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THE RELATIONSHIP BETWEEN CONSUMPTION VALUE AND VOLUNTARY SIMPLICITY LIFESTYLE AND EFFECT ON ENVIRONMENTALLY RESPONSIBLE CONSUMERISM*

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Abstract

Environmentally responsible consumerism is defined as consumers' tendency to evaluate the environmental attributes of products before making buying decisions. Environmentally responsible consumerism is ethical consumption, and this consumption is affected by many factors. Two of these factors are voluntary simplicity lifestyle, and consumption values. Voluntary simplicity lifestyle is defined as a way of life that rejects the high-consumption, materialistic lifestyles, and affirms what is often called 'the simplicity life'. Consumption value is defined as consumer's overall assessment of the utility of a product and service. These values are defined as conditional, functional, emotional, social, and epistemic environmental values. In this study, it is aimed to examine the relationship between consumption value and voluntary simplicity lifestyle, and consider the impact of voluntary simplicity lifestyle and consumption values on environmentally responsible consumerism. The data were collected from undergraduates at Ege University in Izmir and Mus Alparslan University in Mus which are in the West and East of Turkey, respectively. According to the results, there is a relationship between consumption value and voluntary simplicity lifestyle and effect of these factors on environmentally responsible consumerism.

Keywords: Consumption Values, Voluntary Simplicity Lifestyle, Environmentally Responsible Consumerism

1. Introduction

It has become possible for consumers to reach the products they need more easily as a result of the developments in technology and marketing world. However, the most important problem arising from these developments is that the need-meeting function of the consumption act loses its effect over time, leading to excessive or uncontrolled consumption. Eventually, excessive consumption creates negative effects on the environment, and threatens the lives of future generations. Hence, uncontrolled consumption behavior is a sign of a decline in environmentally responsible consumption behavior. The most effective way to reduce uncontrolled consumption

is through voluntary behaviors. In this regard, it can be said that voluntary simplicity lifestyle is a way of both eliminating excessive consumption, which harms the environment, and also promoting environmentally responsible consumerism. Voluntary simplicity lifestyle means that consumers simply reduce their individual consumption, without any compulsion and adopt an environmentally-respectful lifestyle. In voluntary simplicity lifestyle, consumption is considered as a way of life that brings inner richness or personal development into the forefront, rather than as a means of socialization (Ozgul, 2010). As an extension of this, it can be said that voluntary simplicity lifestyle is an important factor influential on environmentally responsible consumerism. Indeed, our lifestyle reflects our values, and our values reflect our lifestyle (Odabasi and Baris, 2003). In this sense, it is assumed that there is a relationship between our voluntary simplicity lifestyle and our environmental consumption values, both of which are among value types. Based on this relationship, it can be said that our consumption values also have an influence on our environmentally responsible consumption behaviors (Aydin, 2016a).

The purpose of the present study is to reveal the relationship between voluntary simplicity lifestyle and consumption values, and to determine the influence of voluntary simplicity lifestyle and consumption values on environmentally responsible consumerism. In the first part of the study, the related literature was in two sections. In the second part, after the analysis relevant recommendations were provided. The research sample consists of students from Mus province, in eastern Turkey, and students from Izmir province, in western part. The study is expected to guide future studies with its implementation in two different regions and identification of the relationship between voluntary simplicity lifestyle and consumption values.

2. Literature Review
2.1. Voluntary Simplicity Lifestyle

Voluntary simplicity lifestyle generally refers to an individual's avoiding excess in life (Iyer and Muncy, 2009). It is a lifestyle in which the individual is generally free from material assets in terms of consumption, and engages in minimum consumption (Nelson *et al.* 2007). This lifestyle reflects the consumer's attitude against consumption, in favor of simplicity, material plainness, and wish to maximize control (Leonard-Barton, 1981). Shortly, voluntary simplicity lifestyle is the person's simplifying his life as a consumer beyond being an individual (Ozgul, 2011). It was first defined by Richard Gregg, in 1936, as avoiding excessive consumption, and not making it the main purpose of life. It was forgotten in the consumption boom following the World War II, but regained currency in the 1970s and 1980s with the growth of the segment of consumers wishing to simplify their lives (Shama, 1985).

Voluntary simplicity lifestyle has been taken by different researchers in different ways. Leonard-Barton (1981) examined it under six dimensions: biking, self-sufficiency/services, recycling resources, recycling durable goods, self-sufficiency/goods, and closeness to nature. According to Shama and Wisenblit (1984), voluntary simplicity lifestyle has five main dimensions. The first is "material simplicity", referring to the simplification of life both as an individual and as a consumer. The second is "self-determination", which is defined as the desire to have more control over one's life. The third is "ecological awareness", i.e. the awareness that human beings and resources are inter-dependent. The fourth is "human scale", which refers to the desire for smaller-scale institutions and technologies, based on the understanding that "small is beautiful". The fifth is "personal growth", referring to self-discovery. Cowles and Crosby (1986) argued that voluntary simplicity is composed of the dimensions of material simplicity, self-determination, and ecological awareness. Iwata (1997, 2002, 2006) suggested that voluntary simplicity lifestyle can be examined in three sub-dimensions: cautious attitudes in shopping, acceptance of self-sufficiency, and a desire for a voluntarily simplicity life. Ozgul (2011), on the other hand, stated that a voluntary simplicity lifestyle has four dimensions: product feature, material life, planned shopping, and self-sufficiency.

2.2. Consumption Values

Consumption values are the values developed to explain consumer preferences for a specific product or brand (Aydin, 2016a). They are generally examined in six groups: functional quality

value, functional price value, social value, emotional value, conditional value, and epistemic value (Lin and Huang, 2012).

Functional value concerns the product or service's fulfilling its utilitarian or physical functions. It is generally associated with features such as performance reliability, durableness, and functionality (D'Souza *et al.* 2007). In short, it is related to a product or service's quality and price benefit (Xiao and Kim, 2009). In this sense, it can be classified as functional price value and functional quality value. Functional price value indicates that the prices of recyclable and non-recyclable products will be different. When the prices of environmentally friendly products are constant, quality becomes an important factor. Functional quality value refers to the quality of the product relative to its price, whether the product is high quality if its price is high (Lin and Huang, 2012). Social value is the value a product or service acquires as a result of its identification with certain social groups. The consumers choosing products based on social value accept social circle, reference group, and their acquaintances' opinions as measures of benefit. In other words, consumers taking social value as basis display consumption behaviors according to others' judgments about the product or service (Aydin, 2016a). Emotional value concerns the value of specific products or services because of hedonic rather than rational benefits. According to this value, environmental consumption is adopted because of particular emotions it arouses among individuals. Conditional value is the benefit of a product perceived under a specific condition (Sheth *et al.* 1991b). This value depends on conditions that make a decision or choice incentive or limitable (Hung and Hsieh, 2010). It can be said that the importance of this value will decline when the condition disappears. Epistemic value is considered to stem from hedonic consumption in general. If a product or service arouses curiosity, offers a novelty, and improves our knowledge level, the perceived value is epistemic value (Sheth *et al.* 1991a; Kao and Yu, 2015). It can be defined as the new and creative elements the product carries, and its potential to satisfy consumers' needs for discovery. This value leads to variety-seeking and novelty-seeking behaviors as well (Tang and Forster, 2007).

2.3. Environmentally Responsible Consumerism

Nowadays, sustainability is defined as a long-term, durable, sound, and systematic. Sustainability developments are the most significant topics for business in our world (Mazur, 2015). However, some factors are affecting sustainability through exploitation of natural resources such as water, fertile agriculture lands, forest and fish, and environmental pollution (Gormus, 2017). These bad environmental conditions can only be overcome by consumers who have environmental conscious. Conscious consumers are expected to have consumption awareness and consider the effects of their consumption on society. In this sense, environmentally responsible consumerism refers to the consumer's consideration of the effects of his consumption on society, while making consumption decisions or before purchasing a product (Iwata, 2006). This concept was thought to have emerged in response to criticisms claiming that individual consumption is made without considering its effects on social environment (Follow and Jobber, 2000).

The literature contains many studies showing the effects of voluntary simplicity lifestyle on environmentally responsible consumerism (Shama, 1985, Cowles and Crosby, 1986; Iwata, 2006; Roubanis, 2008; Ozgul, 2011). There are also studies investigating consumption values and their influence on environmentally friendly consumerism (Lin and Huang, 2012; Haws *et al.* 2014; Kao and Tu, 2015). However, to the best of our knowledge, there is no research exploring the effects of voluntary simplicity lifestyle and consumption values on environmentally responsible consumerism. In this sense, the present study is expected to contribute to the literature.

3. Research Hypotheses and Model

Lifestyle refers to what people do, why they do so, and what their acts mean to themselves and others (Blackwell *et al.* 2001). Lifestyle influences environmental attitudes (Aydin and Unal, 2015). Voluntary simplicity refers to a lifestyle characterized by low consumption, environmental responsibility, and self-sufficiency (Iwata, 1997; Iwata, 2006). According to Elgin and Mitchell (1977), one of the values of voluntary simplicity is environmental consciousness, and living in harmony with nature is among the fundamental principles of voluntary simplicity lifestyle. Human

life based on the philosophy of voluntary simplicity cannot be independent from natural life. In this regard, voluntary simplicity requires being sensitive to the future and living spaces of all the living beings. Therefore, it can be said that voluntary simplicity lifestyle positively influences environmentally responsible consumerism. Because an individual with a voluntary simplicity lifestyle is aware that the environment is important. It is possible for the consumer who is aware of the importance of the environment to consider the effects of consumption on the society, and to act environmentally responsible way (Follows and Jobber, 2000). In this context, it can be said that voluntary simplicity life encourages environmentally responsible consumerism (Shama, 1985; Cowles and Crosby, 1986).

H₁: Voluntary simplicity lifestyle is effective on environmentally responsible consumerism.

Today's consumers have new concerns and fears such as environmental pollution, destruction of natural life, and potentially harmful production techniques, damaging to the environment and human health (Kotler, 2011). Thus, it is seen that an increasing number of consumer groups act based on environmental values. In other words, sensitivity concerning the environment and consumption can be shaped by values about the environment. The environmental consumption values of the consumer will enable him to exhibit environmentally-oriented behaviors, such as using ecological or recycled products, planting trees, avoiding excessive consumption, and consumption based on need (Ozgul, 2011). As an extension of this, it can be said that consumption values influence environmentally responsible consumerism (Lin and Huang, 2012).

H₂: Consumption values are effective on environmentally responsible consumerism.

It is argued that the consumption values theory is applicable to all kinds of goods and services, but only in choices that are made systematically (Sheth *et al.*, 1991a; Sheth *et al.* 1991b). Systematic choices are conscious consumer choices among various alternatives (Sheth et al., 1991a). In this context, it can be said that consumers who have voluntary simplicity lifestyle make systematic choices reflecting their consumption values. Consumers buy not only the environmentally friendly products themselves but also the values and lifestyles that these products represent in order to engage in environmentally responsible consumerism (Kotler and Armstrong, 2010). On the other hand, lifestyle and values are psychographic variables that help firms to identify ecological consumers (Fraj and Martinez, 2006). In addition, it is known that consumers with environmental consumption values try not to consume more than necessary, and use physical resources with caution (Haws *et al.* 2014). From this perspective, it can be said that there is a relationship between consumption values and voluntary simplicity lifestyle (Haws *et al.* 2014).

H₃: There is a relationship between consumption values voluntary simplicity lifestyle.

Figure 1 represents the research model established based on the literature and the related hypotheses.
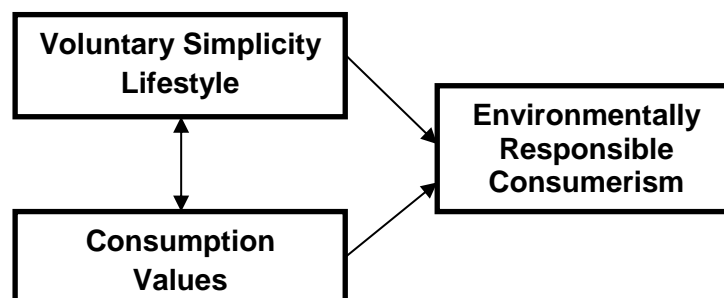

Figure 1. Research Model

4. Methodology

In the present era, when resources are generally consumed irresponsibly, it is important to exhibit environmentally responsible consumption so that future generations can live in a healthier world. Consumption values and voluntary simplicity lifestyle can be influential on displaying environmentally responsible consumerism. Due to the importance of this, the present study aims to determine the effects of voluntary simplicity lifestyle and consumption values on environmentally responsible consumerism. Another purpose of the study is to determine the relationship, if any, between voluntary simplicity lifestyle and consumption values.

Because of time and cost constraints, the study was conducted on a specific sample. Students from Ege University and Mus Alparaslan University were included in the research sample, to identify any differences in the environmentally responsible consumerism tendencies, voluntary simplicity lifestyles, and consumption values between students studying in the western and eastern part of Turkey. University students are expected to be able to apply the environmental knowledge, skills, attitudes, and especially values acquired during their educational life to their personal, social and professional lives (Teksoz *et al.* 2010). Thus, university students were chosen for the research sample.

The research sample was determined through convenience sampling. In the present study, the "Environmentally Responsible Consumerism Scale" was prepared based on Iwata (2002), the "Voluntary Simplicity Lifestyle Scale" was prepared based on Iwata (2006), and the "Consumption Values Scale" was prepared based on Lin and Huang (2012). It is argued in some studies that those adopting novelty do not engage in environmentally responsible consumerism. In other words, it is suggested that the more novelty adopted, the less environmentalist exhibited (Ozgul, 2010). In the present study also, in preliminary evaluations the level of importance attached to epistemic (novelty) value was found low among those adopting voluntary simplicity lifestyle. Considering that those who adopt voluntary simplicity lifestyle tend not to adopt novelty, the present study focused on values other than epistemic (novelty) value. Survey was employed as research method. A total of 542 survey forms were administered, but only 512 (252: Ege University, 260: Mus Alparslan University) were determined to be suitable for analysis. The findings were analyzed and interpreted through exploratory factor analysis, regression analysis, and canonical correlation analysis.

The main limitation of the study is that the sample was geographical limited to Mus and Izmir, all were students. Also, it did not focus on a specific product group.

5. Analysis and Findings
5.1. Analysis of Demographic Characteristics

The study was conducted at Mus Alparslan University and Izmir/Ege University. Of the research participants from Mus, 58.8% (153) were women, and 41.2% (107) were men. Their average age was 22. Of these participants, 69.6% (181) had an income level of TL 600 or below; 17.7% (46) TL 601-1600; 6.9% (18) TL 1601-2600; 3.1% (8) TL 2601-3600; 0.8% (2) TL 3601-4600; and 1.9% (5) TL 4600 or above. Of the participants from Izmir, 56.7% (143) were women, and 43.3% (109) were men. Their average age was 22. Of these participants, 39.3% (99) had an income level of TL 600 TL or below; 46.0% (116) TL 601-1600; 9.5% (24) TL 1601-2600; 2.0% (5) TL 2601-3600; 1.2% (3) TL 3601-4600; and 2% (5) TL 4600 or above.

5.2. Factor Analysis Results

Exploratory factor analysis was made to test the suitability for this sample of the Environmentally Responsible Consumerism Scale, the Voluntary Simplicity Lifestyle Scale, and the Consumption Values Scale.

At the end of the factor analysis, one factor was obtained for the Environmentally Responsible Consumerism Scale as in the original scale. The factor loadings, variance percentages, eigenvalues, and Cronbach's alpha values of the scale variables are indicated in Table 1. Exploratory factor analysis was made to test the suitableness of the Consumption Values Scale for the sample. As epistemic value covered two statements and had low reliability, it was

removed from the model. It was seen that the Consumption Values Scale, different from its original, did not include epistemic value, but consisted of five factors. Table 2 shows the general factor loadings of the scale variables. It also indicates the factor loadings, variance percentages, eigenvalues, and Cronbach's alpha values of the scale variables.

Table 1. Environmentally Responsible Consumerism Factor Analysis Results

Variables	Factor Loads	Percentage Variance	Eigen Value	Cronbach's Alpha
		41.662	2.916	0.77
I buy paper products with an "environmentally friendly mark."	0.614			
I leave the water running while washing my face.	0.578			
When I buy something, I check whether it contains toxic chemicals.	0.607			
I buy commodities with an "eco-mark."	0.664			
I avoid as much as possible vegetables treated with agricultural chemicals.	0.649			
I prefer products made from recycable materials such as packaging, glass among similar products.	0.727			
In order to reduce air pollution, I prefer walking, cycling, car-sharing, and, using public transport as much as possible.	0.668			
KMO: 0.846; **Sig:** 0.000				

Table 2. Consumption Values Factor Analysis Results

Variables	Factor Load	Percentage Variance	Eigen Values	Cronbach's Alpha
Functional value-quality		15.804	3.003	0.70
The green product has consistent quality.	0.740			
The green product is well made.	0.614			
The green product has an acceptable standard quality.	0.770			
The green product would perform consistently.	0.537			
Functional value-price		12.826	2.437	0.73
The green product is reasonably priced.	0.785			
The green product offers value for money.	0.532			
The green product is a good product for the price.	0.644			
The green product would be economical.	0.801			
Social Value		12.325	2.342	0.87
Buying green product would help me to feel acceptable.	0.764			
Buying the green product would improve the way that I am perceived.	0.848			
Buying green product would make an impression on other	0.809			
Buying green product would give me social approval.	0.822			
Emotional Value		11.903	2.262	0.86
Buying the green product instead of conventional products would feel like making a good personal contribution to something better.	0.789			
Buying the green product instead of conventional products would feel like the morally right thing.	0.825			
Buying the green product instead of conventional products would make me feel like a better person.	0.820			
Conditional Value		11.743	2.231	0.72
I would buy the green product instead of conventional products under worsening environmental conditions.	0.744			
I would buy the green product instead of conventional products when there is a subsidy for green products.	0.834			
I would buy the green product instead of conventional products when there are discount rates for green products or promotional activity.	0.651			
I would buy the green product instead of conventional products when when green products are available.	0.547			
KMO:0.844; **Sig:**0.000		64.601		

The Voluntary Simplicity Lifestyle Scale was seen to consist of three factors, as in the original scale (Iwata, 2006). The results of the factor analyses made for each province, besides the general factor analysis, indicated three factors for both provinces. However, some statements fell under different factors, and the scale turned out to have three factors that were different from the original scale. The general factor loadings, variance percentages, eigenvalues, and Cronbach's alpha values of the variables of the Voluntary Simplicity Lifestyle Scale are presented in Table 3.

Table 3. Voluntary Simplicity Lifestyle Factor Analysis Results

Variables	Factor Load	Percentage Variance	Eigen Values	Cronbach's Alpha
Planned Shopping Behavior		18.672	2.987	0.76
I try to live a simplicity life and not to buy articles which are not necessary.	0.692			
I do not buy on impulse shopping.	0.683			
When shopping, I give serious consideration to whether an article is necessary.	**0.753**			
Even if I have money, it is not my principle to buy on impulse.	0.746			
Except for traveling, I enjoy my leisure time without spending much money.	0.610			
Even if I have a similar product, I like to buy a new product that was recently released.	0.463			
Self-sufficiency and product feature		16.690	2.670	0.71
I prefer products with simplicity functions over with complex functions.	0.616			
Products designed to promote convenience and comfort make people spoiled.	0.443			
As far as possible, I do not buy products with sophisticated functions.	0.681			
I want to be self-sufficient in terms of product in the future.	**0.740**			
I try to use articles which I bought for as long as possible.	0.600			
When I shop, I take a serious view of how long I can use it without getting tired of it.	0.610			
Importance Attached to Materialism		13.727	2.196	0.72
Material affluence is very important to me.	**0.773**			
A life of convenience and comfort is most important.	0.633			
I want to buy a new products shortly after it comes out, even if I already have a similar one.	0.758			
I avoid the simplicity life, because this create poverty for others.	0.760			
KMO: 0.792; **Sig**: 0.000		46.088		

The scale concerning voluntary simplicity lifestyle has three factors. Factor 1 was called "planned shopping behavior", including variables suggesting that even affluent consumers do not shop without thinking, and consider whether the thing they are about to buy is necessary. Factor 2 was called "self-sufficiency and product feature". This factor included variables suggesting that consumers choose simplicity and easy-to-use products rather than complex ones and adopt a lifestyle in which they will avoid the need to repurchase similar products in the future. Factor 3 was called "importance attached to materialism". This factor included variables suggesting, contrary to the first factor, that consumers desire a new product even if not necessary, attach great importance to material things, and prefer a comfortable life.

5.3. Regression Analysis Results

Multiple regression analysis was made for determining the effects of consumption values and voluntary simplicity lifestyle on environmentally responsible consumerism. The multiple regression analysis results are showed in Table 4 and Table 5. According to the general regression model, consumption values affect environmentally responsible consumerism at R^2: 20% level (F-statistic: 72.063; Prob: 0.000; N:512). On the other hand, they affect it at R^2: 25% level for Mus province, and at R^2: 17% level for Izmir province. According to the general regression

model, voluntary simplicity lifestyle affects environmentally responsible consumerism at R^2: 7% level. It affects environmentally responsible consumerism at R^2: 23% level for Mus province and at R^2: 4% level for Izmir province. At the end of the testing of the models through Anova, the relationships between the variables were found to be significant at α=0.01 level. Thus, the following research hypotheses were accepted: *"H₁: Consumption values influence environmentally responsible consumerism"* and *"H₂: Voluntary simplicity lifestyle influences environmentally responsible consumerism".*

Table 4. Regression Analysis Results for Consumption value on Environmentally Responsible Consumerism

Mus			
Variable	**Coefficient**	**Std. Error**	**Prob**
(Constant)	1.653***	0.214	0.000
Functional value-quality	0.148**	0.058	0.011
Functional value-price	0.047	0.047	0.314
Social value	0.045	0.040	0.266
Emotional value	0.114**	0.046	0.013
Conditional value	0.159***	0.048	0.001
N	260		
R^2	0.25		
F-statistic	17.001		
Prob (F-statistic)	0.000		
Izmir			
Variable	**Coefficent**	**Std. Error**	**Prob.**
(Constant)	1.540***	0. 318	0.000
Functional value-quality	-0.007	0.078	0.927
Functional value-price	0.059	0.057	0.304
Social value	0.010	0.046	0.875
Emotional value	0.143***	0.067	0.002
Conditional value	0.296***	0.074	0.000
N	252		
R^2	0.17		
F-statistic	10.640		
Prob (F-statistic)	0.000		

Note: Depent Variable: Environmentally Responsible Consumerism. ***, ** and * represent significance level at 1%, 5% and 10% respectively

Table 5. Regression Analysis Results for the Effect of Voluntary Simplicity Lifesyle on Environmentally Responsible Consumerism

Mus			
Variable	**Coefficient**	**Std. Error**	**Prob**
(Constant)	1.507***	0.253	0.000
Planned shopping behavior	0.341***	0.051	0.000
Self-sufficiency and product feature	0.143***	0.037	0.004
Importance attached to materialism	0.050	0.049	0.183
N	260		
R^2	0.23		
F-statistic	25.995		
Prob (F-statistic)	0.000		
Izmir			
Variable	**Coefficient**	**Std. Error**	**Prob.**
(Constant)	2.469***	0.380	0.000
Planned shopping behavior	0.123**	0.059	0.038
Functional value-price	0.109	0.079	0.167
Social value	-0.032	0.053	0.549
N	252		
R^2	0.04		
F-statistic	3.760		
Prob (F-statistic)	0.000		

Note: Depent Variable: Environmentally Responsible Consumerism. ***, ** and * represent significance level at 1%, 5% and 10% respectively

5.3. Canonical Correlation Analysis Results

Canonical correlation analysis revealed the mutual and multiple relationships between the variables of consumption values and voluntary simplicity lifestyle. The aim of the canonical correlation analysis was to obtain the functions that maximize the relationship between the variables of consumption values and voluntary simplicity lifestyle. The criterion (dependent) variable of the study was voluntary simplicity lifestyle, while its predictor variable was consumption values. The lowest variable in the set of the variables of consumption values and voluntary simplicity lifestyle was in the Voluntary Simplicity Lifestyle scale. Therefore, of three functions obtained, one was found to be significant. Table 6 shows the canonical correlation values of the voluntary simplicity lifestyle models.

Table 6. The Canonical Correlation Results for Mus and Izmir Provinces

Canonical Function	Canonical Correlations Coefficients(Rc)	Canonical Roo	Wilk's Lambda	Chi-Square	df	Sig (p)
The Canonical Correlation Results for Mus						
1	0.490	0.240	0.738	77.368	15.000	0.000
2	0.130	0.016	0.971	7.466	8.000	0.487
3	0.110	0.012	0.988	3.105	3.000	0.376
The Canonical Correlation Results for Izmir						
1	0.379	0.143	0.811	51.715	15.000	0.000
2	0.215	0.046	0.946	13.572	8.000	0.094
3	0.087	0.007	0.992	1.867	3.000	0.600

The explained variance rates of the set of variables show that the first function explains 73. 8% and 81. 1% of the set of relationships for Mus and Izmir provinces, respectively, at 0.000 significance level. As the second and third functions were statistically insignificant, the interpretation was based only on the first. Table 7 represents the canonical and cross loadings of the set of variables.

Table 7. Canonical and Cross Loadings for Consumption Values and Voluntary Simplicity Lifestyle

Variables	Canonical Loadings		Cross Loadings	
	1. Function		1. Function	
	MUS	IZMIR	MUS	IZMIR
Consumption Values				
Functional value-quality	0.846	0.428	0.415	0.162
Functional value-price	0.458	0.317	0.225	0.120
Social Value	0.377	0.112	0.185	0.042
Emotional Value	0.857	0.689	0.420	0.261
Conditional Value	0.592	0.932	0.290	0.353
Ratio of The Explained Variance	0.431	0.328		
Voluntary Simplicity Lifestyle				
Planned shopping behavior	0.776	0.730	0.380	0.276
Importance attached to materialism	0.271	0.485	0.135	0.182
Self-sufficiency and product feature	0.813	0.815	0.398	0.308
Ratio Of The Explained Variance	0.446	0.477		

Based on the canonical loadings of consumption values for Mus province, "emotional value" (0.857) came first; followed by "quality value" (0.846); and "conditional value" (0.592). As to the canonical loadings of voluntary simplicity lifestyle, the highest values belonged to product feature (0.813) and planned shopping (0.776). According to the cross correlations between the variables, among consumption value loadings the highest coefficient belonged to emotional value (0.420), followed by quality value (0.415). As to voluntary simplicity lifestyle, the highest value

belonged to product feature (0.398) and it was followed by planned shopping (0.380). Accordingly, it was seen for Mus province that the consumers who give particular importance to quality value and emotional value are characterized as follows: they engage in planned shopping, pay attention to product feature, and adopt voluntary simplicity lifestyle.

Based on the canonical loadings of consumption values for Izmir province, "conditional value" (0.922) came first; followed by "emotional value" (0.689); and "quality value" (0.428) respectively. As to the canonical loadings of voluntary simplicity lifestyle, the highest values belonged to product feature (0.815) and planned shopping (0.730). According to the cross correlations between the variables, the highest coefficient belonged to conditional value (0.353), followed by emotional value (0.261) among the consumption value loadings. As to voluntary simplicity lifestyle, the highest values belonged to product features (0.308) and planned shopping (0.276). Hence, it was seen for Mus province that consumers who give particular importance to conditional value and emotional value tend to engage in planned shopping, pay attention to product features, and adopt voluntary simplicity lifestyle.

Based on the evaluations for both provinces, the hypothesis "**H₃**: *There is a relationship between consumption values and voluntary simplicity lifestyle*" was accepted.

6. Conclusion and Future Research

The reason that some consumers buy environmentally friendly products includes their functional characteristics, emotional reasons, the desire for social approval. In contrast, some others buy them when there are government supports, and others discounts, within the scope of the incentives granted. Therefore, it is thought that some consumption values influence environmentally responsible consumerism. Also, voluntary simplicity lifestyles can effect environmentally responsible consumerism. Because voluntary simplicity lifestyle refers to simplifying life and avoiding consumption as the main purpose of life. It is stated that consumers adopting voluntary simplicity lifestyle display environmentally responsible behaviors as they are influenced by consumption values (Haws *et al.* 2014). It is known that consumers are more likely to buy environmentally friendly products when conditions allow, especially in cases of discount, and that they display environmental behaviors and try to live a simplicity life in order to feel better emotionally. Based on the relationships between values, lifestyle, and environmentally responsible consumerism, the present study aimed to determine whether or not there is any relationship between consumption values and voluntary simplicity lifestyle, and how values and lifestyle influence environmentally responsible consumerism.

Most participants from both provinces were females, with an age average of 22. As to their income levels, 69% of the students in Mus had an income of TL 600 or below, whereas 46% of those in Izmir had an income of TL 601-1600. In other words, the students from Izmir had a higher income level. Given the fact that minimum wage in Turkey is TL 1,404.06, it is clear that the income level of the Mus students is relatively low.

It was found out that consumption values influence environmentally responsible consumerism, and thus the hypothesis H_1 was accepted. This is consistent with the literature (Ozgul, 2011; Lin and Huang, 2012). For the Mus students, among consumption values, it is conditional value, emotional value, and quality value that most influence environmentally responsible consumerism, while for Izmir, however, the greatest influences are conditional value and emotional value. It was determined that the environmentally aware students from both provinces attach importance to conditional and emotional values. In other words, they pay attention to discounts and government supports in environmentally friendly products, and benefit emotionally when buying environmentally friendly products. It was detected that Mus students, unlike Izmir students, think that environmentally friendly products are of good quality, and that this value encourages environmentally responsible consumerism. Also, it was realized that voluntary simplicity lifestyle influences environmentally responsible consumerism. This is supported by the literature (Shama, 1985; Cowles and Crowby, 1986; Follows and Jobber, 2000). For the students from both provinces, planned shopping influences environmentally responsible consumerism in voluntary simplicity lifestyle. However, for those Mus, product features also influence environmentally responsible consumerism, perhaps because these students attach importance to quality value.

According to the canonical correlation results, the students from Mus province giving particular importance to quality value and emotional value have three characteristics: engaging in planned shopping, paying attention to product feature, and adopting voluntary simplicity lifestyle. Izmir, those giving particular importance to conditional value and emotional value share these same characteristics.

The present study is expected to contribute to the literature by revealing that, among consumption values, social value and price value do not influence environmentally responsible consumerism, and thus those adopting simplicity lifestyle do not attach importance to price or social perceptions when buying environmentally friendly products. Another potential contribution to the literature is the greater understanding of the relationship between consumption values and voluntary simplicity lifestyle. It was found that the environmentally responsible consumerism tendencies of the students from both provinces are influenced by their consumption values and voluntary simplicity lifestyle, and they engage in planned shopping, especially due to their emotional and conditional values. The results of the study are generally anticipated to contribute to the literature.

The study provides implications for businesses. They should note that emotional and conditional values have a primary position in some consumers' environmentally responsible consumerism behaviors. Businesses should trigger the feeling of emotional well-being of consumers through various social responsibility campaigns and sponsorship activities, based on the social marketing understanding. In addition, incentives such as prince discounts, sales promotions, government supports, and tax deductions should be applied to environmentally-friendly products, because consumers are more likely to exhibit environmentalist behaviors when conditions allow. In addition, quality is very important for the students in Mus, businesses initiate campaigns giving prominence to quality perception in environmentally friendly products, and focus on efforts improving the products performance of products including designing for recycling, and provides saving, guaranteeing compliance with quality standards, and offering long guarantee periods. They should also keep in mind that there is a market segment composed of consumers with voluntary simplicity lifestyle, who variously attach importance to product feature, planned shopping, and material life. They should remember that the consumers in this market segment in both provinces engage in planned shopping and pay attention to product feature. It is important to note these consumers' preferences for products with designs that are rather than easy-to-use complex. In this sense, environmentally friendly products that have a special design and a long guarantee period should be produced. In short, the students adopting voluntary simplicity lifestyle and having consumption values were seen to be environmentally responsible. More attention should be focused on environmental education to make students more active on environmental issues and promote healthy living conditions. Various environmental activities may be organized for students' participation within the scope of such environmental education. For example, non-governmental organizations and businesses may help to increase students' involvement through events such as panels, conferences, seminars, etc. which highlight the importance of natural environment.

The reason why insignificant results were obtained for some values (e.g. price value) and simplicity lifestyle factors (e.g. material life) may be consumers' low level of environmental concern or knowledge (Aydin, 2016b). Future studies may investigate the reasons why epistemic value was not confirmed by the model, the reason for the insignificant relationships between certain consumption values, such as price value and social value and simplicity lifestyle factors such as, material life. According to Sheth *et al.* (1991b), aesthetic, hedonic, and holistic benefits of products can also be referred to as consumption values. In this regard, different consumption values and the effects of these values may be explored. What is more, presents, it may be interesting to compare the present findings with more for different groups of consumers (e.g. students with different educational levels, older people, children, individuals from different generations), in different regions, based on a specific product class (e.g. cleaning products, technological products).

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