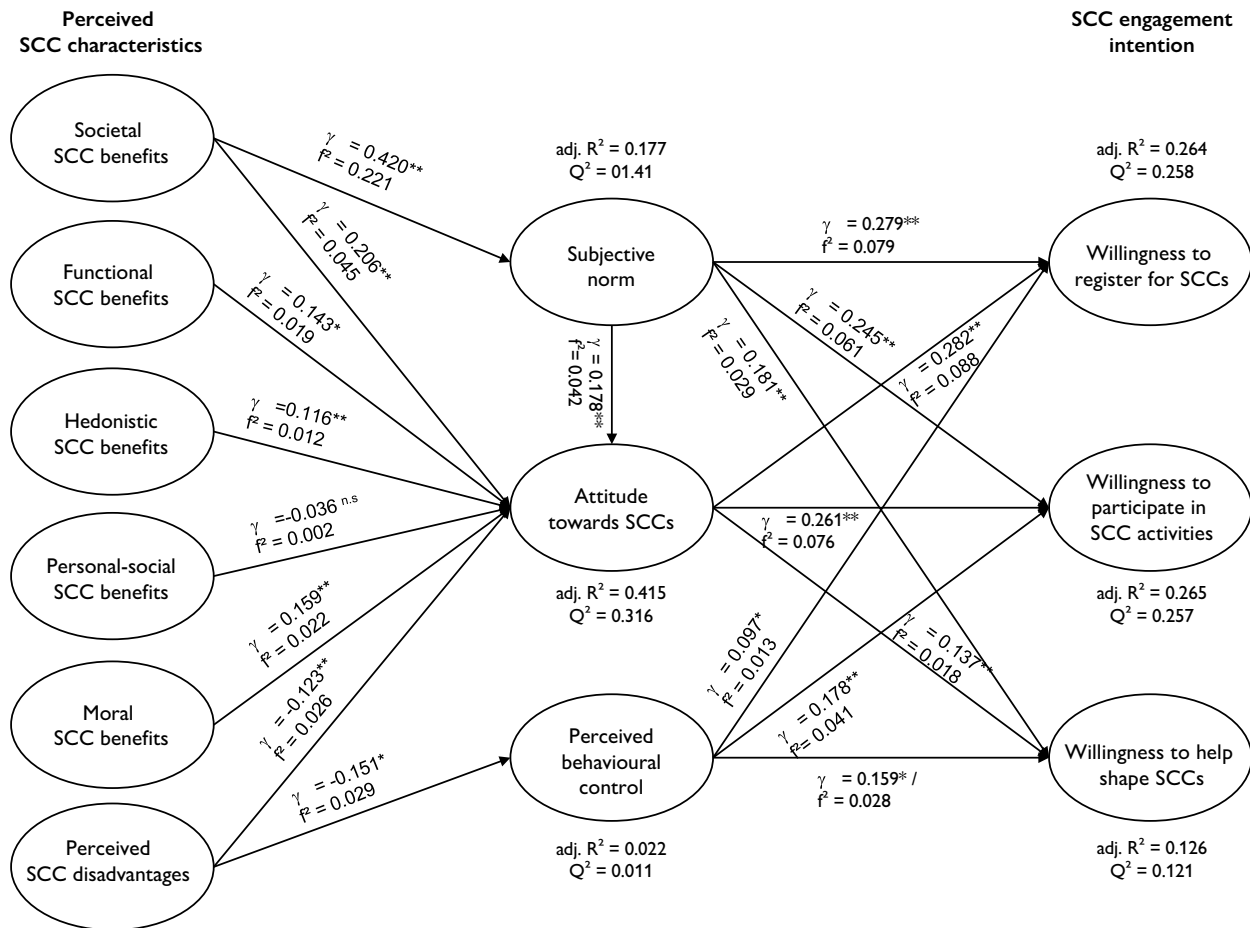
### Main Propositions

- 1 Sustainable consumption communities (SCCs) can be an important factor in promoting sustainable consumption in societies.
- 2 Most SCCs emerge from grassroots initiatives and never move beyond a niche existence.
- 3 In order to leverage their transformative potential, SCCs need acceptance by consumers.
- 4 In addition to societal and moral benefits, the main determinants of acceptance are the functional and hedonistic benefits that consumers associate with a potential SCC engagement. Time and monetary expenditures represent the greatest barriers to acceptance.
- 5 SCCs should engage in professional community marketing that explicitly takes into account the acceptance determinants and barriers.



For a further supplementary table to the article, visit: [unisg.link/mrsg-mann-kilian](https://unisg.link/mrsg-mann-kilian)

Fig. 2: Results of the Acceptance Model Test



\*\*  $p < 0.001$ ; \*  $p < 0.01$ . Source: Authors' presentation.

not require extensive multi-item scales to capture their content (Bergkvist & Rossiter, 2009).

To test the model and the respective hypotheses, structural equation modelling based on partial least squares (PLS) estimation was carried out since the procedure has proven successful for models with formative constructs in business research (Hair et al., 2019). For bootstrapping, which is common for PLS, 5000 iterations were performed.

The sample consists of 59.8% women and 40.2% men. Subjects with non-binary or

other gender did not participate in the survey. 44.8% of the respondents have a university degree, 26.7% have a high school diploma and 28.5% have a lower school diploma or no school diploma. Of the respondents, 24.0% are younger than 30, 24.4% are between 30 and 49 years old, and 51.6% are 50 or older. The respondents are mainly employees (47.3%) and students (19.5%); the others (33.2%) are self-employed, retired, civil servants, workers, job seekers, pupils or apprentices. In comparison with the data on the total population in Germany from the Microcensus 2020, the survey sample shows a slightly higher propor-

tion of females, a lower proportion of persons between 30 and 49 years of age and a lower proportion of persons with intermediate education.

The majority of respondents have not yet been active in an SCC. However, the majority of respondents have at least a rough idea of the concept of SCCs. Only 22.4% of the respondents stated that they were unfamiliar with this form of consumption community before the survey. 36.3% already had a vague idea of what SCCs could be about and 41.3% already knew the concept. Especially the SCC «Nachbarschaftshilfe.de» has



a high level of awareness. As many as 64.9% of the respondents know it (see Table 1). Foodsharing.de (56%) also has a high level of awareness, while Transition Town and Future.Coop are barely known.

## Empirical Findings of the Model Analysis

Figure 2 shows the results of the model analysis. They essentially confirm the underlying structure of the acceptance model. The path coefficients ( $\gamma$ ) and the effect sizes ( $f^2$ ) exhibit solid values. The same applies to the explained variance ( $R^2$ ) and the prediction quality ( $Q^2$ ) for the endogenous constructs in the model. The path coefficients depicted prove the presumed positive influence of the benefit categories on attitudes towards SCCs. Only the personal-social benefits have, contrary to expectations, no (significant) influence on attitudes. Accordingly, hypothesis H1 can be largely confirmed. Hypothesis H2 is also confirmed and supported by the finding that the societal benefits of SCCs increase the social pressure to engage in SCCs. The perceived disadvantages associated with an SCC commitment have a negative influence on attitudes towards SCCs and reduce the perceived behavioural control of actually being able to implement a com-

mitment to an SCC. Hypotheses H3 and H4 can therefore also be accepted. This also applies to hypothesis H5, since the greater the subjective norm, the greater the willingness to register for an SCC, to actively participate in it or even to help shape it. In addition, the subjective norm positively influences attitudes towards SCCs. Perceived behavioural control also has a positive influence on all three levels of SCC engagement, as stated in hypothesis H6.

The results of the descriptive analyses of the model constructs show that women exhibit a higher willingness to get engaged with a SCC. The same applies to respondents who are less than 30 years

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willingness to  
participate in SCC.

old. They are significantly more likely to be willing to participate in SCCs. In addition, their attitudes towards SCCs are more positive than those of older persons. The perceived functional, hedonistic, personal-social and moral benefits that

are basically associated with SCCs are rated as more relevant by women than by men. Women and younger groups of people are therefore among the target groups most likely to be motivated to participate in SCCs.

## Discussion

The results of the estimated model provide theoretically and practically relevant findings. First, theoretical models that are frequently employed to explain the willingness to participate in SCCs (e.g., the social identity model of collective action) mostly incorporate factors that relate to the underlying cause a community is committed to, e.g., moral beliefs, cause-based anger, participation effectiveness and collective effectiveness (Rees & Bamberg, 2014; van Zomeren et al., 2008; van Zomeren et al., 2018). The current results, however, indicate that while cause-related factors undoubtedly play a crucial role in driving participation attractiveness of SCCs, personal benefits (i.e., functional and hedonistic benefits) as well as perceived personal disadvantages are also important determinants, thus complementing the theoretical understanding of relevant drivers for the willingness to participate in sustainable consumption communities. Second, the results of the current study particularly add to the conceptual understanding of the relevance of distinct benefit dimensions within driving participation attractiveness of SCCs. While previous studies already incorporated the major factors from the theory of planned behaviour to explain participation intentions of non-members (Bamberg et al., 2015), to the best of our knowledge, the present study is the first to unravel the relative effects of conceptually distinct benefit dimensions on the participation attractiveness of SCCs. These findings add to both the conceptual clarification of the theory of planned behaviour in this particular domain and to the development of effective community marketing

### Lessons Learned

- 1 Sustainable consumption communities (SCCs) should not only emphasise the usual societal and moral benefits in order to find interested parties and members, but also the functional and hedonistic benefits associated with an engagement.
- 2 Perceived time commitment and possible monetary costs are major barriers to acceptance, thus should be kept as low as possible.
- 3 Women and younger people are more open to SCC engagement than men and older people. This should be taken into account when forming target groups and designing community marketing measures.

approaches aimed to attract potential members to SCCs.

## Implications for Community Marketing

In order to attract new SCC members, it is important to highlight benefits that are relevant to the potential participants. As the findings of the current study show, in addition to societal and moral benefits, the functional benefits and hedonistic aspects associated with SCC involvement are particularly relevant. Accordingly, in the context of membership recruitment, messages should point out that an SCC engagement is enjoyable and involves appreciation, as well as providing useful information and personal tips for sustainable consumption behaviour. Ideological messages, on the other hand, are less helpful in triggering a willingness to participate, as here the individual benefits are pushed into the background. This is at least true for SCCs that aim for an incremental change in consumer behaviour and do not pursue a radical reorientation of certain behaviours.

Due to the influence of the perceived social norm on the attitude towards SCCs and the willingness to participate in SCCs, this is an important lever. As the results of this study show, the social

norm is influenced by the expected societal benefits of SCCs. The societal benefits that come from SCCs should therefore be emphasised through communication. Similarly, social norms can be taken into account in message formulation because they fundamentally influence people's behaviour. For example, participation in SCCs can be presented as a socially desirable behaviour that is implemented by many consumers and associated with appreciation by social reference groups (Pristl et al., 2021).

Furthermore, the perceived disadvantages (especially required time and possible monetary efforts) associated with SCC involvement should be kept as low as possible and presented transparently. Thus, different participation formats can be offered, ranging from rather passive participation to active involvement in the planning and organisation of projects or the SCC itself. Low-threshold entry opportunities, such as «trial days», «trial memberships», or sporadic participation in certain events as a guest, can reduce possible reservations and doubts among (potentially) interested parties. Closely connected to this is the organisational structure of an SCC. Formal forms of cooperation, such as associations and cooperatives, tend to be perceived by (potentially) interested parties as costly due to the need to obtain formal membership.

On the other hand, they are usually more stable than loose forms of community building. In any case, there should be no (significant) monetary expenses for SCC participation for interested parties. After all, 87.9% of the respondents expect registration and participation in an SCC to be free of charge.

Content orientation also plays a major role in attracting participants to SCCs. Most respondents (54.6%) prefer a specific focus of an SCC to trigger their interest. Therefore, a clear focus of SCCs on specific topic areas is useful to attract participants. This is also evidenced by the above-mentioned findings on the awareness of various SCCs. Communities with a broad focus (e.g., Transition Town) are less well known than those with a narrow focus (e.g., Kleidertausch.de or Foodsharing.de).

## Conclusion

The current findings indicate that the acceptance of SCCs among the general public is influenced by a variety of perceived advantages and disadvantages. These include societal and moral benefits of SCCs, as is to be expected given the pro-social nature of SCCs. However, our findings also highlight that while cause-related benefits are clearly impor-



Source: © shutterstock.

tant, personal advantages such as functional and hedonistic benefits as well as unadorned personal disadvantages such as the required time associated with an SCC engagement, are also crucial factors in determining the participation attrac-

tiveness of SCCs. In community marketing activities, the benefit aspects should therefore be strengthened and clearly emphasised. So far, SCCs have rather focused on the societal benefits they deliver, which, according to the current findings,

are important but might not be sufficient for successful participant acquisition and ultimately for the continued existence of SCCs as important catalysts for the transformation towards more sustainability in society and the economy. ■

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# Sustainable Consumption Communities

## Relevance and Acceptance

### Appendix: Operationalisation of the Model Constructs

Construct	Item operationalisation	CR	Alpha	VIF
<b>Nachhaltigkeitsorientierte Konsumentenzusammenschlüsse ...</b>				
<b>Societal SCC benefits<sup>4</sup></b>	... helfen dabei nachhaltige Konsumstile in Deutschland zu fördern.	-	-	2.413
	... helfen dabei nachhaltige Konsumstile in der Region zu fördern.			2.425
	... helfen dabei Themen in die Öffentlichkeit zu bringen, die von den etablierten Parteien und Politikern nicht genügend berücksichtigt werden.			1.440
	... tragen dazu bei, Unternehmen zu einer nachhaltigeren Wirtschaftsweise zu bewegen.			1.508
	... unterstützen wichtige gesellschaftliche Veränderungen.			2.090
	... helfen dabei, bestimmte Werte zu vermitteln.			1.915
<b>Nachhaltigkeitsorientierte Konsumentenzusammenschlüsse ...</b>				
<b>Functional SCC benefits<sup>4</sup></b>	... verschaffen den Teilnehmerinnen und Teilnehmern Zugang zu nützlichen Informationen und Ratschlägen.	-	-	1.528
	... sind eine willkommene Abwechslung im Alltag.			1.323
	... sind eine gute Möglichkeit, um nützliche Erfahrungen zu machen.			1.912
	... ermöglichen es, eigene Ideen einzubringen.			1.510
	... sind sinnstiftend.			1.511
<b>Nachhaltigkeitsorientierte Konsumentenzusammenschlüsse ...</b>				
<b>Hedonistic SCC benefits<sup>4</sup></b>	... machen Spass.	-	-	1.443
	... sind Quelle für das Erleben von Wertschätzung und Respekt.			1.443
<b>Nachhaltigkeitsorientierte Konsumentenzusammenschlüsse ...</b>				
<b>Personal-social SCC benefits<sup>4</sup></b>	... steigern das Ansehen der Teilnehmerinnen und Teilnehmern in ihrem sozialen Umfeld.	-	-	1.229
	... ermöglichen das Knüpfen neuer Kontakte und Freundschaften.			1.952
	... vermitteln ein Gefühl von Zugehörigkeit und Verbundenheit.			2.040
<b>Nachhaltigkeitsorientierte Konsumentenzusammenschlüsse ...</b>				
<b>Moral SCC benefits<sup>4</sup></b>	... ermöglichen den Teilnehmerinnen und Teilnehmern, der Gesellschaft etwas zurückzugeben.	-	-	1.953
	... geben den Teilnehmerinnen und Teilnehmern die Möglichkeit, einen wichtigen Beitrag für das Gemeinwohl zu leisten.			2.334
	... bieten den Teilnehmerinnen und Teilnehmern eine Möglichkeit, die Gesellschaft mitzugestalten.			1.890

## Appendix: Operationalisation of the Model Constructs (continued)

Construct	Item operationalisation	CR	Alpha	VIF
<b>Nachhaltigkeitsorientierte Konsumentenzusammenschlüsse ...</b>				
Perceived SCC disadvantages <sup>4</sup>	... erfordern viel Zeit von den Teilnehmerinnen und Teilnehmern.	-	-	1.677
	... verlangen einen hohen geistigen Aufwand von den Teilnehmerinnen und Teilnehmern.			1.633
	... verlangen viel körperlichen Einsatz von den Teilnehmerinnen und Teilnehmern.			1.632
	... kosten den Teilnehmerinnen und Teilnehmern Geld.			1.466
	... lassen den Teilnehmerinnen und Teilnehmern wenig Entscheidungs-/Gestaltungsfreiheit.			1.585
	... verschliessen sich für abweichende Meinungen und Überzeugungen.			1.55
<b>Nachhaltigkeitsorientierte Konsumentenzusammenschlüsse sind meiner Meinung nach ...</b>				
Attitude towards SCCs <sup>5</sup>	... unwichtig vs. wichtig	0.933	0.904	-
	... schlecht vs. gut			-
	... unnützlich vs. nützlich			-
	... sinnlos vs. sinnvoll			-
Subjective norm <sup>6</sup>	Viele Menschen, die mir nahestehen, würden sich bei nachhaltigkeitsorientierten Konsumentenzusammenschlüssen anmelden bzw. sind bereits angemeldet/aktiv.	-	-	2.032
	Viele Menschen, die mir nahestehen, befürworten es, wenn ich mich bei nachhaltigkeitsorientierten Konsumentenzusammenschlüssen anmelde bzw. aktiv bin.			2.032
<b>Für die Beteiligung an einem nachhaltigkeitsorientierten Konsumentenzusammenschluss hätte/habe ich persönlich auch ...</b>				
Perceived behavioural control <sup>6</sup>	... die nötige Zeit dafür.	-	-	1.068
	... das nötige Geld.			1.253
	... die notwendige körperliche Verfassung.			1.64
	... die notwendige psychische Verfassung.			1.487
<b>Wären Sie grundsätzlich bereit, sich in einem nachhaltigkeitsorientierten Konsumentenzusammenschluss ...</b>				
Willingness to register <sup>7</sup>	... anzumelden/Mitglied zu sein, auch ohne selbst unbedingt aktiv zu sein?	-	-	-
Willingness to participate <sup>7</sup>	... aktiv Angebote zu nutzen bzw. an laufenden Projekten mitzuwirken?	-	-	-
Willingness to help shape <sup>7</sup>	... neue Ideen zu entwickeln und /oder Führungsaufgaben zu übernehmen?	-	-	-

<sup>4</sup> Measured with fully anchored 5-point Likert response format ranging from 1 (*stimme nicht zu*) to 5 (*stimme zu*)

<sup>5</sup> Measured with 5-point semantic differential scale / reflective measurement model specification

<sup>6</sup> Measured with fully anchored 5-point Likert response format ranging from 1 (*trifft nicht zu*) to 5 (*trifft zu*)

<sup>7</sup> Measured with fully anchored 5-point Likert response format ranging from 1 (*nein, in keinem Fall*) to 5 (*ja, in jedem Fall*)

CR: Composite reliability; Alpha: Cronbach's Alpha, VIF: Variance Inflation Factor

Source: Own illustration.