RESEARCH ARTICLE

Analysis of the predictive variables of socially responsible consumption

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Abstract

Achieving the Sustainable Development Goals proposed by the UN for 2030 implies designing strategies that promote socially responsible consumption. The effectiveness of these strategies will depend on understanding the variables that influence socially responsible behaviour. We must also bear in mind that these variables and this behaviour are of a dynamic, multidimensional and non-universal nature. The objective of this work is to identify how three attitudinal variables (emotional engagement, perceived consumer effectiveness and perception of personal gain) influence socially responsible consumption, through a model of structural equations. To do this, a survey was conducted of 415 Spanish consumers. The results reflect that socially responsible consumption is mainly explained by emotional engagement and to a lesser extent by perceived consumer effectiveness. In contrast, it is not influenced by perception of personal gain.

KEYWORDS
attitudes, consumer behaviour, partial least square, socially responsible consumption, sustainable consumption

1 | INTRODUCTION

In 2015, the UN approved the Sustainable Development Goals, a set of 17 broad goals to be achieved by 2030 to eradicate poverty, reduce environmental damage to the planet and ensure the prosperity of all nations. Goal number 12 is established as the need to guarantee sustainable consumption and production patterns. It is therefore considered that it is not sufficient just to change the production processes of companies. It is also essential to change consumption patterns. The behaviour of companies is just as important as that of consumers. We must move beyond the current society of mass consumption, where the consumer is blind to the social and environmental consequences of their purchasing and consumption decisions. In the new paradigm, we must make it easier for the consumer to be aware of how, where and by whom the product is manufactured.

This Goal number 12 links with the green economy concept that the UN institutionalised in the Rio + 20 Conference on Sustainable Development in 2012. The suggestion was that there is a need to transition from a brown economy (based on excessive and inefficient consumption of energy and scarce natural resources) to a green economy model. A green economy is defined "as one that results in improved human well-being and social equity, whilst significantly reducing environmental risks and ecological scarcities. In its simplest expression, a green economy can be thought of as one which is low carbon, resource efficient and socially inclusive" (UNEP, 2011). Although it uses different terminology, the same approach is behind the European Union's Circular Economy Action Plan (European Commission, 2015).

Therefore, it is essential to design strategies and initiatives that promote socially responsible consumption and increase the size of the segment of responsible consumers. This consumer segment is made up of

those people who consider the welfare of the stakeholders who may be affected by their purchasing decisions (Francois-Lecompte & Roberts, 2006).

In order for these strategies and actions to be effective, it is necessary to gain a greater understanding of the behaviour of consumers in relation to social and environmental issues; in other words, to understand what could motivate them to increase their socially responsible behaviour. Thus, the overall objective of this research is to identify how some attitudinal variables influence socially responsible consumption.

As discussed in the following section of the article, although the term socially responsible consumption has become generalised over the last decade, the origin of its academic research can be dated back to the end of the 1960s (Berkowitz & Daniels, 1964; Berkowitz & Lutterman, 1968) and the beginning of the 1970s (Anderson & Cunningham, 1972; Henion, 1972; Kinnear et al., 1974; Maloney et al., 1975; Webster, 1975). Although there have been many studies on the matter since then (Lin & Niu, 2018; Pawaskar et al., 2018; Tarditi et al., 2018; Testa et al., 2019; Wang, 2017), new studies like that presented in this article are necessary. This is firstly because consumer attitudes and behaviour in relation to these issues are dynamic, that is, they vary significantly over time, and secondly, these types of behaviour are not universal and therefore vary from one geographical context to another. Thirdly, socially responsible consumption is multidimensional and has not always been measured in the same way (Durif et al., 2011).

2 | LITERATURE REVIEW AND RESEARCH HYPOTHESES

When studying socially responsible consumption, the first question that must be addressed is how to measure this. Perhaps the first baseline scale for measuring this type of consumption was the Social Responsibility Scale of Berkowitz and Lutterman (1968). Highlights from later decades include the proposals of Anderson and Cunningham (1972), Anderson et al. (1974), Webster (1975), Antil (1984), Roberts (1996) and Straughan and Roberts (1999). As social and environmental concerns have evolved over time, the concept and way of measuring socially responsible consumption has also changed. In the 21st century, new proposals for scales for measuring it have emerged, such as the studies of Mohr and Webb (2005), Francois-Lecompte and Valette-Florence (2006), Ismail et al. (2006), Lee (2008), Webb et al. (2008), Lee and Shin (2010), Durif et al. (2011), Yan and She (2011), Akehurst et al. (2012) and Sudbury-Riley and Kohlbacher (2016).

In summary, the scales that have been proposed are very heterogeneous, and the main difference between them lies in the breadth of the concept of social responsibility to which they relate. In other words, depending on the social, labour, ethical and environmental issues they are trying to measure.

Regardless of how socially responsible consumption is measured, it is necessary to understand which variables can influence it. That is, which variables explain why some individuals show more or less socially responsible behaviour. Based on the theory of planned behaviour and the

cognition-affection-behavioural (CAB) model, most previous studies on ecological, ethical or socially responsible behaviour consider that the individual's attitudes and beliefs influence the individual's actual behaviour. Below we set out the main explanatory variables of this behaviour and propose the model that has been examined in the research presented in this article.

2.1 | Concern and emotional engagement

Concern is a way of measuring the cognitive attitude, which refers to the opinions or beliefs of an individual on certain issues (Fransson & Gärling, 1999). One way of measuring concern about an issue is to ask the individual for their opinion on the severity of the problem and its consequences.

With a few exceptions (such as Hwang, 2016), a review of literature reveals a broad consensus regarding the positive influence of concern for socially responsible behaviour and the intention to behave in a particular way, both when the analysis centres on environmental issues and on ethical behaviours (Akehurst et al., 2012; De et al., 2005; De & Janssens, 2007; Ellen, 1994; Roberts, 1996; Straughan & Roberts, 1999). Another way of measuring concern is through the concept of emotional engagement. This variable reflects the individual's feelings towards the issue being analysed feelings such as indignation, suffering or frustration. Maloney et al. (1975) define emotional engagement as the "degree of emotionality about environmental issues".

According to the literature review, emotional engagement positively influences socially responsible consumption. At times, this relationship is direct (Antil, 1984; Fraj & Martinez, 2006; Yarimoglu & Binboga, 2019) and on other occasions, it is indirect through other variables such as perceived consumer effectiveness or perception of personal gain (De & Janssens, 2007; Izaguirre-Olaizola et al., 2013).

Taking into account the above studies, this work proposes the following hypothesis:

> **H1.** The greater the emotional engagement, the greater the socially responsible consumption.

2.2 | Perceived consumer effectiveness

This variable can be defined as the individual's view of their capacity and that of their individual behaviour to contribute to solving a certain social or environmental problem. The literature shows evidence of near unanimity about the perceived effectiveness of the consumer in having a positive influence on socially responsible behaviour. We can cite the results of the research of Kinnear et al. (1974), Webster (1975), Antil (1984), Ellen (1994), Roberts (1996), Straughan and Roberts (1999), De et al. (2005), Webb et al. (2008), D'Astous and Legendre (2009), Akehurst et al. (2012), Izaguirre-Olaizola et al. (2013), Zhao et al. (2014), Han and Yoon (2015), Kabadayi et al. (2015), Lee et al. (2015) and Yarimoglu and Binboga (2019). As a result, the following hypothesis is formulated:

H2. The greater the perceived effectiveness of the consumer's action, the greater the socially responsible consumption.

2.3 | Perception of personal gain

Ellen (1994) defines this variable as the consumer's perception of the advantages and disadvantages of being socially responsible. This can be measured by asking about the expected benefits of this behaviour (for example, consuming organic foods is good for your health), or asking about the disadvantages (for example, paying higher prices).

Various studies show that those consumers with a high perception of personal gain tend to behave in a socially responsible way to a greater extent than those with a low perception (Antil, 1984; De et al., 2005; De & Janssens, 2007; Ellen, 1994; Jansson & Biel, 2011; Lee et al., 2015; Lin & Hsu, 2015). However, this is not always the case, as occurs in the study of Palacios-González and Chamorro-Mera (2018). Therefore, the following hypothesis is proposed in this work:

H3. The greater the perception of personal gain, the greater the socially responsible consumption.

In addition to the three direct relationships described above, we propose a model (Figure 1) that tests the existence of the following indirect relationships between the three attitudinal variables and socially responsible consumption:

1. The effect of emotional engagement on perceived consumer effectiveness. Izaguirre-Olaizola et al. (2013) observed that emotional engagement influences perceived consumer effectiveness in the ecological context. Thus, the following hypothesis is proposed:

    H4. The greater the emotional engagement, the greater the perceived consumer effectiveness.

2. The effect of emotional engagement on the perception of personal gain. In the case of ethical consumption, De and Janssens (2007) observed that emotional engagement influences the perception of personal gain. Therefore, the following hypothesis is proposed:

    H5. The greater the emotional engagement, the greater the perception of personal gain.

3. The effect of perceived consumer effectiveness on the perception of personal gain. It could be argued that when the consumer perceives that their individual actions are effective in solving a certain environmental or social problem, their perception of personal gain will increase. Despite the logic underlying the relationship described above, no empirical support has been found in the
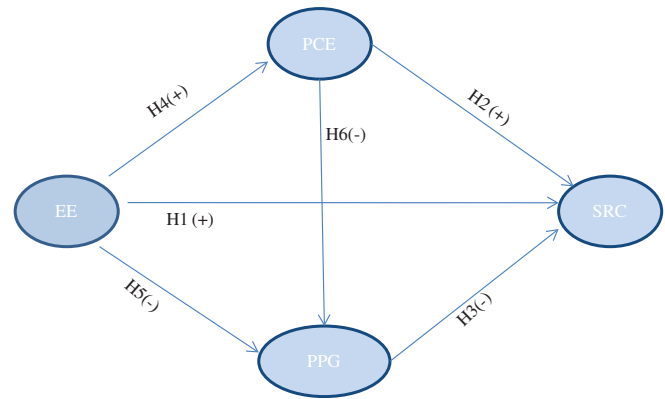

FIGURE 1 Explanatory model of socially responsible consumption

literature review, so this relationship is proposed as a new feature of this research:

H6. The greater the perceived consumer effectiveness, the greater the perception of personal gain.

3 | DESIGN AND METHODOLOGY

3.1 | Objective and sample

This article aims to identify which variables explain socially responsible consumption. Using a non-probabilistic sample, face-to-face and online questionnaires were conducted on consumers over the age of 18 in Spain. The total number of valid questionnaires was 415. The description of the sample is shown in Table 1.

3.2 | Measurement scales

For the four variables in the model (socially responsible consumption, emotional engagement, perceived consumer effectiveness and perception of personal gain), the respondents had to value the items using a 7-point Likert scale (strongly disagree vs strongly agree).

Socially responsible consumption has been measured using a scale created by Francois-Lecompte and Valette-Florence (2006) and Francois-Lecompte and Roberts (2006) in France. Furthermore, this scale has been used in other studies conducted in several countries, such as Canada (D'Astous & Legendre, 2009), France (González et al., 2009), Malaysia (Anuar et al., 2014) and Spain (Pérez-Barea et al., 2015).

This scale has been considered appropriate because it is multidimensional, as its 20 items reflect five different dimensions of responsible consumption: purchasing of products linked to social causes (PC), purchasing from small businesses (SB), purchasing based on local origin (O), consideration of the company's responsible behaviour (CB) and the purchase volume (V).

TABLE 1 Description of the sample

	Characteristics	Percentage
Gender	Men	56.1
	Women	43.9
Age	Between 18 and 35	47
	Between 36 and 45	19.5
	Between 46 and 55	23.9
	Over 56	9.6
Level of education	Non-university education	48.2
	University education	35.2
	Post-graduate education	16.6
Level of income[a]	Under €1000/month	51.3
	Between €1000 and €2000/month	34.2
	Over €2000/month	14.5

[a]This is a distribution similar to the country's average salaries in 2015, with the most frequent average salary being €1179/month.

A scale formed by 12 items has been used to measure emotional engagement. Seven of these items come from the scale proposed by Maloney et al. (1975) to measure the individual's emotional engagement with environmental issues. Another three were obtained from those used by Izaguirre-Olaizola et al. (2013) to measure attitude towards social problems; and the other two items were created expressly for this research in order to also include references to the social problems of disadvantaged groups and today's consumerist society.

Perceived consumer effectiveness has been measured using a scale formed by four items similar to those used by Roberts (1996) and Izaguirre-Olaizola et al. (2013).

Finally, a scale formed by four items has been used in the case of the perception of personal gain, based on the work of Ellen (1994). These items reflect the additional effort and sacrifice caused by socially responsible consumption, so high values for the respondents' responses to each item means that they have a low perception of personal gain.

3.3 | Data analysis

The partial least squares technique was used (specifically the SmartPLS computer application). Hair et al. (2011) and Chin (2010) recommend using this technique when in the structural model there are reflective and formative latent variables. In our model, there are three reflective variables (emotional engagement, perceived consumer effectiveness and perception of personal gain), and one formative variable (socially responsible consumption). This latent variable was measured as formative because each of the five dimensions used cause or precede the construct.

Moreover, all constructs have been defined as first order, except for the SRC construct that has been considered a second order construct, because its five indicators are latent variables or dimensions in themselves.

4 | RESULTS

4.1 | Assessment of the reflective constructs

Table 2 shows the loadings or simple correlations of the indicators; the Cronbach alpha (CA), the composite reliability (CR) and the average variant extracted (AVE).

The loadings do not allow the individual reliability of the indicators. In the first loadings estimation, several indicators were below the recommended levels according to Carmine and Zeller (1979) and Nunnally and Bernstein (1994), that is, 0.707 and 0.6 respectively. For this reason, those items with inferior loadings were deleted in order to run the model again. This process was carried out four times and four items were deleted (specifically three from the Emotional Engagement scale and one from Perceived Consumers Effectiveness). Following this item cleaning process, the loadings in all cases were greater than 0.6. According to Hair et al. (2014) those three indicators with loadings between 0.6 and 0.7 can be retained because the averages variant extracted (AVE) is greater than 0.5 and the composite reliability (CR) is greater than 0.7.

The Cronbach alpha and the composite reliability allow the reliability of the constructs to be studied. In all the cases, the Cronbach alpha and composite reliability values were above the minimum values established by Nunnally (1978) of 0.7.

The extracted average variant allows the convergent validity to be analysed. Its values are greater than 0.5 in all the constructs, as established by Fornell and Larcker (1981).

Tables 3 and 4 show the different criteria for analysing discriminant validity. The first one shows the Fornell and Larcker (1981) and HTMT criteria. It shows that the AVE of each construct is greater than the correlation matrix for each construct with the rest, as highlighted by Fornell and Larcker (1981). The HTMT values are lower than the strictest value proposed by Henseler et al. (2015): 0.85. To do this, discriminant validity exists according to both criteria.

Table 4 shows the ultimate criterion to measure the discriminant validity: cross loadings. Correlations corresponding to certain construct indicators are shown to be higher than those corresponding to the rest are. Therefore, discriminant validity exists according to this criterion.

4.2 | Assessment of the formative construct

Analyses of the assessment of the formative construct (socially responsible consumption) include the multicollinearity of its indicators (Table 5), the evaluation of the weight of those indicators and their statistical significance (Table 6).

Earlier, factor analysis of the aforementioned construct was carried out. All the items were grouped using the same five factors identified by Francois-Lecompte and Vallete-Florence in 2006.

Table 5 shows the variance inflation factor for each formative construct indicator. Their values are lower than 3.3, the value proposed by Diamantopoulos and Siguaw (2006). Specifically, these

TABLE 2 Individual reliability, reliability of the construct and convergent validity

Construct	Loadings	CA	CR	AVE
Emotional engagement (EE)		0.892	0.912	0.537
I suffer every time a humanitarian disaster happens in the world even though it does not directly affect me (EE1)	0.740			
I feel outraged by the deterioration of the environment (EE2)	0.796			
I worry about the potential effects of pollution on both my family and I (EE3)	0.667			
When I think about social injustices, I feel frustrated because I cannot do anything (EE4)	0.693			
I am very sensitive to the problems of disadvantaged groups (EE5)	0.740			
I feel outraged when I think about how governments are doing nothing to fight against social injustice (EE6)	0.715			
I feel outraged when I think about the unethical behaviour of companies (EE7)	0.795			
I worry about the effects of globalisation (EE8)	0.704			
I am outraged at the policies of multinationals in developing countries (EE9)	0.738			
Perceived Consumer Effectiveness (PCE)		0.782	0.873	0.697
My individual actions can be important in promoting sustainable and fair development (PCE2)	0.788			
As individuals, our purchasing and consumption decisions influence companies to become more ethical and socially responsible (PCE3)	0.877			
I believe that as citizens we can influence world events if we organise ourselves (PCE4)	0.837			
Perception of personal gain (PPG)		0.760	0.833	0.557
Behaving in a socially responsible manner means giving up certain comforts (PPG1)	0.841			
Behaving in a socially responsible manner means paying higher prices (PPG2)	0.645			
Behaving in a socially responsible manner means dedicating more time to making purchases (PPG3)	0.771			
Generally, behaving in a socially responsible manner requires more effort (PPG4)	0.714			

TABLE 3 Discriminant validity

	Fornell-Larcker criterion			HTMT ratio		
	EE	PCE	PPG	EE	PCE	PPG
EE	0.537	–	–	–	–	–
PCE	0.473	0.697		0.561	–	–
PPG	0.131	0.185	0.557	0.137	0.203	–

TABLE 4 Discriminant validity according to the cross loadings criterion

	EE	PCE	PPG
EE1	0.740	0.310	0.072
EE2	0.796	0.377	0.105
EE3	0.667	0.274	0.151
EE4	0.693	0.294	0.079
EE5	0.740	0.378	0.110
EE6	0.715	0.351	0.045
EE7	0.795	0.393	0.071
EE8	0.704	0.318	0.116
EE9	0.738	0.400	0.114
PCE2	0.395	0.788	0.160
PCE3	0.422	0.877	0.162
PCE4	0.363	0.837	0.139
PPG1	0.118	0.194	0.841
PPG2	0.024	0.083	0.645
PPG3	0.151	0.127	0.771
PPG4	in-0.001	0.074	0.714

values vary from 1.151 (Volume of Consumption) to 1.419 (Small Business). Therefore, there were no multicollinearity issues.

Table 6 shows the evaluation of the weights of the socially responsible consumption factors or indicators and their statistical significance. Following this evaluation, it is observed that all the factors are maintained. On the one hand, the Student's t-test statistics for the weights of the "Volume of Consumption", "Company Behaviour" and "Produced with Cause" indicators are statistically significant. However, on the other hand, the "Origin" and "Small Businesses" indicators do not reach the suitable values of their weight and the Student's t-test statistic.

Hair et al. (2014) establish that if the indicator load values are equal to or greater than 0.5 it is appropriate to maintain them. This

applies to the "Small Businesses" indicator, which is to be maintained given that its load value is 0.628. When the load values are lower than 0.5, these authors point out that the significance of the load should be examined. This applied to the "Origin" indicator. The load value of this indicator is 0.495 (less than 0.5) and its Student t statistical test is significant. Therefore, maintaining this indicator is also justified (Roldán & Sánchez-Franco, 2012).

4.3 | Assessment of the structural model

The analysis carried out in the assessment of the structural model comprised the multicollinearity between the latent variables of the model (Table 7), the sign, magnitude and statistical significance of its coefficient paths (Table 8), the level of variance explained by the model (Table 9), its predictive relevance (Table 10) and the goodness of fit of the model.

Table 7 shows the variance inflation factor. This factor allows the multicollinearity analysis between the predictive latent variables of the structural model. It is observed that all those factors are lower than five are. According to Hair et al. (2014), there is no evidence of multicollinearity between the predictive latent variables.

Later the coefficient paths of the structural model were calculated. Table 8 presents the sign, magnitude and statistical significance of these coefficient paths. Two hypotheses are rejected: "perception of personal gain (PPG) influences socially responsible consumption (SRC)" and "emotional engagement (EE) influences the perception of personal gain (PPG)". Nevertheless, considering the indirect effects, emotional engagement (EE) influences the perception of personal gain (PPG) through the perceived consumer effectiveness (PCE) variable.

Table 9 shows the coefficient of determination R^2. This coefficient makes it possible to evaluate the explained variance of the model by its predictive latent variables. The coefficient of determination R^2 of "socially responsible consumption" rose to 29.8%. According to Falk and Miller (1992) this value exceeds the minimum value, although according to Chin (2010) and Hair et al. (2014) the level of variance explained is weak.

Studying the breakdown of R^2 reveals that emotional engagement is the latent predictor variable that contributes most to explaining the socially responsible behaviour (24.6%). The variable perceived consumer effectiveness only contributes with 5.3% of the explained variance. Finally, the importance of the Perception of Personal Gain variable is null.

Table 10 presents the Stone-Geisser test (Q^2) allowing the analysis of the predictive relevance of the structural model. The values of all the dependent theoretical constructs of the model are greater than 0, consequently, this model contains predictive relevance.

Finally, the goodness of fit of the structural model is analysed using Goodness-of-Fit (Tenenhaus et al., 2005) and SMRS (Henseler et al., 2014). The top value is 0.33, therefore, it can be concluded that the global fit of the model is moderate. The second value is 0.05 (lower than 0.08) and therefore it can be concluded that this model has a good fit.

5 | DISCUSSION

Based on the results obtained, we can argue that socially responsible consumption is mainly explained by emotional engagement. This result is similar to the results from most studies, both those conducted in the final decades of the 20th century (Antil, 1984; Ellen, 1994; Roberts, 1996; Straughan & Roberts, 1999), and those conducted in

TABLE 5 VIF of the socially responsible consumption formative construct

Indicators	VIF
Company behaviour	1.343
Origin	1.260
Products with cause	1.323
Small business	1.419
Volume of consumption	1.151

TABLE 7 VIF of the structural model

	SRC	PCE	PPG
EE	1.291	1.000	1.288
PCE	1.313	–	1.288
PPG	1.038	–	–

TABLE 6 Weights and loadings of the socially responsible consumption formative indicator

Indicator	Weight			Loading		
	Value	t statistic	p value	Value	t statistic	p value
Company behaviour	0.456	4.441	0.000	–	–	–
Origin	0.072	0.631	0.528 (n.s.)	0.495	5.386	0.000
Products with cause	0.455	5.141	0.000	–	–	–
Small business	0.147	1.571	0.116 (n.s.)	0.628	9.060	0.000
Volume of consumption	0.302	3.542	0.000	–	–	–

Abbreviation: n.s., not significant.

TABLE 8 Structural model

Hypothesis	Suggested effect	Paths coefficients	Indirect effects	t statistic	p value	Bootstraping interval at 90% de confidence (CI)		Bootstraping interval at 90% confidence (CI bias corrected)		Is it accepted?
						Lower limit	Upper limit	Lower limit	Upper limit	
EE → SRC (H_a)	+	0.466***	0.062	8.900	0.000	0.383	0.554	0.395	0.565	Yes
PCE → SRC (H_b)	+	0.150**	−0,011	2.569	0.005	0.056	0.247	0.061	0.252	Yes
PPG → SRC (H_c)	−	−0.068 (n.s.)		1.092	0.137	−0.168	0.031	−0.164	0.036	No
EE → PCE (H_d)	+	0.473***		11.165	0.000	0.404	0.543	0.412	0.550	Yes
EE → PPG (H_e)	−	0.057 (n.s.)	0.075	0.668	0.252	−0.097	0.182	−0.089	0.190	No
PCE → PPG (H_f)	−	0.158**		2.519	0.006	0.055	0.257	0.087	0.276	Yes

Note: *$p < .05$; **$p < .01$; ***$p < .001$; (n.s., not significant (based on t [4999], a tail).
Note: *t(.05; 4999) = 1645; **t(.01; 4999) = 2327; ***t(.001; 4999) = 3092.

TABLE 9 Level of variance explained

	R^2 (%)	Path coefficients	Correlations	Variance explained (%)
SRC	29.8%			
EE		0.466	0.528	24.6%
PCE		0.15	0.357	5.3%
PPG		−0.068	0.021	−0.1%
PCE	22.3%			
EE		0.473	0.473	22.3%
PPG	3.7%			
EE		0.057	0.131	0.7%
PCE		0.158	0.185	3%

TABLE 10 Predictive relevance

	Q^2
SRC	0.121
PCE	0.152
PPG	0.012

the 21st century (Akehurst et al., 2012; De et al., 2005; De & Janssens, 2007; Fraj & Martinez, 2006; Yarimoglu & Binboga, 2019).

The perceived consumer effectiveness variable also positively influences the level of socially responsible consumption, as suggested in other previous studies (Akehurst et al., 2012; Antil, 1984; D'Astous & Legendre, 2009; De et al., 2005; Ellen, 1994; Han & Yoon, 2015; Izaguirre-Olaizola et al., 2013; Kabadayi et al., 2015; Kinnear et al., 1974; Lee et al., 2015; Roberts, 1996; Straughan & Roberts, 1999; Webb et al., 2008; Webster, 1975; Yarimoglu & Binboga, 2019; Zhao et al., 2014). However, its influence on the responsible consumption behaviour of Spaniards is lower than the influence of emotional engagement, something that does not occur in all of the studies analysed.

It has also been seen that emotional engagement influences perceived consumer effectiveness, as found by Izaguirre-Olaizola et al. (2013). Therefore, emotional engagement also indirectly influences socially responsible consumption through this variable.

However, it cannot be confirmed that perception of personal gain acts as a predictor variable of socially responsible consumption. This result contradicts those obtained in previous studies (such as Antil, 1984; Ellen, 1994; De et al., 2005; De & Janssens, 2007; Jansson & Biel, 2011; Lee et al., 2015; Lin & Hsu, 2015).

Finally, it should be noted that the predictive value of the model is almost 30%. It is an acceptable but low value. This leads us to think that there must be other variables not included in the model that have a positive and important influence on the analysed behaviour, and these should form future lines of research in this research topic.

6 | CONCLUSIONS

To achieve the SDGs companies need to shift found from the "business as usual" approach, which perceives sustainability as an externality, to incorporating sustainability factors in the company's underlying purpose (Jimenez et al., 2021). What is needed is a move towards "sustainable market orientation" where consumer and societal welfare is firmly placed at the heart of all business processes. Along the same lines, Amoako et al. (2020) indicate that sustainability business strategies must consciously be crafted to permeate all levels of the firm's strategic planning sphere cascading through corporate vision, mission objectives and tactical plans including the marketing mix.

Through marketing mix strategies, companies and other non-profit organisations can influence the consumption behaviour of citizens and thus help to achieve SDG 12. Palakshappa and Dodds (2021) state that that brands have an important role to play in delivering on SDG 12, in particular, target 12.5- substantially reduce waste generation though prevention, reduction, recycling and reuse, by implementing these sustainable practises themselves, and more importantly encouraging consumers to adopt these practises. Secondly, delivering on target 12.8- ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature, by advocating and promoting sustainability through brand engagement and interactivity.

The foundation of a green and responsible marketing strategy is eco-design (Chamorro & Bañegil, 2006), but a product will not be successful in the marketplace just because it has green or socially responsible attributes. It needs to be promoted in the right way and not focus its launch on the message "buy it because it is eco and socially responsible". Effective communication stems from knowledge of consumer attitudes and behaviours. This information will determine the message design that will best engage consumers' minds and drive their behavioural change towards green and socially responsible products. Increasing our understanding of how to address the gap between awareness, attitudes and behaviour of consumers in relation to sustainable consumption is crucial in utilising marketing effectively to achieve SDG12 (Palakshappa & Dodds, 2021).

For this reason, the identification of the predictor variables of socially responsible consumption is important information for transforming consumption models, creating a greener economy and fulfilling one of the Sustainable Development Goals established by the UN. This information is firstly important for designing the social awareness and marketing campaigns run by the public administrations and non-governmental organisations. Second, it also offers vital information for the commercial communication strategies for green and sustainable products and companies that are trying to position themselves as socially responsible.

The fact that emotional engagement has a positive and significant impact on socially responsible consumption influences how the message is designed and suggests that campaigns to raise awareness about social injustice and environmental problems should be designed to generate feelings of anger and outrage at the seriousness of these problems.

It is true that when a message is expressed in different ways, the effect will be correspondingly different, so from the sustainable marketing approach two types of message framing are considered: positive (or gains) and negative (or losses) message framing. The former communicates a positive consequence of the target audience taking a certain action, while the latter communicates a negative consequence of the target audience not taking the action. Using the terminology proposed by Ellen et al. (1991) and Obermiller (1995), it is possible to apply a "sick baby" or a "well-baby" communication strategy to increase socially responsible behaviour.

When the audience of the communication has a low level of emotional engagement, we recommend the sick baby strategy, where the message is focused on the importance of the issue and the severity of the need for help. Ropret and Knežević (2021) previous literature review, based on the analysis of 61 studies, found that the effect of both message framing and message framing is different depending on the type of attitudes, intentions and behaviours analysed and the type of environmental action. In general terms, the negative frame is more effective than the positive frame. Also recently, Li et al. (2021) find that negative frames are more effective for consumers with lower environmental involvement. In any case, the study by Palakshappa and Dodds (2021) shows that what is apparent is the emotional pull of honest and transparent storytelling.

Moreover, the results of our study show that perceived consumer effectiveness has a positive and significant influence on socially responsible consumption. In this regard, designing a communication campaign focused on consumer empowerment may be appropriate. Our research coincided with previous literature (Arias & Trujillo, 2020; Lee et al., 2019; Perera et al., 2018) that highlights the importance of emphasising individual action in achieving sustainable development goals.

According to Chang's study (2021), to achieve consumer empowerment through messages focused on personal responsibility, it will be necessary for these messages to convey sufficient credibility and be accompanied by credible sources of information. In the same line, Antonetti and Maklan (2014) conclude that "marketers promoting PCE through emotions should make sure that they provide accurate information and avoid deceptive messages. Since the emotional experience is implicitly reinforcing consumers' sense of agency, it would be unethical to exploit this psychologic process in order to trigger unrealistic expectations of consumer effectiveness".

Finally, as previously mentioned, new studies on socially responsible consumption are necessary in order to complement the results of this research. Future research must include an analysis of the influence of other attitudinal variables, social norms or the level of knowledge about the effects of socially responsible consumption. Furthermore, as socially responsible behaviour is dynamic and not universal, it may be interesting to replicate this study in other cultural contexts and in other periods of time. It should also be noted that our research has used the Francois-Lecompte and Roberts (2006) scale to globally measure the individual's socially responsible behaviour. However, individuals may have different behaviours and attitudes depending on the action requested and the product category whose purchase is to be analysed. Individuals may think and act differently if the action is to recycle, to support small retailers or to buy an organic food. Similarly, they may vary in attitudes and purchasing behaviour depending on whether they are considering buying a car or a bottle of milk. For this reason, we see a need for future research similar to this, but focused on a specific action or product category.

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