

Scale for measuring responsible consumption behavior among Spanish-speaking consumers

Escala para la medición del comportamiento de consumo responsable en consumidores Hispanohablantes

Bernardo, Amezcua¹, Alicia, De la Peña², María Teresa Ríos³

Juana María, Saucedo-Soto⁴

Resumen

Reportes sobre el predominio de las diferentes lenguas en el mundo colocan al español en el segundo lugar. Su importancia en los negocios y en la academia residen en su prevalencia en una gran parte de la población mundial, ya sea como hablantes nativos o su uso como segunda lengua. Sin embargo, los consumidores de habla hispana son, a menudo evaluados con escalas de medición desarrolladas en otros idiomas. Las empresas, organizaciones y gobiernos de todo el mundo necesitan escalas más adecuadas para evaluar los comportamientos de este grupo de consumidores. Especialmente en el área del consumo responsable que supone contextos y realidades diferentes entre los países desarrollados y los países en crecimiento, muchos de ellos hispanohablantes. Esta investigación propone una nueva escala desarrollada para consumidores de habla hispana. Realizamos entrevistas en México y otros seis países de habla hispana. Nuestra nueva escala se adapta mejor a los mercados hispanos en comparación con las versiones traducidas de las escalas existentes. La nueva escala se entiende claramente en todos los países de América Latina y mide de manera más precisa cómo se realiza el consumo responsable de los hispanos. Nuestra escala propuesta incorpora la alfabetización del consumidor y la reputación de la empresa, como

dos factores que impactan el consumo responsable. Para la confiabilidad del instrumento, probamos su validez interna y externa.

Palabras clave: *comportamiento del consumidor responsable, consumo sostenible, mercado hispano, medidas hispanas.*

Abstract

Reports on the predominance of different languages in the world place Spanish in second place. Its importance in business and academia resides in its prevalence in large part of the world population, either as native speakers or as a second language. However, Spanish-speaking consumers are often assessed with behavioral scales developed in foreign language. Companies, organizations and governments around the world need more appropriate scales to evaluate behavior of this group of consumers. Especially in the area of responsible consumption, where different contexts and realities prevail between developed and developing countries, many of which are Hispanics. This research proposes a new scale developed for Spanish-speaking consumers. We conducted interviews in Mexico and six other Spanish-speaking countries. Our new scale is better suited for the Hispanic markets compared to the translated versions of the existing scales. The new scale is

¹ PhD in Business Administration with specialty in Consumer Responsible Behavior; research professor at Facultad de mercadotecnia in Universidad Autónoma de Coahuila, bamezcuan@gmail.com

² PhD in Business Administration with specialty in Consumer Responsible Behavior; research professor at Facultad de mercadotecnia in Universidad Autónoma de Coahuila, aliciadelapena@uadec.edu.mx

³ PhD student in Business Administration at EGADE Business School, riostere@hotmail.com

⁴ PhD in Business Administration; research professor at Facultad de mercadotecnia in Universidad Autónoma de Coahuila, jsaucedo62@hotmail.com

clearly understood in all the countries of Latin America and measures more precisely how responsible consumption of Hispanics is carried out. Our proposed scale incorporates consumer literacy and the reputation of the company, as factors impacting Hispanics' responsible consumption. For the reliability of the instrument, we test its internal and external validity.

Keywords: *Responsible consumer behavior, Sustainable consumption, Hispanic market, Hispanic measures.*

Códigos JEL: M30, M31, M39

Introduction

In a world full of economic crisis, environmental problems and society movements there is no doubt that many individuals are expecting that private companies, governments and non-profit organizations, get all involved to solve these unfortunate situations (Smith, 2008). According to the Global CSR study (Cone Communications & Ebiquity, 2015) many consumers care about corporate responsibility which influence their purchase and consumption behaviors. Furthermore, there is a growing concern among consumers for the environment, the ethical impact of their purchases and the consequences of their everyday actions in the community. There has been a long conversation on responsible, ethical and fair consumption behavior (Boulstridge and Carrigan, 2000; Carrigan and Attalla, 2001; Carrington, Neville and Whitwell, 2010; Dawkins, 2004; Devinney, Auger, Eckhardt and Birtchnell, 2006; Ertz, 2016; Taufique, Siwar, Talib, and Chamhuri, 2014; Valor, 2008) and simultaneously have existed multiple efforts to develop a scale that measure responsible consumption behaviors as accurate as possible (Balderjahn, Peyer and Paulssen, 2013; Chao and Lam, 2011; Cowles and Crosby, 1986; D'Astous and Legendre, 2009; Kaiser, 1998; Lee, Jan and Yang, 2013; Pérez-Barea, Montero-Simó and Araque-Padilla, 2015; Quazi, Amran and Nejati, 2016; Sudbury-Riley and Kohlbacher, 2015; Villa-Castaño, Perdomo-Ortiz, Dueñas-Ocampo and Durán-León, 2016; Webb, Mohr and Harris, 2008). Some of the most popular scales are more than 30 years old and because consumers' perception on responsible

consumption have changed significantly since then, have lost their relevance. Furthermore, all of these scales are primarily intended for the English speaking market and when targeting Hispanics, usually they are simply translated. Translated scales don't quite fit the Hispanic market. Frequently they do not take into account cultural and language differences observed across countries delivering skewed statistics. The need for a scale for Hispanic and Spanish spoken consumers is evident since there are more than 650 million inhabitants in more than 20 countries where Spanish is the native language (Population Reference Bureau, 2014). Consumption behavior varies across cultures and cannot be captured with the existing English scales for responsible consumption. The Global Socially-responsible consumer report conducted by Nielsen (2012) found important regional differences within consumers in Latin-America. Aiming to overcome with cultural differences researchers in Latin America have made an effort, not only to translate, but to adapt scales that have proved success in other markets (Montoro, A., Shih, P.-C., Roman, M., & Martinez-Molina, A., 2014; Morell-Mengual, et al, 2017; Vera and Trujillo, 2017).

The main objective of this paper is to create a scale that best measures and profiles socially responsible consumer behavior of Spanish spoken consumers. The use of generic scales to measure consumer behavior in different cultural contexts has been questioned a number of times (Vera and Trujillo, 2017) highlighting the importance of developing scales for particular population segments and cultural contexts. The study is relevant in that it develops and validates a scale with consumers' participation of several Central and South American Hispanic Countries. We departed from the most frequently used English scales to build one more suitable for the Hispanic socio-cultural context (Harkness, Villar and Edwards, 2010). In this paper we first reviewed existent measures of consumer responsible behavior. We explain the methodology to create our proposed scale and provide with statistical measures to prove its internal and external validity. A general discussion is the final part of the paper to provide analysis on the perceptions of the proposed scale and the adjustments needed to make it more suitable for the Hispanic consumers, as well as the limitations we found while conducting the research.

Theoretical background

The consumer responsible behavior and its measures

Consumers more than ever express concerns about their consumption impact on the community and the environment. Consumers ask themselves what and how they buy, use, and discard products (Kotler, 2011). They want to make better choices for themselves, their families and the world in general due to a perceived moral responsibility to take part in solving current environmental and social problems (Gilg, Barr and Ford, 2005). These responsible consumers take into consideration the public consequences for the society (Webster, 1975), and the environment (Antil, 1984) of their private consumption patterns. Mohr, Webb and Harris (2001) defined a socially responsible consumer as the person who base his acquisition, usage and disposition of products on the desire to eliminate or at least minimize any harmful effect while maximizing the long-run impact on society. Furthermore, responsible consumers' self-consciousness become relevant as the number of responsible brands in the market increase (O'Connor, 2014). Historically, different scales have been developed to measure consumers' responsible consumption. Table 1 summarizes the scales developed in the last thirty years, where we can appreciate that more than half focus solely on consumer behavior toward the environment protection. Two focus on the social impact of consumption and five scales assess the consumers' behavioral consideration of both the social and environmental impact of their consumption patterns. Considering social and environmental protection dimensions deliver a more comprehensive scale. Departing from Antil's Socially Responsible Consumption Behavior scale or SRCB (1984), several researchers has proposed scales from distinct perspectives. Several published scales focus explicitly in the narrower environmental domain trying to measure ecological behaviors (Stone, Barnes and Montgomery, 1995; Kaiser, 1998; Haws, Winterich, and Naylor, 2010; Cleveland, Kalamas, and Laroche, 2012; Lee, Jan,

and Yang, 2013), lowering consumption level (Leonard-Barton, 1981; Cowles and Crosby, 1986), or looking for the wellbeing of the community (Quazi, Amran, and Nejati, 2016). Unidimensional scales have limited view of the phenomenon falling short to cover the entire spectrum of responsible behaviors. The need for a scale covering the full spectrum of sustainable consumption is needed. Actions directly related to obtaining, consuming and disposing products and services must be considering in a measure to fully cover consumer behavior (de Almeida Ribeiro, Veiga and Higuchi (2016).

Based on their definition of responsible consumers, Mohr, Webb and Harris (2001) developed the Socially Responsible Purchase and Disposal (SRPD) scale (Webb, Mohr and Harris (2007) in line with the holistic perspective of the mindful consumer defined by Sheth, Sethia and Srinivas (2011). Due to their more comprehensive structure SRPD became one of the most frequently used scales for measuring responsible consumption behavior. It acknowledges the full cycle of consumer behavior (purchase, usage and disposal of products) while expressing concern about the protection of both social and environmental resources.

Accordingly, we chose Webb, Mohr and Harris' scale as a starting point. The SRPD scale eliminates the heavy weight on the environmental dimension to provide similar relevance to those behaviors that look for a positive impact on the community. In fact, the SRPD is influencing theory and practice thru its four proposed dimensions in responsible consumers' behavior: 1) Purchases based on firms' social responsibility performance; 2) Consumer recycling habits; 3) Tradeoffs between traditional and responsible purchasing criteria; and 4) Avoidance and reduction in consuming products that have a negative environmental and social impact. These four dimensions relies on the arguments highlighting that research on responsible consumption should address the full consumption cycle of products, that is, initial choice, usage, life extension and disposal (Pieters, 1991).

The relevance of Hispanic consumers

The Hispanic community is one of the largest population in the world and it's expected to keep growing in the upcoming years. Hispanic population reached 650 million in 2014 and it's

expected to grow up to 815 million in 2050 (Population Reference Bureau, 2014). This growth trend is supported by Hispanic demographic growth and its contribution to world population rises by the expected diminishing share of Chinese and English

speakers. In fact, Spanish is currently the language with more native speakers only surpassed by these two other languages (Ethnologue, 2018; Instituto Cervantes, 2017; Simons & Fennig, 2017), representing 7.8 % of the world population (Instituto Cervantes, 2017).

Another reason for the Spanish prevalence is the fact that is geographically compact (Morales, 2018). Most of the central and south American countries have Spanish as a native language. Furthermore, in the United States 17.8% of the population is Hispanic with 40 million Spanish speakers (Morales, 2018). Hispanic Americans are concentrated in the border with Mexico. Spanish, consequently, keeps a certain level of homogeneousness, allowing people living in the US throughout Chile a fair communication in part because they share borders with each other (Morales, 2018). However, regional differences prevail. A word can have different meaning in every country making understanding a little troubled. Wording becomes relevant since a term may have a complete different meaning from country to country.

Furthermore, a scale developed specifically for Hispanics is important, since it has been demonstrated that sustainable consumption pattern is impacted considerably by geography and demographics (WBCSD, 2011). As consumers, Hispanic communities in the Americas share unique purchase and usage behaviors that make them different from other cultural groups. Latin American consumers like to research before making a purchase. They are prone to look for low prices, try products before buying and show some preference for brands that fulfill these needs (Nielsen, 2013). Latin American consumers appraise for transparency when relating with brands and companies. They look for honesty, especially in social campaigns, and the increase in connectivity (social networks) has allowed consumers a larger scrutiny on brands (Gozzer, 2018). When it comes to buying eco-friendly products, despite their more limited supply, Latin American consumers express a clear willingness to do the right thing at the right price (Nielsen, 2013). They would not pay high prices as other countries do. According to Nielsen, Latin American are willing to expend less on social products compared with consumers from Asia Pacific, Middle East and Africa.

Methodology

First, surveys with the translated version of the SRPD scale were presented to 23 adults in the North of Mexico to assess how Spanish spoken consumers perceive and understand the scale. The purpose of this qualitative inquiry was to identify consumer actions and behaviors not representative of the Spanish market and its cultural context and what aspects were missing. We eliminated items that were not present in the Hispanics consumers' behavior and included some others concerning behaviors and attitudes that were not present in the original SRPD scale. For the pilot study, twenty-three questionnaires containing the proposed scale were administered by internet using Qualtrix in Mexico and six Latin American Countries (i.e., Colombia, Perú, Chile, Argentina, Costa Rica and Nicaragua). Results showed some wording issues derived from differences from country to country and some terms were defined in a way that made more sense to all Hispanic consumers (e.g., food drives>*campañas de comida*>*campañas de donación de alimentos* or *retail store*>*supermercado*>*tienda*). The added items assess consumer attitude and literacy about corporate social responsibility, derived from frequent comments of consumers who claim that they were not aware of the sustainable actions of the companies nor their motivations. We included two questions regarding the way they seek for information about socially responsible companies, products and brands. The reviewed questionnaire was sent to adult consumers in Mexico, the same six Latin American countries and Spain. Given that Social Responsible Consumption is a complex construct, evaluation of the scale was conducted following the paradigm for multi-item scale construction proposed by Peterson (2000) using a theoretical background of the construct to be measured. Reliability of the instrument was measured using Cronbach's alpha in order to evaluate the internal consistency, i.e. the homogeneity of items within the scale (DeVellis, 2012).

Tabla 1

Scales developed to measure socially responsible consumer behavior

Dimension	Reference	Key argument
Environmental protection	Antil (1984), Stone, Barnes and Montgomery(1995), Roberts (1995), Kaiser (1995), Webb, Green and Brashear (2000), Dunlap, Van liere and Jones (2000), Francois-Lecompte and Roberts(2006), de Almeida Ribeiro and Veiga (2011), Haws, Winterich and Naylor (2012), Cleveland, Kalamas and Laroche (2012), Lee, Jan and Yang (2013), Pérez-Barea et al. (2015)	Scales focus mainly on consumer perception and behavioral intention toward the protection on the environment. Including reusing and recycling practices.
Health care	Leonard-Barton (1981), Cowles & Crosby (1986), Gould (1998)	Scales developed to measure health self-consciousness and consumers' health involvement.
Pro-social behavior	Webster (1975), d'Astous and Legendre (2009)	Scales assessing the public or social consequences of private actions of consumption.
Pro-social and environmental behavior	Webb, Mohr, and Harris (2008), Balderjahn, Peyer and Paulsen (2013), Sudbury-Riley and Kohlbacher (2015), Quazi, Amran and Nejati (2016), Villa-Castaño et al. (2016)	Scales considering both social and environmental aspects of consumption. Some of the scales assess specific constructs as fair trade, consumer boycott and recycling.

Source: Compiled by authors

Results

A total of 351 questionnaires were received, of those only 260 questionnaires were fully answered and used for validating the instrument. 10 % of the questionnaires came from Central America and Spain, 40% from South America and the rest from Mexico. The average age of respondents is 34.5 years, 63% are women, 43,3% are economically active adults and 33% graduate and undergraduate students. A 28-item scale was obtained. All items grouped in four factors as Webb, Mohr and Harris proposed (self-responsibility, recycling and ecological behavior and traditional purchase criteria). Although the back translation process (translated SDRP scale is in Appendix 1) confirmed that the scale did not lose any meaning during the adaptation of the scale for Hispanics, an exploratory factor analysis (EFA) was performed using AMOS for validity purposes. Twelve items were removed from the scale due to low factor loadings or incongruent grouping. A confirmatory factor analysis (CFA) identified the items that performed better (DeVellis, 2012). Considering results obtained from the validation process we developed a reliable and statistically valid scale for Hispanic consumers. Final model is in Appendix 2 and final scale is in Appendix 3.

Factor Analysis and Internal Consistency

Using the scree test and oblique rotation, 4 factors were identified as with the original scale (Webb et.al., 2007). The Bartlett's test of Sphericity was significant at the $< .001$ level and the Kaiser–Meyer–Olkin Measure (KMO) of sampling adequacy was high at .851 (Hair et al., 1995; DeVellis, 2012). Both tests indicate that factor analysis was appropriate for use with this data set. All items in the scale were subjected to an EFA resulting in a very good fitting model. The Root Mean Square Error of Approximation (RMSEA) was .096 falling within the acceptable range from .05 to .10. Table 2 shows the four factors confirmed by factor analysis which explained 45% of the variance. Internal consistency was assessed using Cronbach's alpha, construct reliability and average variance extracted (AVE). All four factors met or exceeded accepted standards for Cronbach's alpha (Nunnally, 1979; Hair et al., 1995). The AVE provides an assessment of the amount of variance captured by the measurement of the construct relative to random measurement

error. An AVE of .50 or higher indicates high internal consistency. AVEs and construct validity test (Fornell & Larcker, 1981) supported the unidimensionality and internal consistency of each factor. From the added items reflecting consumers' involvement with CSR and CSR literacy only three remained in the final model: 1) I look for information about environmental impact, 2) I read labels to find out if the product' company have environmental campaigns, and 3) When I go to the supermarket I Take with me my reusable bag.

Tabla 2
Hispanic SRPD scale validity measures

Factor	Cronbach's alpha	AVE	Explained Variance
Individual responsibility (RESP)	,898	0,882	23,72 %
Recycling behavior (REC)	,849	0,582	8,59 %
Traditional purchase criteria (TRAD)	,843	0,697	7,00 %
Ecological behavior (ECOL)	,844	1,8038	5,66 %

Source: Elaborated by authors

Construct Validity

CFA was run to test construct validity. The RMSEA obtained for the model was .096; GFI = .758; AGFI = .715; and $X^2 = 1160,917$. These results indicate that the scale is reliable and valid.

Discussion

Faced with the new challenge from socially or environmentally concerned consumers, the business world is adopting the societal dimensions of marketing in an active manner (Laroche, Toffoli, Kim and Muller, 1996). The problem faced is that all scales for these purposes were developed in English and for developed countries. Our new Spanish scale represents a better tool for measuring responsible behavior in Hispanic markets. Our research provides evidence of the differences among Hispanic versus American and

European consumers. Most of the studies we assessed in our literature review were carried out on United States, Europe or Canada, in consequence results from those studies on socially conscious consumption behavior are prone to a cultural bias. As Ahmed, DeCamprieux and Hope (1981) posit, there is evidence that knowledge of environmental issues, attitudes toward the environment, and environmentally-friendly behavior varies across cultures. Therefore, scales that intend to measure responsible behaviors must take into account cultural traits and include psychological variables, such as consumers' environmental concern, perceived consumer effectiveness and environmental knowledge (Albayrak, Caber, Moutinho and Herstein, 2011). Even though, we found the Francois-Lecompte Spanish version, it was translated and tested within one single South American country delivering a jargon-filled scale not equally understood across different Hispanic countries. Additionally, the Francois-Lecompte scale was developed for the French market and focus primarily on environmental issues. We found that some items of the original scale do not quite fit Hispanic consumers. This may be based in the cognitive and behavioral obstacles Hispanic consumers face when trying to behave in a socially responsible consumer way (Valor, 2008). Hispanic consumers are willing to buy responsibly if they readily have information about corporate impact on social and environmental welfare. However, even at the initial stages of our research, consumers reported having difficulties in finding this information (Valor, 2008). Even if consumers are motivated to buy responsibly, they do not have access and certainly do not make an additional effort to review companies or brands' responsible background. Furthermore, consumers must have the skills and resources to act responsibly (Montgomery and Stone, 2009) and this not always the case of emerging markets. Assuming that consumers have overcome cognitive obstacles, they may not be able to buy or dispose responsibly if they cannot find companies acting after similar values (Valor, 2008) or recycling centers near their homes (Jackson, Olsen, Granzin and Burns, 1993). As Montgomery and Stone (2009) state poorer countries lack the government based resources to implement the sort of environmental standards enjoyed by most developed countries, which could explain the differences found when measuring social responsible behavior in Hispanic countries. As

stated before sustainable consumer practices are geographically and culturally impacted. Hispanic communities, most of them located in emerging economies, have limited resources. Hispanic consumers tend to try products before buying and price is a determinant attribute for purchase choice. Once they find a brand or company that have proven their commitment with sustainability they become loyal consumers rewarding social values and transparent behaviors. Our proposed scale contributes to the responsible consumption literature by providing a scale aimed to Hispanic culture context, using words that are equally understood all through Latin American and Spain, and that takes into consideration the Hispanic disbelief toward corporate social responsibility actions. Hispanic are less confident than other cultures about the good intentions of companies towards society and the environment and so for they look for evidence. Our proposed multidimensional scale assesses both environmental and socially responsible consumer behavior performing better than previous scales focusing only in one dimension of consumption. In summary, we came up with a Spanish scale suitable for all Hispanic Countries. The new scale is understood the same way among most Hispanic communities and countries, overcoming regional language differences. Wording used was proved to have the same meaning for consumers from all Hispanic communities. The new scale reliably measures Spanish consumer responsible behaviors while allowing comparisons with developed markets practices. In addition, our proposed scale adds consumer literacy and firm evaluation as two relevant factors impacting responsible purchasing actions while still remaining a shorter scale than those designed for developed countries.

Limitations

While invitations to answer the questionnaire were sent via email to individuals in different Hispanic countries, half of the participants in our study were Mexicans. In a future research is recommended to obtain a proportionally distributed sample. We started our work from a successfully proven scale. In a future stage of this research it will be advisable to start from zero, that is, to use more qualitative techniques and observation practices to confirm that what we obtained from the focus group is accurate. We learned that participants lack the knowledge about some specific actions, for

example, it is difficult to know if a company hires child labor or not, therefore the answers provided in many cases were based in intentions and not in real actions (Chao and Lam, 2011) it would be useful to confirm that stated behaviors happens in the real life.

Conclusions

While some useful findings have resulted from research on socially conscious consumer behavior, a holistic view is needed to understand the complex topic of consumer behavior. To make it even more difficult, it seems that country-specific market structures, cultural traits and other path dependencies might matter for individual consumption decisions; future analysis might include a cross-cultural review to assess such differences and shed light in how social responsible behavior varies across cultures. The original scale selected although used by several researchers in prior works, needed more than a language adaptation to be successfully used with Hispanic consumers who have a different understanding of the items and who, due to contextual factors lack the knowledge and information to answer accurately the original survey. In accordance, five items of the original scale were removed due to such limitations, and three items were incorporated to evaluate contextual factors moderating social responsible behaviors among Hispanics. Our proposed scale deepens on consumer attitude and literacy about corporate social responsibility by including questions regarding the way they seek for information about the self-called socially responsible companies, their products and brands. Wording was also a topic demanding attention since each Hispanic country have different assertion for the same words. We wrote questions with words having the same meaning across countries and following the true nature of what it means to shop, use and discard responsibly in Hispanics markets.

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Appendix 1. SRPD Translated scale for pilot study

El propósito del presente estudio es conocer si las cuestiones ambientales y sociales son importantes a la hora de comprar productos o servicios.

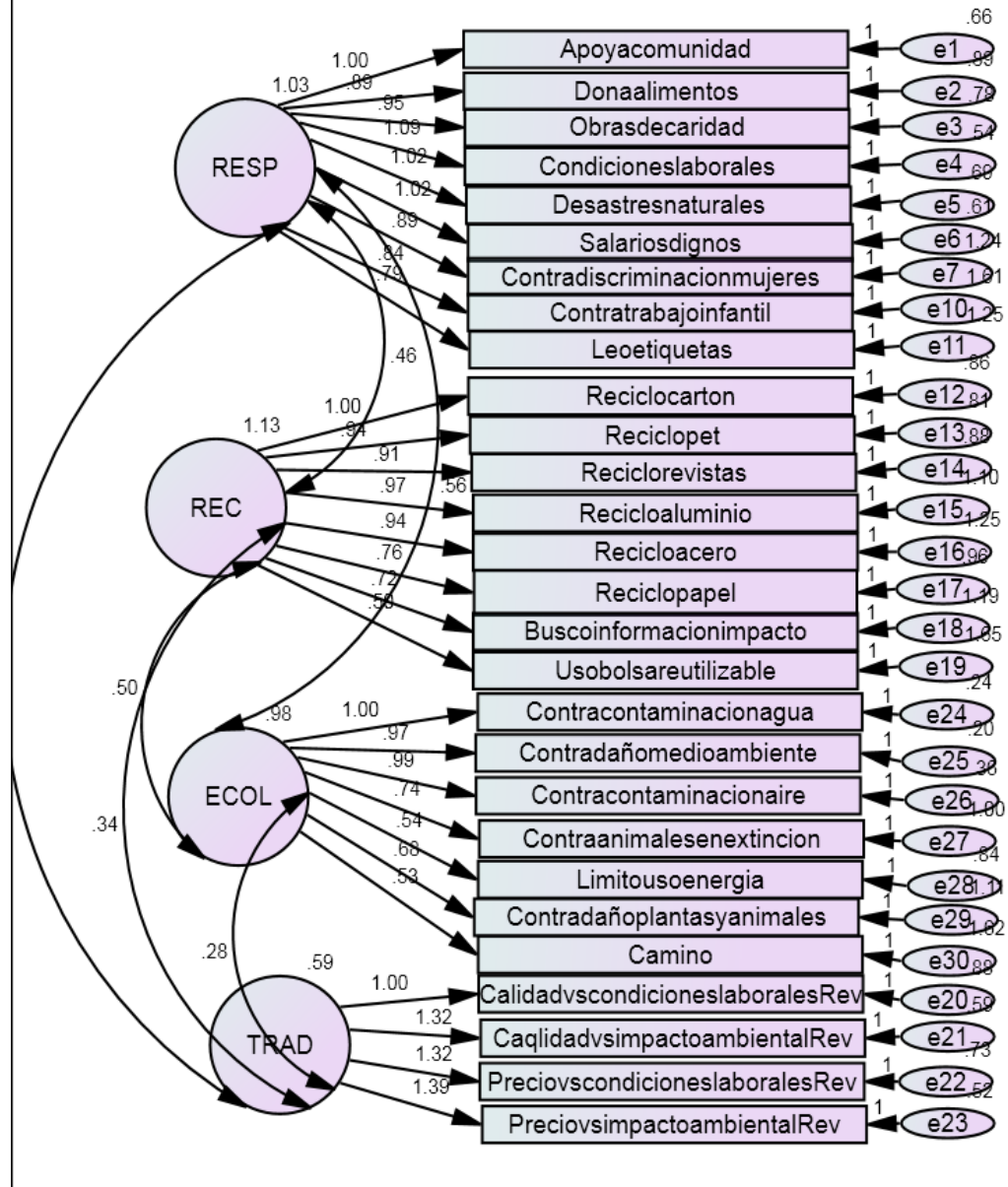
Nos interesa conocer tu comportamiento real y no el comportamiento ideal que se debiera tener.

La escala utilizada comprende valores del 1 al 5 donde el 1 significa “Nunca es así” y el 5 “Siempre es así”.

	Nunca	1	2	3	4	5	Siempre
1. Trato de comprar a las compañías que ayudan a los necesitados.		1	2	3	4	5	
2. Trato de comprar a las compañías que emplean gente con discapacidad.		1	2	3	4	5	
3. Evito la compra de productos o servicios a las empresas que discriminen a las minorías.		1	2	3	4	5	
4. Cuando hay oportunidad de cambiar a un minorista que apoya a escuelas públicas la tomo.		1	2	3	4	5	
5. Trato de comprar a las compañías que hacen donaciones a investigaciones médicas.		1	2	3	4	5	
6. Hago un esfuerzo de comprar a las compañías que patrocinan campañas de comida.		1	2	3	4	5	
7. Cuando hay oportunidad de cambiar a una marca que apoya a la comunidad la tomo.		1	2	3	4	5	
8. Evito comprar productos que hayan hecho uso de trabajo infantil		1	2	3	4	5	
9. Cuando hay oportunidad cambio a marcas que donaron una parte del precio a la caridad.		1	2	3	4	5	
10. Evito comprar productos o servicios de las compañías que discriminan a las mujeres.		1	2	3	4	5	
11. Cuando voy de compras, trato de comprar de las compañías que trabajan para mejorar las condiciones para sus empleados en las fábricas.		1	2	3	4	5	
12. Trato de comprar a las compañías que apoyan a víctimas de los desastres naturales.		1	2	3	4	5	
13. Me esfuerzo por comprar productos y servicios de las empresas que pagan a todos sus empleados un salario digno.	Nunca	1	2	3	4	5	Siempre
14. Yo reciclo cartón		1	2	3	4	5	
15. Yo reciclo envases de plástico		1	2	3	4	5	
16. Yo reciclo revistas		1	2	3	4	5	
17. Yo reciclo latas de aluminio		1	2	3	4	5	
18. Yo reciclo latas de acero/hojalata		1	2	3	4	5	
19. Yo reciclo papel		1	2	3	4	5	
20. Cuando voy de compras, compro el producto más barato, independientemente de las condiciones de trabajo en la fábrica.		1	2	3	4	5	
		1	2	3	4	5	

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|---|---|---|---|---|---|
| 21. Yo compro el producto de más alta calidad, independientemente de su impacto en el medio ambiente. | 1 | 2 | 3 | 4 | 5 |
| 22. Cuando voy de compras, compro el producto de más alta calidad, independientemente de las condiciones de trabajo en la fábrica. | 1 | 2 | 3 | 4 | 5 |
| 23. Yo compro el producto más barato, independientemente de su impacto en el medio ambiente. | 1 | 2 | 3 | 4 | 5 |
| 24. Evito comprar a las compañías que dañan a las plantas o a los animales. | 1 | 2 | 3 | 4 | 5 |
| 25. Siempre que sea posible, camino, ando en bicicleta, comparto el coche, o uso el transporte público para ayudar a reducir la contaminación del medio ambiente. | 1 | 2 | 3 | 4 | 5 |
| 26. Evito usar productos que contaminan el aire. | 1 | 2 | 3 | 4 | 5 |
| 27. Evito comprar productos que contaminan el agua. | 1 | 2 | 3 | 4 | 5 |
| 28. Hago un esfuerzo para evitar productos o servicios que causan daño al medio ambiente. | 1 | 2 | 3 | 4 | 5 |
| 29. Evito comprar productos que son hechos de animales en peligro de extinción. | 1 | 2 | 3 | 4 | 5 |
| 30. Limito el uso de energía, tal como la electricidad o gas natural para reducir mi impacto en el medio ambiente. | 1 | 2 | 3 | 4 | 5 |

Appendix 2. Final model



Source: Elaborated by authors
 Figura 1. Final model configuration.

Appendix 3. CDSR Final Scale for Hispanics (in Spanish)

El propósito del presente estudio es conocer si las cuestiones ambientales y sociales son importantes a la hora de comprar productos o servicios.

Nos interesa conocer tu comportamiento real y no el comportamiento ideal que se debiera tener.

Por favor selecciona el número que mejor refleje tu comportamiento respecto a cada una de las frases. Donde el 1 significa NUNCA LO HAGO y el 5 SIEMPRE LO HAGO.

	Nunca	1	2	3	4	5	Siempre
1. Cuando puedo elegir entre dos marcas similares, elijo la que apoya a la comunidad.		1	2	3	4	5	
2. Cuando puedo elegir entre dos productos iguales, elijo el que patrocina campañas de donación de alimentos.		1	2	3	4	5	
3. Cuando puedo elegir entre dos productos iguales, elijo aquel que dona una parte del precio del producto a obras de caridad.		1	2	3	4	5	
4. Cuando voy de compras, trato de comprar a empresas que buscan mejorar las condiciones para sus trabajadores en las fábricas.		1	2	3	4	5	
5. Trato de comprar a empresas que apoyan a las víctimas de desastres naturales.		1	2	3	4	5	
6. Me esfuerzo por comprar productos o servicios de empresas que pagan a sus empleados un salario digno.		1	2	3	4	5	
7. Evito comprar productos o servicios de empresas que discriminan a las mujeres.		1	2	3	4	5	
8. Evito comprar productos que se elaboren en fábricas donde se favorece el trabajo infantil.		1	2	3	4	5	
9. Leo las etiquetas para saber si manejan campañas ambientales y/o de asistencia social.		1	2	3	4	5	
10. Reciclo cartón		1	2	3	4	5	
11. Reciclo envases de plástico (PET)		1	2	3	4	5	
12. Reciclo revistas y periódicos.		1	2	3	4	5	
13. Reciclo latas de aluminio.		1	2	3	4	5	
14. Reciclo latas de acero/hojalata.		1	2	3	4	5	
15. Reciclo papel.		1	2	3	4	5	
16. Acostumbro buscar información sobre el impacto ambiental de los productos que compro.	Nunca	1	2	3	4	5	Siempre
17. Cuando voy al supermercado llevo mi propia bolsa reutilizable		1	2	3	4	5	
18. Evito comprar productos que contaminan el agua.		1	2	3	4	5	
19. Hago un esfuerzo para evitar comprar productos o servicios que causan daño al medio ambiente.		1	2	3	4	5	
20. Evito comprar productos que contaminan el aire.		1	2	3	4	5	
21. Evito comprar productos que son hechos de animales en peligro de extinción.		1	2	3	4	5	
22. Limito el uso de energía, tal como electricidad o gas natural para reducir mi impacto en el medio ambiente.		1	2	3	4	5	

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|--|---|---|---|---|---|
| 23. Evito comprar a empresas que dañan a las plantas y los animales. | 1 | 2 | 3 | 4 | 5 |
| 24. Siempre que es posible camino, ando en bicicleta, comparto el coche o uso transporte público para ayudar a reducir la contaminación ambiental. | 1 | 2 | 3 | 4 | 5 |
| 25. Al comprar, busco la más alta calidad de los productos o servicios, independientemente de las condiciones de trabajo en la fábrica (r). | 1 | 2 | 3 | 4 | 5 |
| 26. Al comprar, busco la más alta calidad de los productos o servicios, independientemente de su impacto en el medio ambiente (r). | 1 | 2 | 3 | 4 | 5 |
| 27. Al comprar, busco el producto o servicio de precio más bajo, independientemente de las condiciones de trabajo en la fábrica (r). | 1 | 2 | 3 | 4 | 5 |
| 28. Al comprar, busco el producto o servicio de precio más bajo, independientemente de las condiciones de trabajo en la fábrica (r). | 1 | 2 | 3 | 4 | 5 |