MEDIATING ROLES OF CONSUMER INDIVIDUAL VALUES ON THE RELATIONSHIP BETWEEN EXPOSURE TO GLOBAL MARKETING ACTIVITIES AND CONSUMPTION BEHAVIOR

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Abstract

The main goal of this study to investigate the mediating effects of consumer individual values on the relationship between exposure to global marketing activities and consumption behavior. To this end, at first the study tests the previous proposition of direct path of the effect of exposure to global marketing activities on consumption behavior (of global foods and drinks, global clothing and accessories, household appliances and communications), then to examine the mediating effects of consumer individual values on fundemental relationships using Schwartz's basic values. This research supported the significant contribution of predictor variable to consumption behavior of four proposed product categories, among them the mediating roles of consumer individual values were observed on consumption behavior of household appliances and communications. The study also highlighted significant implications for consumer affairs specialists and managers.

Keywords: consumer individual values, consumption behavior, global marketing activities, Malaysia

Introduction

Consumers' behavior and companies' behavior are two concepts in parallel, but inseparable. There is a continual interaction between them. On one side, consumer behavior determines marketing strategies. On the other side, companies' behavior and indeed their marketing activities such as advertisements, consumption of products and brands shape consumer values and behavior (Cleveland, Erdoğan, Arıkan, and Poyraz, 2011; Taylor, Strutton, and Thompson, 2012). Due to the globalization of markets, the domain of companies' marketing activities is becoming increasingly wider.

Leidner (2010) argues three conceptualizations of globalization: 1) cultural imperialism, 2) interconnected business and 3) interconnected societies which are the products of business activities. In first one, namely cultural imperialism, one nation-state infuses its culture into the lifestyle of the occupied nation where the great organizations of the dominant nation-state sell their products. These products are embedded with the dominant culture. In this sense, globalization results in cultural imperialism, then leads to a cultural homogenization as the use of the infused products increases and becomes a part of daily consumption pattern. The second one, interconnected business, is fostered by global supply chains and largely connected through information and technology. In this case, the first conceptualization of globalization emerges in the second. Like the first one, globalization empowers the most powerful organizations to force their process on others. Third one,

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interconnected societies, is synonymous with the global village which provides a homogenous market for marketing activities of international/global companies.

To follow the companies' objectives, marketers pass their own cultures "… with values including initiative, consummating exchanges, competing, making money, financial accountability, and a willingness to serve… onto consumers through transactions" (Peñaloza & Gilly, 1999, p. 101). Hence, in literature, marketing activities of international or global companies has been viewed as one of the main drivers of globalization, which cause cultural and behavioral changes (Arnould, 2011; Mueller & Tailor, 2013; Leidner, 2010) at least to some extent.

Substantial studies empirically indicate consumption behavior is influenced by exposure to the marketing activities of international/global companies (Cleveland & Laroche, 2007; Hallab, 2009; Naghavi, 2011); however, no one has considered the mediating effects of consumer individual values. By contributing to previous studies on consumption behavior, this study examines how this influence can be deeper through mediation of consumer individual values to bridge the gap. The paper indicates the significance of mediating roles of consumer individual values based on a survey of 479 student respondents in the context of Malaysia. The study combines conceptual foundations of psychology and marketing to contribute to the evaluation of consumption behavior.

In the following sections, the paper reviews literature to present a general discussion about the direct influence of exposure to global marketing activities on consumption behavior and on consumer individual values which in turn affect consumption behavior. Then, it provides a methodology to evaluate the model which ends with a discussion, implications, limitations and recommendation for future study.

Literature Review

Consumption Behavior

By definition, consumption behavior refers to the consumption pattern of consumer. In view of this study, consumption behavior refers to consumption patterns of some product categories including global foods and drinks, global clothing and accessories, household appliances, and communications. Using product categories helps to reduce potential confounding effects resulted from judgments on particular brands (Cleveland, 2006). Besides, consumer evaluations highly rely on general product-category attribute (Elliot and Roach, 1991cited in Cleveland, 2006).

Past studies suggest that the effect of exposure to global marketing activities differs depending on product categories. The newer and/or high-tech products should be more influenced by factors affecting marketing activities of multinational companies (Cleveland, 2006). Almost all product categories proposed by this study were expected to be affected by the predictor variable (Cleveland, 2006; Cleveland and Laroche, 2007; Hallab, 2009; Naghavi, 2011).

Regarding foods and drinks, literature indicates a dramatic change among Malaysians consumption behavior and in particular university students (Chow, Dickson Ong, Tham, & Wong, 2013; Chris, Hazrina, & Asad, 2011; Habib, Abu Dardak, & Zakaria, 2011). Today, fast-food consumption is rapidly increasing among Malaysian young generations (Habib, Abu Dardak, & Zakaria, 2011; Heidal, Colby,

Mirabella, Al-Numair, Bertrand, & Gross, 2012). University students prefer to dine out for a couple of reasons. They are more influenced by their peers than families. They have no enough time to cook, especially those living in university hostels. Besides, they like the taste of fast-foods (Chow et al., 2013). Easy availability and marketing strategies of foods and drinks companies (Kaushik, Narang, & Parakh, 2011), expose university students to global foods and drinks in schools, neighboring areas and on cyber spaces like social networks.

In the same way, international or global clothing and accessories has become a strong competitor for local markets (Gharleghi & Kiong, 2013). Fashions involve to consumer outlook which represents consumer social status and style (Kaur & Malik, 2015). Due to high availability to global clothing and accessory products in developing countries (Haroun & Abdullah, 2011), a tendency toward global brands has increased (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000; Ergin & Akbay, 2010; Haroun & Abdullah, 2011).

With regard to household appliances, according to extant research (Carstens, 2003), the most common form of media among Malaysian Chinese is a television set and after that a video. The research further suggested that the majority of students (48 percent) preferred Western movies to locally-made. Then, a television set plays an important role in sharing ideas about Western movies and culture bring with them. They expose student consumers to the Western culture (Carstens, 2003). According to Koh, Lim and Lu (2014) current Portable Music Players (PMPs) including smartphones and tablets are also popular among the younger generation.

Compared with other categories, communication products have impacts on diverse aspects of users' lives (Verdugo & Fierro, 2014). Consumers tend to use cell phones than the fixed line telephone (Zulkefly & Baharudin, 2009). Cell phones has been widely accepted as a fashion accessory, in particular among young people (Mokhlis &Yaakop, 2012). Malaysia has the rank of second in ASEAN in using a cell phone. The main users are youth. Likewise, it stands at highest in the South East Asian region in term of Internet use (Ayub, Hamid, & Nawawi, 2014). Most Internet users in Malaysia are higher educated students (Ayub, Hamid, & Nawawi, 2014) who are predominantly undergraduate students (Luaran, Abdul, Rom, & Nadzri, 2013).

Exposure to Global Marketing Activities
The construct of exposure to global marketing activities pertains to "individual's degree of exposure to the marketing and advertising activities of multinational or global corporations" (Cleveland & Laroche, 2007, p. 252) and globalization of markets exposes consumers to these activities. It is definitely specified by the accessibility and flow of goods across the world (Manrai & Manria, 2011). These global marketing activities entail advertising and promotional activities including global brands, global logos, global products, global icons, global distribution systems and global advertising strategies (Cleveland, 2006; Cleveland & Laroche, 2007).

According to Bourdieu's (1986) theory of forms of capital, any individual or entity lives in a field encompassing four main capitals: economic capital, symbolic capital, cultural capital and social capital. The field serves as a competitive market where these (economic, symbolic, cultural and social) capitals are invested in. Among them,

exposure to the marketing activities of global companies stands for economic capital. Based on Bourdieu's (1986) theory, global products stand for economic capital; global brands, logos and icons represent symbolic capital, global advertisement strategies function as the cultural capital, and global distribution system and global media represent social capital for global companies.

Products serve as a means to change consumer culture and therefore behavior in two ways. First, they provide opportunities for fashioning culture and reflect it within and between groups and then in society. Due to their mobility, products carry and communicate cultural meaning (Cleveland, 2006; McCracken, 1986). The way that consumer uses products change consumer behavior which in turn may lead to a stable value or habit of that consumer.

As the lifeblood of companies (Steenkamp, 2014), global brands exert "their power and influence within various economic, cultural, and psychological domains" (Özsomer, Batra, Chattopadhyay & ter Hofstede, 2012, p. 1). They serve as cultural forms which bring ideas with about how people should live, look, and think (Arnould, 2011). Brands surround consumers daily life (Cheong, 2013) and affect consumer's lifestyle, view and thinking. They function as the vehicles of communication. They tell a story to consumer about products and services and promises them to meet their desires and needs (Arnould, 2011). A logo is an emblem used to convey a message. A logo is a key component of brand identity that makes a brand instantly distinguishable from competitors (Kim, Periyayya, & Li, 2013; Park, Eisingerich, Pol, & Park, 2013). It enhances brand identification and differentiation, and consumer commitment as well; and as a visual element conveys what a brand stands for (Park, et al., 2013). Accompanied with logos and icons, the brand can serve as a symbolic capital to affect consumer perception of the company it symbolizes.

Global advertising strategies such as "I'm Lovin' It" (McDonalds), "Just do it!" (Nike), and "Think Different" (Apple) are designed to influence consumers' affect and cognition which in turn affect consumer behavior. Using advertising statements such as superior quality, lower prices, greater convenience, easier availability, better service, trendier, sexier, more popular, and more prestigious distinguish brands values from competitors' (Peter and Olson, 2010).

Moving goods and services from producers to consumers, distribution channels have greater efficiency in making goods available to target markets (Kotler & Armstrong, 2010). Through promotion, they develop and spread persuasive communications about offers (Kotler & Armstrong, 2010). As Bandara and Miloslava (2012) argue, global firms aggressively promote their brands in the domestic market to stimulate customers to buy foreign brands. It has been intensified with penetration of distribution channels chains in the host country. These channels make global brands available at every place. They enhance the bargaining power of global brands in comparison with local brands.

Eventually, all above vehicles are complemented by global media such as television, Internet, satellite, which serves as widely and easily broadcasting medium to convey the company's message, and transform the company and product images across the world in the same way and at the same time. Among them the widespread access to the Internet (Mueller & Taylor, 2013) is more attractive for youth. It is universally accepted that the Internet has all social, technological, economic, and

cultural transformations in itself (Bagchi, Udo, Kirs, & Choden, 2015; Zhang, Pablos, and Xu, 2014).

Consumer Individual Values

According to Schwartz (2012), values are transitional goals, varying in importance and serving as guiding principles in the life of a person or a group. Schwartz (2012) describes values by six features. First, values are beliefs closely related to affect. Second, values are desirable goals that motivate actions. Third, values transcend specific actions and situations, for example, obedience is a feature that may be only related to the workplace, not to other situations. Forth, values serve as standards or criteria, they guide people what is right or what is wrong. Fifth, values vary in importance; for some people, some features are superior while for others not. Sixth and last, the relative importance of multiple values guides action. In reality, values have predictive, explanatory power of the analysis of actions (Schwartz, 2003). "Values are used to characterize cultural groups, societies, and individuals, to trace change over time, and to explain the motivational bases of attitudes and behavior" (Schwartz, 2012, p. 2).

Values are not genetically transferred, but substantially developed through processes of socialization, education and acquisition. They are formed over the time of social life and can spread across societies through traveling or migrating, using cultural products such as movies, consuming goods or services or prohibiting of consuming some foods or beverages due to religious or cultural taboos. Like culture and as its central components, they also change, but in lower speed.

Conceptual Framework and Hypoytheses

Based on the prior studies and notions mentioned above, the current study is founded upon the mediation of consumer individual values on the relationship between exposure to global marketing activities (IV) and consumption behavior of global foods and drinks, global clothing and accessories, communications and household appliances (DVs). Figure 1 portrays the study conceptual model.
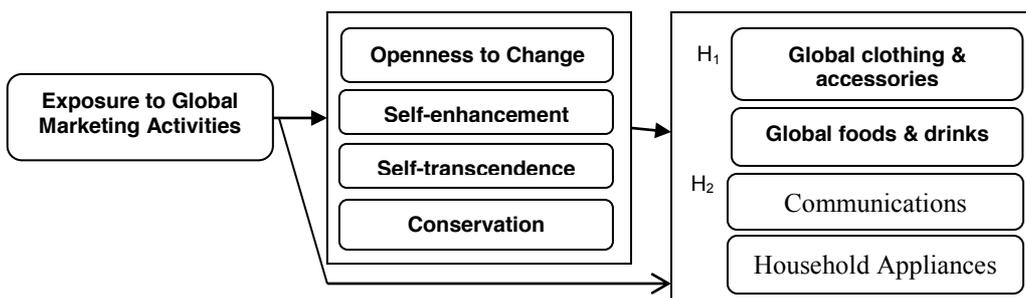

Figure 1: Conceptual model

Exposure to Global Marketing Activities and Consumption Behavior

Previous research demonstrates that exposure to global marketing activities containing global brands, logos, products, icons, distribution systems and advertising

strategies is one of the key dimensions of acculturation to the global consumer culture affecting on consumption behavior (Cleveland & Laroche, 2007; Hallab, 2009; Cleveland, Laroche, & Hallab, 2013; Lysonski & Durvasula, 2013; Naghavi, 2011). For example, a global brand communicates between consumer and the global company it symbolizes. It helps consumer in making decision to purchase and serves as a lifestyle pattern by giving the idea to people how to think, look and live. The evidences of global products, brands and logos are everywhere, in stores, on the streets, in the media and even in homes (Özsomer et al., 2012).

The predominant effect of exposure to global marketing activities on consumer behavior is more pervasive among consumers in the developing countries than the developed (Gupta, 2012) such as the study context, mainly due to greater access to these products in developing countries (Haroun & Abdullah, 2011). Offering products, services and ideas into these markets, firms replace the traditional patterns of consumption with their own's.

With substantial studies on the effects of global marketing activities on consumer behavior (Cleveland et al., 2011; Mitry and Smith, 2009; Mueller and Taylor, 2013; Özsomer et al., 2012; Taylor, Strutton, & Thompson, 2012), recent literature (Cleveland, Laroche & Hallab, 2013) calls for more efforts to do research on different contexts. It is due to the complexity of the nature of globalization factors, including exposure to global marketing activities and their consequences on consumption behavior. Therefore, it is hypothesized that:

H_1 :   Exposure to global marketing activities significantly contributes to consumption behaviors of H_{1a}: global foods and drinks, H_{1b}: global clothing and accessories, H_{1c}: household appliances, and H_{1d}: communications.

Exposure to Global Marketing Activities and Consumer Individual Values
In addition to consumer behavior, consumer individual values are affected by exposure to global marketing activities. The influence of global flows from finanscapes (Appadurai, 1990) results in the spreading of cultural products, lifestyles, and rituals from the developed countries to developing countries, which lead to changes in cultural structure, social patterns (Craig and Douglas, 2006), and consumer's tastes and purchase behavior (Douglas and Craig, 1997). As said earlier, through a cultural imperialism, big companies infuse their values into the lifestyle of the nations to whom they sell their products which leads to consumers' daily consumption pattern (Leidner, 2010). Even sharing an electronic brand- or product-related messages may change consumer inherent meanings as well as they actually consume those products; companies express themselves through the symbolic value of the product or brand (Taylor, Strutton, & Thompson, 2012). For instance, brands connect any individual to those who share the same values and beliefs (Schau, Muñiz, & Arnould, 2009) and logos visually represent brand's meaning and convey its message. Logos can communicate and reinforce brand's basic values. As an easily visible element, a logo facilitates and strengths the communication and connection between brand, individual and others who share the same values.

According to the model of dynamic influence of acculturation to global consumer culture (AGCC) and ethnic identification (EID) on consumption behavior (Cleveland &

Laroche, 2007) exposure to global marketing activities is also one of the forces influencing global consumer culture. Furthermore, based the dynamic, multi-level model of culture suggested by (Erez & Gati, 2004), there is a reciprocal (top-down and down-top) relationship between different levels of culture from the most macro level of a global culture to the micro level of the representation of culture at the individual level which is conceptualized here as consumer individual values. Based on the above argument, and as consumer individual values lie at the core of cultural levels, one may portray the assumption that consumer individual values are influenced by exposure to global marketing activities. In compliance with this assumption, McCracken (1986) holds that marketing activities of multinational or global companies affect consumer in two ways, by transferring values and through consumption of the product by itself.

Consumer Indvidual Values and Consumption Behavior
The concepts of values (Schwartz, 2012) explicitly describe them as motivational drivers for attitudes, behavior and actions. Choice criteria (Kaže, 2010), consumer attitudes toward global or local products (Steenkamp & de Jong, 2010), and consumer behavior (Rokeach, 1979; Schwartz, 2012) are based on an individual's values. Besides that, values are central to the culture; then, change in values necessarily entails change in culture and behavior as well.

Prior research indicates the significance of values in general (Bardi & Schwartz, 2003) and individual values in particular to explain consumer behavior such as Internet use (Bagchi et al., 2015), convenience food consumption (Botonaki and Mattas, 2010), food-related lifestyle (Brunsø, Scholderer, & Grunert, 2004), meat consumption (Hayley, Zinkiewicz, & Hardiman, 2015), milk consumption (Humayun & Hasnu, 2009), food choice (Kitsawad & Guinard, 2014), food consumption decisions (Lee, Lusk, Mirosa, & Oey, 2013), and ethical fashion consumption (Manchiraju & Sadachar, 2014), to name a few. In view of this research, the main motivation to incorporate the construct into the study model was to examine if consumer individual values mediate the fundamental relationship of the study as suggested by some authors (e.g. McCracken, 1986). The incorporation of consumer individual values, as the mediator, enhances the prediction of particular behavioral outcomes.

Consumer individual values applied in this study are completely based on the refined values of PVQ RR 57-item (Schwartz, Cieciuch, Vecchione, Davidov, Fischer, Beierlein, & Konty, 2012) which have overall 19 dimensions collapsed into four higher order values: 1) Openness to change, 2) Self-enhancement, 3) Conservation, and 4) Self-transcendence. In application of Schwartz's individual values, the four higher order values were used, as going narrowly through these values would prolong the research journey. The main intention to use all four higher order values rather than those theoretically expected to be affective, was to empirically ascertain which main level(s) of values can mediate the basic relationship of the study. The following sub-sections address each of them.

Mediating Effects of Consumer Individual Values

Mediating effects of openness to change
Openness to change encapsulates self-direction-thought, self-direction-actions, stimulation, and hedonism which pertains to having independent thoughts and actions in choosing, creating and the desire of novelty, challenge, excitement and pleasure in life (Schwartz et al., 2012). Openness to change which means being open to change refers to "readiness for new ideas, actions, and experiences" (Schwartz et al., 2012, p. 669). Accepting and being interested in other countries' brand or products entails openness to change values, specifically, due to having hedonism and stimulation. Thus, openness to change might positively relate to exposure to global marketing activities; and therefore:

H_2: Openness to change positively mediates the relationship between exposure to global marketing activities and consumption behaviors H_{2a}: global foods and drinks, H_{2b}: global clothing and accessories, H_{2c}: household appliances, and H_{2d}: communications.

Mediating effects of self-enhancement
Self-enhancement encompasses achievement, power-dominance and power-resources. Self-enhancement corresponds to the demonstration of one's competence and success, according to social norms. It requires attaining power through dominance over people, wealth and social status. Being wealthy, successful and powerful, and paying more attention to self than others are narcissistic and egocentric (Cleveland et al., 2011); and in contradict with other countries achievement and power. Self-enhancement might have a negative relationship with exposure to global marketing activities; therefore, it is hypothesized that:

H_3: Self-enhancement negatively mediates the relationship between exposure to global marketing activities and consumption behaviors of H_{3a}: global foods and drinks, H_{3b}: global clothing and accessories, H_{3c}: household appliances, and H_{3d}: communications.

Mediating effects of conservation
Conservation combines face, security-personal, security-societal, tradition, conformity-rules, conformity-interpersonal and humility. It refers to respect of social norms, customs, culture and tradition and security and safety for self and society, conformity with laws and rules and other people as well as maintaining face and reputation of self and avoiding annoying others. In simple word, it means conserving security and stability of self, people, and society through conformity and humility. Conservation values require behaving according to the social acceptance rather than their own attitude. Conservation structurally contrasts with openness to change. It entails the stability and resisting change. These values stress on retaining the status quo, harmony, safety and security, and avoiding any dangers or threats. Conservation and the values fall under it should negatively relate to exposure to global marketing activities. Hence:

H$_4$: Conservation negatively mediates the relationship between exposure to global marketing activities and consumption behaviors of H$_{4a}$: global foods and drinks, H$_{4b}$: global clothing and accessories, H$_{4c}$: household appliances, and H$_{4d}$: communications.

Mediating effects of self-transcendence

Self-transcendence contains universalism-nature, universalism-concern, universalism-tolerance, benevolence-caring and benevolence-dependability values. Self-transcendence entails understanding, appreciation, tolerance, and preservation for the welfare of all people, nature and those who are close to. It is passionate about environmental issues (Zhou, Thøgersen, Ruan, & Huang, 2012) and commitment to justice, equality and protection for all people (Schwartz et al. 2012). Self-transcendence values which are concerned with caring universe and seeking equity for others than self and inconsistent with self-enahncement values might have a positive relationship with exposure to global marketing activities. Thus, it is hypothesized:

H$_5$: Self-transcendence positively mediates the relationship between exposure to global marketing activities and consumption behaviors of H$_{5a}$: global foods and drinks, H$_{5b}$: global clothing and accessories, H$_{5c}$: household appliances, and H$_{5d}$: communications.

Methodology

Sample and Procedure

Sampling procedure is as follows. First, the area of Klang Valley as the population location was divided into two public and private universities. Randomly, three public universities, namely University of Malaya (UM), Universiti Putra Malaysia (UPM), and University of Technology of Malaysia (UTM); and three private universities, namely, Limkokwing University of Creative Technology (LUCT), Multimedia University (MMU) and Monash University were selected. To do so, first all names of universities located in this region are written on the separate piece of paper, and then put in separate containers based on public and private universities. From each container, three names are randomly selected. The estimated sample size was 600. Hence, the approximately accumulated sum of local students from all university populations was estimated and divided into the sum of local students of each university population to obtain the proportional number of each university. Then, the estimated sample size of 600 was multiplied by each university proportion. After all, based on convenience sampling, the questionnaires were distributed in the libraries and vicinities of these six universities using self-administrated survey. Out of 600 questionnaires, a total of 479 surveys were usable.

In terms of sample of the subject, students were selected as a population of study for following reasons. Firstly, they provide a more representative sample with the majority of the younger generation who are most probably exposed to global marketing activities due to access to global media (e.g. Internet). Secondly, students

are target markets for many multinational or global companies; they have more tendency towards global products (Dou, Wang, & Zhou, 2006). Thirdly, they are potential buyers in future (Haroun, & Abdullah, 2011), and as a young generation has a large growing market. Finally, studying on a cohort comprising relatively more homogenous people reduces random error that might occur when dealing with a more heterogeneous sample like the public (Calder, Phillips, and Tybout, 1981 cited in Kamaruddin & Kamaruddin, 2009).

Using SPSS 19 and AMOS 21, descriptive and inferential statistics were applied for data analyses. Descriptive statistics was used to describe respondents' and responses' characteristics in terms of frequency, percentage, mean and standard deviation to all independent, mediating and dependent variables. In this study, SEM analysis has served several purposes: to conduct confirmatory factor analysis (CFA), to perform measurement model, to test the structural model fit, to examine the relationship between independent/predictor variable and dependent/criterion variables, and to test mediating effects of consumer individual values.

Instruments
The measurements of this study were mainly adopted and adapted from previous studies. All constructs were assessed based on the 7-point scale. The difference is in the statement of scale. For exposure to global marketing activities and product categories of consumption behavior, they range from 'strongly disagree' (1) to 'strongly agree' (7). For the dimensions of consumer individual values, they range from 'not like me at all (1) to 'very much like me' (7) and for product categories, they variously range from "never"/"not very essential" (1) to "daily"/"very essential" (7) based on product category. Almost all items used to assess exposure to global marketing activities and consumption behavior were adopted and adapted from Cleveland and Laroche (2007) and Cleveland (2006), respectively. These scale have been developed and tested in 8 countries from different continents, then retested and validated on Netherland by Sobol (2008), on Lebanon by Hallab (2009) and Cleveland, Laroche and Hallab, (2013), on Iran by Naghavi (2011), and on Nigeria by Lysonski and Durvasula (2013).

Although all measurements of the study were already validated, the survey was pilot-tested (n=45) in which Cronbach's alpha showed high reliability (from .718 to .880) for eight variables except for global foods and drinks with .684. Few minor changes were made in the final test questionnaire by deleting those items causing a decrease in the scale reliability. The results of reliability of final test fell within .809 to .923.

To ensure convergent validity and construct reliability of the measures, a Confirmatory Factor Analysis (CFA) was performed. Average Variance Extracted (AVE) for all involved variables ranged from .559 to .786 which exceed > 0.5; except for household appliances (6 Items) which is .493. Construct reliability (CR) also showed good results ranging from .790 to .949 which is higher than .7.
Of the 35 items applied to measure product categories of consumption behavior, 34 items extracted from Cleveland (2006) with three edited, just one added by the researcher (In my city, there are some hypermarkets like IKEA or Aeon, which offer many foreign/global branded products). After conducting first order CFA, global foods

and drinks (GFD) with nine items, reduced to four items with AVE =.582 and CR =.845; global clothing and accessories (GCA) with six items, reduced to three items with AVE =.605 and CR =.818; household appliances (HA) with eleven items, reduced to six with AVE =.493 and CR =.851; and communications (CM) had six items retained three items with AVE =.668 and CR =.858.

To evaluate the respondents' individual values (openness to change, self-enhancement, conservation and self-transcendence), the original version of Schwartz's basic values which is widely applied in the relative field was used; namely the refined version, PVQ RR 57-item (Schwartz et al., 2012). Since, it provides greater precision of prediction and details for various attitudes and beliefs than the original one by increasing the predictive and explanatory power of values in relation to behavior (Schwartz et al., 2012). The original PVQ RR 57-item remained unchanged.

Results

The overall measurement model of the study after above-mentioned adjustments from both first and second order CFAs through elimination of items with factor loadings below.5 and the removal of covariance of items with high-modification indices has achieved acceptable Goodness-of-Fit with χ^2/DF = 2.398, CFI =.913, IFI =.914, and TLI =.906, RMSEA =.054. After performing CFA, the data is ready for further analyses (See Apendix A).

Descriptive Analysis

Among 479 respondents participating in the study there were 182 Malays (38%), 168 Chinese (35.1%), and 129 Indians (26.9%). The mean age of respondents was 22.29. Overall, the relative majority of the sample were young and between 18-25 years of old (85.2 %) ranged from 18 to 44, single (95.6%), undergraduate (83.3%), full-time student (88.5%), with a family size between 1 to 5 members (53.7%). With regard to religion, more than one-third of respondents reported to have Islam (37.4%), followed by Buddhism (29.6%), Hinduism (23.6%), Christianity (8.4%), other religions (4%), and no religion (0.4%). 47.8% of the respondents were classified into a family income of RM1000 to < RM5000, followed by RM5000 to < RM10000 (35.3%), RM10000 to < RM15000 (7.7%), > RM15000 (6.1%) and less than < RM1000 (3.1%). The biggest portion of the respondents reported having 1 to 5 members in their family (53.7%), followed by 6 to 10 members (43.8%); and 11 to 14 members (2.5%).

The results of descriptive analysis regarding global foods and drinks indicate the higher consumption of other Asian countries foods/meals (M=3.94, SD = 1.57) compared with American-style fast-food meals (M=3.68, SD =1.66), European food/meals (M=3.32, SD=1.54) and the least American Latin food/meals (M=2.87, SD =1.55). Similarly, the consumption of other Asian clothings and accessories showed the highest mean score (M =4.00, SD =1.69), followed by American (M=3.73, SD=1.68) and European (M =3.55, SD =1.64). It denotes respondents' preference for regional products in foods and drinks and fashions. Meanwhile, they prefer American brands to European ones in foods and drinks and clothings and accessories as well.

For products fall under household appliances comprising washing machine, clothes dryer, vacuum cleaner, refrigerator, microwave oven, a television set; respondents reported different level of importance. Refrigerator (M= 5.61, SD = 1.7)

was identified as more essential compared with washing machine (M= 5.10, SD =1.87), television set (M=5.03, SD =1.93), microwave oven (M=4.58, SD=1.94), vacuum cleaner (M= 4.10, SD =1.88), and the least clothes dryer (M= 3.85, SD = 2.05). In regard to communications which underlie personal laptop/computer (M = 6.64, SD = .88), Internet (M = 6.61, SD =.91) and cell phone (M = 6.58, SD =.98), the result shows high and nearly same level of consumption with little difference. It was well expected; literature indicate students are main users of these products for academic and social communication purpose.

Correlation and Regression Analysis

Table 1 gives the result of correlation analysis, which indicates the significant positive, low relationship between predictor and global foods and drinks (r =.147, p <.01), global clothing and accessories (r =.256, p <. 001), household appliances (r =.134, p <. 01), and communications (r =.222, p <.001) based on χ^2/DF = 1.827, CFI =.968, IFI =.968, NFI = 968, TLI =.963, RMSEA =.042. In addition, based on SEM analysis in Table 2, the standardized path coefficients were consistent with the correlation hypotheses based on the following Goodness-of-Fit indices: Relative χ^2 (CMIN/DF) = 2.909, CFI =.924, IFI =.925, TLI =.915, RMSEA =.063. The analysis of SEM revealed the significant contribution of exposure to global marketing activities to consumption behavior of global foods and drinks (β =. 156, p=. 002), global clothing and accessories (β =.273, p =.000), household appliances (β =.138, p = 003), and communications (β =.222, p =.000). The structural model indicated the following Goodness-of-Fit indices: χ^2/DF = 2.909, CFI =.924, IFI =.925, TLI =.915, RMSEA =.063, which implies that the hypothesized model satisfactorily describes the data (hypotheses H_1a, H_1b, H_1c and H_1d are supported).

Table 1: Correlation Matrix of Exposure to Global Marketing Activities and Dependent Variables

Variables	Χ	Y₁	Y₂	Y₃	Y₄
Χ (EGMA)	1				
Y1 (GFD)	.147*	1			
Y2 (GCA)	.256**	.774**	1		
Y3 (HA)	.134*	.251**	.297**	1	
Y4 (CM)	.222**	-.039	-.023	.216**	1
Mean	4.869	3.450	3.759	4.710	6.608
Standard deviation	.945	1.297	1.422	1.393	.815
Construct reliability	.949	.845	.818	.851	.858

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Note: EGMA: Exposure to Global Marketing Activities; GFD: Global Foods and Drinks; GCA: Global Clothing and Accessories, HA: Household Appliances; CM: Communications.

Table 2: Unstandardized and Standardized Regression Weight in the Hypothesized Path Model

Hypothesized relationships			Unstandardized Regression Weight Estimate (B)	S.E	Standardized Regression Weight Estimate (β)	CR	p
GFD	<---	EGMA	.184	.059	.156	3.090	.002
GCA	<---	EGMA	.382	.072	.273	5.332	.000
HA	<---	EGMA	.163	.055	.138	2.940	.003
CM	<---	EGMA	.176	.040	.222	4.368	.000

GFD's R^2 =.02, GCA's R^2 =.07, HA's R^2 =.02, CM's R^2 =.05

Note: EGMA: Exposure to Global Marketing Activities; GFD: Global Foods and Drinks; GCA: Global Clothing and Accessories, HA: Household Appliances; CM: Communications. S.E.: Standard Error; CR: Critical Ration.

Mediating Effects Analysis

To identify the intervention effect of consumer individual values on the relationships between the predictor variable and consumption behavior, the test of indirect effect using bootstrapping was employed based on 95% bias-corrected confidence intervals for more confidence interval. Table 3 illustrated the standardized indirect mediating effects of openness to change for household appliances (β =.059, p =.009) and communications (β =.114, p =.002) were identified significant, the indirect mediating effects of openness to change for consumption behavior of global foods and drinks (β =.010, p =.736) and global clothing and accessories (β =.032, p =.200) were not significant. The Goodness-of-Fit for the model of mediating effect of openness to change was as follows: Relative χ^2 (CMIN/DF) = 2.546, CFI =.929, IFI =.929, TLI =.920, RMSEA =.057. According to Hair et al. (2010) criteria, the structural model for this study fits the data. Based on the results, H_2c and H_2d are supported.

Table 3: Indirect Effects of Regression Weight of Openness to Change in the Hypothesized Path Model

Hypothesized relationships			(β)	p
Direct Model				
EGMA	→	GFD	.144	.015
EGMA	→	GCA	.240	.002
EGMA	→	HA	.081	.114
EGMA	→	CM	.107	.008
Mediation Model				
EGMA	→	GFD	.154	.006
Std. Indirect Effect (SIE)			.010	.736
EGMA	→	GCA	.272	.003
Std. Indirect Effect (SIE)			.032	.200
EGMA	→	HA	.140	.004
Std. Indirect Effect (SIE)			.059	.009
EGMA	→	CM	.221	.002
Std. Indirect Effect (SIE)			.114	.002

Note: EGMA: Exposure to Global Marketing Activities; GFD: Global Foods and Drinks; GCA: Global Clothing and Accessories, HA: Household Appliances; CM: Communications.

As indicated in Table 4, the result for the standardized indirect mediating effects of self-enhancement for household appliances (β =.073, p = 014) and communications (β =.135, p =. 001) were significant. In contrast, the indirect mediating effects of self-enhancement for global foods and drinks (β = -. 006, p =.780) and global clothing and accessories (β =.015, p =.632) were not significant based on Goodness-of-Fit indices with Relative χ^2/DF = 2.575, CFI =.928, IFI =.928, TLI =.919, RMSEA =.057. Therefore, H_{3C} and H_3d are supported.

Table 4: Standardized Indirect Effects of Regression Weight of Self-Enhancement in the Hypothesized Path Model

Hypothesized relationships			(β)	p
Direct Model				
EGMA	→	GFD	.161	.016
EGMA	→	GCA	.257	.002
EGMA	→	HA	.067	.267
EGMA	→	CM	.087	.053
Mediation Model				

EGMA	→	GFD	.155	.005
Std. Indirect Effect (SIE)			-.006	.780
EGMA	→	GCA	.273	.003
Std. Indirect Effect (SIE)			.015	.632
EGMA	→	HA	.140	.004
Std. Indirect Effect (SIE)			.073	.014
EGMA	→	CM	.221	.002
Std. Indirect Effect (SIE)			.135	.001

Note: EGMA: Exposure to Global Marketing Activities; GFD: Global Foods and Drinks; GCA: Global Clothing and Accessories, HA: Household Appliances; CM: Communications.

With regard to conservation, according to Table 5, standardized indirect effects showed mediating effect between the relationship of predictor and household appliances (β =.056, p =.017) and communications (β = .103 p =.002). The result of the standardized indirect effect for global foods and drinks (β = -.017, p =.396) and global clothing and accessories consumption (β = -.010, p =.571) was not significant. The structural model revealed the model fit indices as follows: Relative χ^2 (CMIN/DF) = 2.504, CFI =.923, IFI =.923, TLI =.915, RMSEA =.056. The result support H_4c and H_4d.

Table 5: Standardized Indirect Effects of Regression Weight of Conservation in the Hypothesized Path Model

Hypothesized relationships			(β)	p
Direct Model				
EGMA	→	GFD	.173	.002
EGMA	→	GCA	.283	.002
EGMA	→	HA	.085	.131
EGMA	→	CM	.118	.007
Mediation Model				
EGMA	→	GFD	.156	.006
Std. Indirect Effect (SIE)			-.017	.396
EGMA	→	GCA	.273	.003
Std. Indirect Effect (SIE)			-.010	.571
EGMA	→	HA	.141	.004
Std. Indirect Effect (SIE)			.056	.017
EGMA	→	CM	.222	.002
Std. Indirect Effect (SIE)			.103	.002

Note: EGMA: Exposure to Global Marketing Activities; GFD: Global Foods and Drinks; GCA: Global Clothing and Accessories, HA: Household Appliances; CM: Communications.

Table 6 illustrates the mediating effect of self-transcendence on the relationship between predictor of exposure to global marketing activities and consumption behavior of household appliances (β =.067, p =. 002) and communications (β =.120, p =.002) which are significant. Meanwhile, no significant, indirect mediating effect was found for global foods and drinks (β = -.007, p=.732) and global clothing and accessories (β = .007, p =.815). An acceptable Goodness-of-Fit was revealed for the respective model as follows: $\square^2$ (CMIN/DF) = 2.575, CFI =.926, IFI =.927, TLI =.918, RMSEA =.057. The result supports H_5c and H_5d.

Table 6: Standardized Indirect Effects of Regression Weight of Self-Transcendence in the Hypothesized Path Model

Hypothesized relationships			(β)	*p*
Direct Model				
EGMA	→	GFD	.162	.012
EGMA	→	GCA	.266	.002
EGMA	→	HA	.074	.213
EGMA	→	CM	.101	.012
Mediation Model				
EGMA	→	GFD	.155	.006
Std. Indirect Effect (SIE)			-.007	.732
EGMA	→	GCA	.273	.003
Std. Indirect Effect (SIE)			.007	.815
EGMA	→	HA	.141	.004
Std. Indirect Effect (SIE)			.067	.002
EGMA	→	CM	.221	.002
Std. Indirect Effect (SIE)			.120	.002

Note: EGMA: Exposure to Global Marketing Activities; GFD: Global Foods and Drinks; GCA: Global Clothing and Accessories, HA: Household Appliances; CM: Communications.

Discussion and Implication

This study aimed to investigate an integrated model considering the influence of exposure to global marketing activities on consumption behavior directly and through mediating effects of consumer individual values. Based on prior studies, consumptions of product categories under the study well expected to be affected by exposure to global marketing activities. However, the question that how individual values mediate

these effects is gaining significance for food service, clothings and accessories, household appliances and communication industries. The answer to this question must be obsession of academics and managers to develop and implement the most effective strategies in a dynamic competitive environment of global market. In consideration of the above discussion, the main objective of this study was to investigate an integrated model considering the influence of exposure to global marketing activities on consumption behavior directly and through the mediating impact of consumer individual values.

The findings of this study validate the previous proposition suggesting that exposure to global marketing activities is one of the key factors contributing to consumption behavior (H_1). The results corroborate the previous finding (Cleveland & Laroach, 2007; Hallab, 2009). Furthermore, the predictor variable can affect consumption behavior of household appliances and communications through consumer individual values: openness to change (H_2c, H_2d), self-enhancement (H_3c, H_3d), conservation (H_4c, H_4d), and self- transcendence (H_5c, H_5d).

Meanwhile, no mediating impact was found in the relationship between predictor variable and consumption behavior of global foods and drinks and global clothing and accessories. This null finding implies that the mediating role of consumer individual values of the proposed model depends on product categories. It can be concluded that product category moderates this effect. In compared with nondurable product, for durable products the mediating role of consumer individual values was identified significant. The finding regarding mediating impacts of self-enhancement and conservation are theoretically in disagreement with literature according to which only openness to change and self-transcendence have been assumed positively mediates the main relationship. However, empirical study conducted by Bagchi et al. (2015) revealed the positive impacts of openness to change and self-enhancement on internet usage while indicating the negative impact of conservation. Then, the unexpected finding regarding mediating impact of consumer individual values have been yet incomparable with any other findings, due to rare empirical research. Figure 3 depicts the validated model.
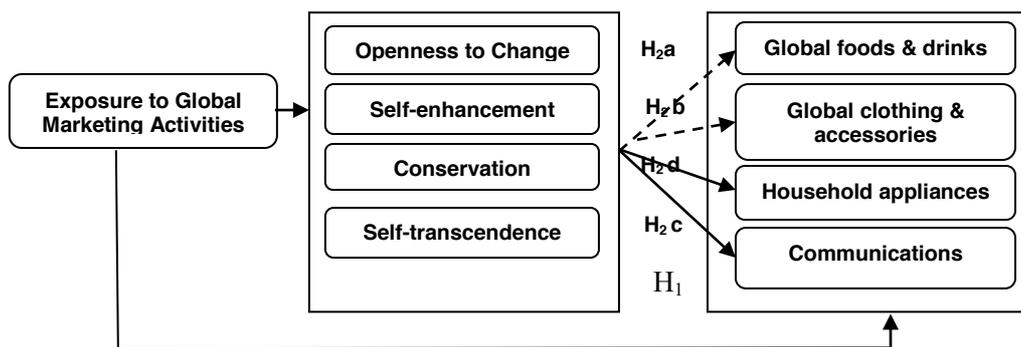

Figure 2: Validated model

Theoretical and Practical Implications

Theoretical Implications

Generally, understanding consumer behavior, here consumption behavior, pertains to marketing domain. It can underlie all marketing activities within and across a country pertaining to standardization and adaptation strategies for production, distribution, marketing campaigns and advertisement, branding, communication, management, market segmentation, research and development, investment and trade regulations for both local and foreign marketers.

Even though the topic of consumption behavior has been investigated from different approaches, this study contributes to knowledge of exposure to global marketing activities and consumption behavior by extending the model to consumer individual values. This gap, especially arises from not using Schwartz's basic values at the individual level as mediating variables. Therefore, the study can fill the theoretical gap by confirming the relationship between exposure to global marketing activities and consumer individual values. Moreover, it revealed the relationship between consumer individual values and consumption of household appliances and communications ranging different products. Hence, theoretically, this study gives fuel for applied models and theory: the dynamic influence of acculturation to the global consumer culture and ethnic identification on consumption behavior (Cleveland & Laroche, 2007), the dynamic, multi-level model of culture suggested by (Erez and Gati, 2004), and the theory of basic values (Schwartz et al., 2012).

As discussed earlier, even though previous studies (e.g. Cleveland & Laroche, 2007; Dogerlioglu-Demir & Tansuhaj, 2011; Mueller & Tailor, 2013) suggest the role of the marketing activities of international or global companies on consumer behavior, application of consumer individual values as mediating variables in the model empirically demonstrates the deeper influence of exposure to global marketing activities and the importance of values in the marketing context. Searching in literature, many researches were found concerning the role of values and particularly individual values (e.g. Bagchi et al., 2015) in predicting consumer behavior or as moderators (e.g. Zhou et al., 2013).

Practical Implications

Due to the globalization of markets, understanding the consumption behavior of consumer is going more critical to international or global companies who are seeking for appropriate global marketing strategies on products, pricing, distribution, communication and advertisement. Malaysia, as a tourist-attracting country, has a good potential to capture consumers from the tourist / visitor segment. Hence, this study serves as a blueprint to both local and foreign/global company managers and particularly marketers of industries of foods and drinks, clothing and accessories, household appliances and communications products. Note should be given, the following practical implications are inferred based on the findings of the study.

Generally, the findings suggest that the more students exposed to global marketing activities, the more they consume foreign or global products. Ads for foreign/global products on TV, newspapers, billboards or any media and specifically the availability of hypermarkets were found effective tools to increase the sale rate of

products examined in this study. From a manager's perspective, the research has specific, direct implications that are presented below.

The findings of global foods and drinks must be interesting for food services offering other Asian (Thai, Arabic, Iranian and Japanese), American and European foods/meals; since students' preferences are for these brands, respectively. In this sense, as Muhammad, AbKarim and Hamzah (2015) contend the modern world has exposed the youth to Japanese foods, Western fast food and many more others. Likewise, global clothing and accessories of other Asian, American and European brands are of interests of students, respectively.

Among household appliances, refrigerator, washing machine and television set possess the highest level of importance. More importantly, students identified themselves as a target market for communication products, namely laptop, personal computer, internet and cell phones. This finding must benefit companies of these products in advertising and branding strategies. It is crucial for marketers to create advertising slogans targeting values to bond consumer emotions to their brands, logos and products.

Meanwhile, it would be also awareness for consumer affairs specialists and local marketers. It is essential for local marketers in particular to reinforce localness and social responsiveness and promote them through marketing activities. Students have strong social connections and influence on their freinds. Marketing activities are key factors to shape consumer behavior, it is also true for local marketers. It is impossible to control all factors affecting consumer behavior and difficult to compete with global rivals; however, local marketers can create appealing ads, logos and brands by improving the quality of their products and services. They are more familiar with local consumer taste.

Limitations and Recommendations For Future Study
Like any research, the present study has limitations. First of all, the study covers just one cohort, namely local university students and in just one area, Klang Valley in Malaysia. Although, Klang Valley represents a huge population of the subject and choosing a cohort from a subject-populous area, as a study subject sounds fit, it might give different results when applied to other cohorts, areas and consumers as a whole or other nations. To settle this limitation, future studies are needed to evaluate the model on nonstudents or other areas and in different context. Second, using a cross-sectional approach to data collection inhibit generalization of the study. To overcome this limitation, a longitudinal study is recommended in future studies for confirmation of the model. Third, other factors rather than exposure to global marketing as influential factor such as social media is recommended for future study. Fourth, other behavior than those proposed in current study needs to be studied in the future. Fifth, further study is recommended on moderating effects of product categories. Sixth, integrating attitudes about the relationship between values and behavior may give better insights into consumer individual values (Zhou et al., 2013). Seventh, it might be feasible to check consumer individual values by considering any 19 individual values separately. Finally, in contrary to our expectation, the mediating role of conservation and self-enhancement has been found statistically significant. It is highly recommended for

further study to make sure the reliability, validity and generalizability of the current model.

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The Results of CFA, AVE and CR for Construct Reliability after First Order

CONSTRUCTS	Factor Loading ≥ 0.5		Average Variance Extracted (AVE) > 0.5	Construct Reliability (CR) > 0.7
	1st Order CFA	2nd Order CFA		
Exposure to Global Marketing Activities (EGMA)			.650	.949
It is quite common to see ads for foreign or global products in local media	.82	–		
When I am watching TV, I often see advertising for products that are from outside of Malaysia.	.84	–		
Ads for foreign or global products are everywhere.	.85	–		
In my city, there are many billboards, and advertising signs for foreign and global products.	.80	–		
The magazines or newspapers that I read are full of ads for foreign or global products.	.80	–		
When I am watching TV, it seems that the number of advertisements for foreign brands is quite high, when compared to the number of advertisements for local brands.	.77	–		
I often watch TV programming with advertisements from outside Malaysia.	.81	–		
When shopping, I am often exposed to foreign or global branded products.	.80	–		

CONSTRUCTS	Factor Loading ≥ 0.5		Average Variance Extracted (AVE) > 0.5	Construct Reliability (CR) > 0.7
	1st Order CFA	2nd Order CFA		
Many of the TV commercials I see are placed by global companies.	.80	–		
In my city there are some hypermarkets like IKEA or AEON which offer many foreign/global branded products.	.77	–		
Consumption Behaviour (CB)				
Global Foods & Drinks (GFD)			.582	.845
Visit restaurants that offer other Asian foods/meals	.64	.64		
Visit restaurants that offer European foods/meals	.86	.89		
Visit restaurants that offer American Latin foods/meals	.84	.83		
Visit restaurants that offer American-style fast-food	.68	.66		
Global Clothing /Accessories/ Fashion (GCA)			.605	.818
American fashions (clothing and/or accessories)	.88	.88		
Other Asian countries fashions (clothing and/or accessories)	.61	.62		
European fashions (clothing and/or accessories)	.81	.81		
Household Appliances (HA)			.493	.851
Washing machine	.69	.70		
Clothes dryer	.62	.62		
Vacuum cleaner	.47	.74		
Refrigerator	.63	.91		
Microwave oven	.70	.62		
Television set	.63	.57		
Communications (CM)			.668	.858
Use cell phone	.85	.85		
Use Personal (and/ or laptop)	.78	.79		

CONSTRUCTS	Factor Loading ≥ 0.5		Average Variance Extracted (AVE) > 0.5	Construct Reliability (CR) > 0.7
	1st Order CFA	2nd Order CFA		
Computer				
Use internet	.80	.81		
Openness to Change (OP)				
Self-direction-thought (SDT)			**.723**	**.887**
It is important to her/him to form her/his views independently	.84	–		
... to develop her/his own opinion	.88	–		
... to figure things out her/himself	.83	–		
Self-direction-action (SDA)			**.711**	**.881**
... to make her/his own decisions about her/his life	.85	–		
... to plan her/his activities independently	.85	–		
... to be free to choose what s/he does by her/himself	.83	–		
Stimulation (STI)			**.745**	**.898**
... always to look for different things to do	.86	–		
... to take risks that make life exciting	.86	–		
... to have all sorts of new experiences	.87	–		
Hedonism (HED)			**.734**	**.892**
... to have a good time	.86	–		
... to enjoy life's pleasures	.88	–		
... to take advantage of every opportunity to have fun	.83	–		
Self-Enhancement (SE)				
Achievement (ACH)			**.559**	**.790**
... to have ambitions in life	.74	–		
... to be very successful	.84	–		
... people recognize what s/he achieves	.65	–		

CONSTRUCTS	Factor Loading ≥ 0.5		Average Variance Extracted (AVE) > 0.5	Construct Reliability (CR) > 0.7
	1st Order CFA	2nd Order CFA		
Power-dominance(POD)			.752	.901
... people do what s/he says they should	.83	–		
... to have the power to make people do what s/he wants	.89	–		
... to be the one who tells others what to do	.88	–		
Power-resources (POR)			.780	.914
... to have the power that money can bring	.87	–		
... to be wealthy	.90	–		
... to own expensive things that show her/his wealth	.88	–		
Conservation (CO)				
Face (FAC)			.702	.876
... no one should ever shame her/him	.83	–		
... to protect her/his public image	.89	–		
... never to be humiliated	.79	–		
Security-personal (SEP)			.700	.875
... to avoid disease and protect her/his health	.83	–		
... to be personally safe and secure	.86	–		
... to avoid anything dangerous	.82	–		
Security- societal (SES)			.713	.881
... her/his country is secure and stable	.85	–		
... to have a strong state that can defend its citizens	.86	–		
... her/his country protects itself against all threats	.82	–		
Tradition (TRA)			.784	.916
... to maintain traditional values and ways of thinking	.88	–		
... to follow her/his family's customs or	.89	–		

CONSTRUCTS	Factor Loading ≥ 0.5		Average Variance Extracted (AVE) > 0.5	Construct Reliability (CR) > 0.7
	1st Order CFA	2nd Order CFA		
the customs of a religion				
... to honour the traditional practices of her/his culture	.89	–		
Conformity-rules (COR)			.773	.912
... never to violate rules or regulations	.90	–		
... to follow rules even when no one is watching	.88	–		
... to obey all the laws	.86	–		
Conformity-interpersonal(COI)			.728	.889
... to avoid upsetting other people	.86	–		
... never to annoy anyone	.84	–		
... never to make other people angry	.86	–		
Humility (HUM)			.707	.878
... never to think s/he deserves more than other people	.79	–		
... to be humble	.88	–		
... to be satisfied with what s/he has and not ask for more	.85	–		
Self-Transcendence (ST)				
Universalism-nature (UNIN)			.702	.876
... to care for nature	.82	–		
... to take part in activities to defend nature	.89	–		
Universalism-concern (UNIC)			.710	.875
... the weak and vulnerable in society be protected	.83	–		
... every person in the world has equal opportunities in life	.86	–		
... everyone be treated justly, even people s/he doesn't know	.82	–		
Universalism-tolerance (UNIT)			.712	.881
... to be tolerant toward all kinds of people and groups	.85	–		

CONSTRUCTS	Factor Loading ≥ 0.5		Average Variance Extracted (AVE) > 0.5	Construct Reliability (CR) > 0.7
	1st Order CFA	2nd Order CFA		
... to listen to and understand people who are different from her/him	.86	−		
... to accept people even when s/he disagrees with them	.82	−		
Benevolence-caring (BENC)			.786	.917
... to take care of people s/he is close to	.88	−		
... to help the people dear to her/him	.89	−		
... to concern her/himself with every need of her/him dear ones	.89	−		
Benevolence-dependability (BEND)			.775	.912
... people s/he knows have full confidence in her/him	.90	−		
... to be a dependable and trustworthy friend	.88	−		
... all her/his friends and family can rely on her/him completely	.86	−		