

Appendix 1: Measurement Scales

*Not included

RQ2: Human values measures

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. For each statement, tick the box that shows ...

- It is important to him/her to form his/her views independently.
- It is important to him/her that his/her country is secure and stable.
- It is important to him/her to have a good time.
- It is important to him/her to avoid upsetting other people.
- It is important to him/her that the weak and vulnerable in society be protected.
- It is important to him/her that people do what s/he says they should.
- It is important to him/her never to think s/he deserves more than other people.
- It is important to him/her to care for nature.
- It is important to him/her that no one should ever shame him/her.
- It is important to him/her always to look for different things to do.
- It is important to him/her to take care of people s/he is close to.
- It is important to him/her to have the power that money can bring.
- It is very important to him/her to avoid disease and protect his/her health.
- It is important to him/her to be tolerant toward all kinds of people and groups.
- It is important to him/her never to violate rules or regulations.
- It is important to him/her to make his/her own decisions about his/her life.
- It is important to him/her to have ambitions in life.
- It is important to him/her to maintain traditional values and ways of thinking.
- It is important to him/her that people s/he knows have full confidence in him/her.
- It is important to him/her to be wealthy.
- It is important to him/her to take part in activities to defend nature.
- It is important to him/her never to annoy anyone.
- It is important to him/her to develop his/her own opinions.
- It is important to him/her to protect his/her public image.
- It is very important to him/her to help the people dear to him/her.
- It is important to him/her to be personally safe and secure.
- It is important to him/her to be a dependable and trustworthy friend.
- It is important to him/her to take risks that make life exciting.
- It is important to him/her to have the power to make people do what s/he wants.
- It is important to him/her to plan his/her activities independently.
- It is important to him/her to follow rules even when no-one is watching.
- It is important to him/her to be very successful.
- It is important to him/her to follow his family's customs or the customs of a religion.
- It is important to him/her to listen to and understand people who are different from him/her.
- It is important to him/her to have a strong state that can defend its citizens.
- It is important to him/her to enjoy life's pleasures.
- It is important to him/her that every person in the world have equal opportunities in life.
- It is important to him/her to be humble.
- It is important to him/her to figure things out himself/herself.
- It is important to him/her to honor the traditional practices of his/her culture.
- It is important to him/her to be the one who tells others what to do.

- It is important to him/her to obey all the laws.
- It is important to him/her to have all sorts of new experiences.
- It is important to him/her to own expensive things that show his/her wealth.
- It is important to him/her to protect the natural environment from destruction or pollution.
- It is important to him/her to take advantage of every opportunity to have fun.
- It is important to him/her to concern himself/herself with every need of his/her dear ones.
- It is important to him/her that people recognize what s/he achieves.
- It is important to him/her never to be humiliated.
- It is important to him/her that his/her country protect itself against all threats.
- It is important to him/her never to make other people angry.
- It is important to him/her that everyone be treated justly, even people s/he doesn't know
- It is important to him/her to avoid anything dangerous.
- It is important to him/her to be satisfied with what s/he has and not ask for more.
- It is important to him/her that all his/her friends and family can rely on him/her completely.
- It is important to him/her to be free to choose what s/he does by himself/herself.
- It is important to him/her to accept people even when s/he disagrees with them.

RQ 3: Consumer ethicality measures

Idealism/relativism scale (agreement from 1 to 7)

Idealism:

- A person should make certain that their actions never intentionally harm another even to a small degree.
- Risks to another should never be tolerated, irrespective of how small the risks might be.
- The existence of potential harm to others is always wrong, irrespective of the benefits gained.
- One should never psychologically or physically harm another person.
- One should not perform an action that might in any way threaten the dignity and welfare of another individual.
- If an action could harm an innocent other, then it should not be done.
- Deciding whether or not to perform an act by balancing the positive consequences of the act against the negative consequences of the act is immoral.*
- The dignity and welfare of people should be the most important concern in any society.
- It's never necessary to sacrifice the welfare of others.
- Moral actions are those which closely match ideals of the most ‘‘perfect’’ action.*
- There are no ethical principles that are so important that they should be a part of any code of ethics.
- What is ethical varies from one situation and society to another.
- Moral standards should be seen as being individualistic; what one person considers being moral may be judged to be immoral by another person.
- Different types of moralities cannot be compared as to rightness.
- What is ethical for everyone can never be resolved since what is moral or immoral is up to the individual.
- Moral standards are simply personal rules which indicate how a person should behave, and are not to be applied in making judgments of others.
- Ethical considerations in interpersonal relations are so complex that individuals should be allowed to formulate their own individual codes.
- Rigidly codifying an ethical position that prevents certain types of actions stand in the way of better human relations and adjustment.

- No rule concerning lying can be formulated; whether a lie is permissible or not permissible totally depends upon the situation.
- Whether a lie is judged to be immoral depends upon the circumstances surrounding the actions.

To what extent do you believe that the following behaviors are appropriate or inappropriate? (1 = extremely inappropriate; 5 = extremely appropriate)

ACT:

- Returning damaged goods when the damage was your own fault.
- Giving misleading price information to a clerk for an unpriced item.
- Using a long distance access code that does not belong to you.
- Drinking a can of soda in a store without paying for it.
- Reporting a lost item as "stolen" to an insurance company in order to collect the insurance money.

PAS:

- Moving into a residence, finding that the cable TV is still hooked up, and using it without paying for it.
- Lying about a child's age to get a lower price.
- Not saying anything when the waiter or waitress miscalculates a bill in your favor.
- Getting too much change and not saying anything.
- Joining a CD club just to get some free CDs with no intention of buying any.
- Observing someone shoplifting and ignoring it.

QUEST:

- Using an expired coupon for merchandise.
- Returning merchandise to a store by claiming that it was a gift when it was not.
- Using a coupon for merchandise you did not buy.
- Not telling the truth when negotiating the price of a new automobile.
- Stretching the truth on an income tax return.

NOH

- Installing software on your computer without buying the software.
- "Burning" a CD rather than buying it.
- Returning merchandise after buying it and not liking it.
- Spending over an hour trying on clothing and not buying anything.
- Taping a movie of the television.

RQ 4: Motivations measures

Reasons for purchasing ethical luxury:

- It helps me fit in with my peers.
- It helps "make a difference."
- It can make me an opinion leader.
- These types of products or services are easy to find.
- I can save money.
- These types of products or services are of a higher quality.
- These types of products or services are healthier for me.
- It can help me with the creation of my positive identity.
- I genuinely care about the issues they deal with.
- They may grant me a higher status.
- They utilize innovative technology.

- I am very informed and am able to distinguish between ethical and non-ethical luxury products.

Reasons for not purchasing ethical luxury:

- There is a monetary risk in trialing them.
- Their packaging is unattractive or unappealing.
- They offer no other benefit (or features) other than being ethical.
- I am skeptical as to how ethical these luxury products or services really are.
- I do not really care about the consequences of not buying ethical products or services.
- I do not give them much thought.
- They are harder to find in stores.
- You have to go to specialty stores to buy them.
- I am confused as to what makes a luxury product or service ethical.
- They are of a lower quality.
- They are too expensive for the value received.
- People who buy them are given a negative stigma.
- I am suffering from ethical overload, I am sick of hearing about it.

RQ 5: Assumptive world perceptions measures

World assumptions scale (agreement from 1 to 6):

Benevolence:

- The good things that happen in this world far outnumber the bad things.
- There is more good than evil in the world.
- If you look closely enough, you will see that the world is full of goodness.
- The world is a good place.
- People do not really care what happens to the next person.*
- People are naturally unfriendly and unkind.*
- People are basically kind and helpful.
- Human nature is basically good.

Justice-controllability:

- People will experience good fortune if they themselves are good.
- By and large, good people get what they deserve in this world.
- Generally, people deserve what they get in this world.
- Misfortune is least likely to strike worthy, decent people.
- People's misfortunes result from mistakes they have made.
- Through our actions, we can prevent bad things from happening to us.
- If people took preventive actions, most misfortune could be avoided.
- When bad things happen, it is typically because people have not taken necessary actions to protect themselves.

Randomness:

- Bad events are distributed to people at random.
- The course of our lives is largely determined by chance.
- Life is too full of uncertainties that are determined by chance.
- In general, life is mostly a gamble.

Negative self-worth:

- I often think that I am no good at all.
- I have a low opinion of myself.
- I have reason to be ashamed of my personal character.

- I am very satisfied with the kind of person I am (*).

Self-controllability:

- I usually behave in ways that are likely to maximize good results for me.
- I almost always make an effort to prevent bad things from happening to me.
- I take the actions necessary to protect myself against misfortune.
- I usually behave so as to bring about the greatest good for me.

Luck:

- I am basically a lucky person.
- When I think about it, I consider myself very lucky.
- Looking at my life, I realize that chance events have worked out well for me.
- I am luckier than most people.

Other measures

Attitude toward luxury:

- I do not know much about the luxury world.
- I rather like luxury.
- I am not interested in luxury

Morality scale (1 to 7)

To what extent do you feel you are characterized by the following adjectives?

- Moral–Immoral
- Nice–Mean
- Altruistic–Selfish
- Good–Bad
- Sincere–Insincere
- Pure–Impure

Ownership of costly durables (immersion in expensive durables):

- A laptop worth more than 2,900 US dollars
- A smartphone worth more than 900 US dollars
- A vacation house or cottage
- A television worth more than 1,500 US dollars
- A swimming pool
- A sauna
- A Jacuzzi
- A home entertainment system worth more than 3,500 US dollars
- A gym in your house (i.e., a room with various exercise equipment such as rowing machine, treadmill, stationary bike, etc.)
- A flat or a house worth more than 400,000 US dollars
- A car worth more than 40,000 US dollars

Possession of luxury:

- Necklace
- Ring
- Pendant
- Bracelet
- Earrings
- Watch

- Cufflinks
- Tie clip
- Pen
- Diary
- Key ring
- Dress
- Purse
- Wallet
- Cardholder
- Cosmetics
- Handbag or bag
- Woman jacket
- Men suits
- Glasses
- Men shoes
- Women shoes
- Holidays
- Exclusive experiences
- Hotel
- Restaurant
- Cars
- Plastic surgery

How often do you usually buy the following types of products or services? (from 1, never to 7, always)

- Luxury services.
- Luxury products.
- Ethical services.
- Ethical products.
- Ethical luxury services.
- Ethical luxury products.

Appendix 2: Robustness Check

Computing scores for the two dimensions of Schwarz values, rather than four higher-order values (self-transcendence, self-enhancement, conservation, and openness-to-change), may affect the results of the discriminant analysis. To assess the robustness of our conclusions regarding the characteristics of the identified clusters and derived personas, we ran a discriminant analysis using the four higher-order values instead of the two value dimensions. Both analyses reveal four discriminant functions and 14 variables that contribute significantly to the four functions; the variance explained by each function is the same in both analyses. In detail, the first function explains 74 percent of the variance of both analyses and includes the same retained variables (no value dimensions or higher-order value variables appear in this first function). Notably, the Schwarz values do not explain a substantial share of the variance in the data, so the impact of using two versus four variables can only be minimal. For the remaining functions (26 percent of the variance in total, summing 12 percent, 8 percent, and 6 percent in both analyses), we find a few slight differences (see below), mostly pertaining to the ability of some variables to contribute significantly to the discriminant function. These variables all have univariate ability to discriminate among clusters (significant Wilks Lambda); they were not retained, because they correlated with other, retained variables, such that their content already is being taken into account in the function. The slight differences did not change the clusters or personas derived, nor the conclusions drawn.

- In the analyses reported in the results section, openness-to-change versus conservation is the only dimension retained in the discriminant analysis. It contributes significantly to function 3 (loading of 0.570, potency index of 0.5). In the discriminant analysis with the four higher-order values, conservation contributes significantly to discriminant function 3 (loading of 0.67, potency index of 0.06), and openness-to-change contributes to function 2 (albeit with a very low loading of 0.31 and lower potency index of 0.04). No other higher-order value variable is significant in any analyses. Therefore, conservation is the better predictor in the analysis with the four-higher order values, and it defines function 3 (openness-to-change does not improve the discriminatory power of function 2 much); and, similarly, the openness-to-change versus conservation variable contributes significantly to function 3 in the analyses reported in the results section.
- In the analysis with four-higher order variables, self-controllability has a high loading on function 3 and the ability to discriminate among clusters (significant Wilks Lambda). However, and in contrast with the analysis involving two value dimensions, it does not contribute significantly to discriminant function 3, due to its correlation with other retained variables.
- We note a swap between two retained variables: luxury savvy (control variable) and higher quality (motivation variable). In the analysis with four higher-order variables, luxury savvy discriminates among clusters (significant Wilks Lambda) but does not contribute significantly to the function, due to its correlation with other, retained variables. In the analysis reported in the article, luxury savvy replaces higher quality among the variables that contribute significantly to the discriminant functions: higher quality still discriminates among clusters (significant Wilks Lambda), but no longer significantly contributes to the function due to its correlation with other, retained variables.