

The Effect of Conscious Consumption on Consumer Cynicism: The Mediating Role of Consumer Arrogance

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Abstract

This study aims to examine consumers' levels of conscious consumption, consumer cynicism, and consumer arrogance, and to identify both the relationships among these three constructs and the ways they differ across demographic variables. This study also aims to determine the mediating role of consumer arrogance in the effect of consumers' conscious consumption levels on consumer cynicism. Conducted using a quantitative research approach, the study analyzed data obtained from 748 participants across the seven regions of Turkey using structural equation modeling, correlation analysis, and parametric difference tests. The results indicate that consumers exhibit high levels of conscious consumption and cynicism, while their levels of consumer arrogance are moderate. The analysis results show that conscious consumption strongly increases consumer cynicism, but it does not significantly affect consumer arrogance. In contrast, consumer arro-

gance has a significant effect on cynicism. Mediation analyses reveal that consumer arrogance does not play a mediating role in the relationship between conscious consumption and cynicism. In relation to demographic variables, the results demonstrate that income, education, age, marital status, and place of residence notably influence consumer attitudes. The results indicate that consumer behavior has a multidimensional structure shaped jointly by cognitive, psychological, and socio-demographic factors. Based on these findings, the study offers several recommendations for practitioners, policymakers, and future researchers.

Keywords: Consumer Arrogance, Consumer Behavior, Conscious Consumption, Consumer Cynicism.

JEL Codes: D91, D12, M31

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1. Introduction

In consumer societies, individuals' purchasing behaviors are examined not only from an economic perspective but also in relation to psychological and social factors. In recent years, the concept of sustainable consumption has emerged due to increasing environmental problems, and consumers have increasingly adopted the approach of 'conscious consumption' (Antonetti & Maklan, 2014: 128). Conscious consumption is defined as a form of consumption in which individuals consider not only their personal needs but also the environmental and social dimensions of consumption. Through conscious consumption, consumers evolve from being merely purchasers to becoming socially responsible citizens who also take sustainable consumption into account (Shaw et al., 2005: 189).

Alongside the rise of conscious consumption, a new psychological and socio-cultural phenomenon, consumer arrogance, has emerged. Conscious consumers may develop a sense of moral superiority when they perceive themselves as having environmental and social awareness (Mohr et al., 1998: 48). In particular, the critique of ethical consumption behaviors on social media has contributed to the increasing prevalence of arrogant consumer attitudes (Griskevicius, 2010: 395). Although conscious consumption carries a positive and constructive intent, it can paradoxically reinforce consumerist society when it becomes a competition of superiority among individuals (Eckhardt et al., 2010: 427). In this context, the concept of consumer cynicism gains importance. Consumer cynicism can be defined as the distrust and skepticism that consumers feel toward companies' social responsibility initiatives, sincerity, and marketing messages (Helm, 2004: 347; Göktaş, 2019: 1652). Cynical consumers may interpret firms' ethical and sustainability marketing messages negatively and distance themselves from all the company's activities (Chylinski & Chu, 2010: 797). Consequently, a complex relationship can emerge between the well-intentioned approach of conscious consumption and the skeptical, critical stance of consumer cynicism.

The study primarily aims to determine the levels of conscious consumption, consumer cynicism, and consumer arrogance among consumers and to examine the relationships between these variables. Moreover, the study seeks to identify the direct effect of consumers' conscious consumption levels on both consumer cynicism and consumer arrogance, as well as the direct effect of consumer arrogance on consumer cynicism. The research model of this study is grounded in social identity theory. Developed by Henri Tajfel and John Turner in the 1970s, social identity theory posits that individuals construct their self-perception within social groups and strive to maintain a sense of social belonging (Narcikara,

2018: 164). In this context, conscious consumption allows individuals to form a social identity aligned with their environmental and ethical values. Consumer arrogance and consumer cynicism emerge as reflections of this identity. The following section reviews the theoretical background that explains these concepts.

2. Theoretical Framework

This section establishes the conceptual framework of the study and provides detailed information on the study variables: conscious consumption, consumer cynicism, and consumer arrogance. Conscious consumption is based on consumers making purchasing decisions by considering not only their own needs but also societal and environmental responsibilities (Shaw et al., 2016: 254). In this context, a conscious consumer is recognized as an individual who considers sustainability and environmental production conditions alongside price and quality when buying goods and services (Velioğlu et al., 2013: 109). With the rise of consumer culture, individuals have begun to make more responsible choices. In particular, contemporary environmental crises, climate change, and the depletion of resources have led individuals to question their consumption habits and act more consciously (Buğday & Babaoğlu, 2016: 190).

A review of the literature shows that conscious consumption influences environmental awareness (Karaça, 2019; Beyaz, 2020; Iftikhar et al., 2022), ethical behavior (Çelebi & Bayrakdaroğlu, 2018; Tomşa et al., 2021; Karimzadeh & Boström, 2024), and sustainability (Suárez et al., 2020; Kır & Polat, 2020). Conscious consumption reflects not only individual choice but also a sense of social responsibility. Therefore, when consumers make conscious choices, this behavior can be considered an aspect of responsible citizenship (Newholm & Shaw, 2007: 255). At the same time, conscious consumption does not always remain an idealistic practice; it can also be used as a tool for social status (Buğday & Babaoğlu, 2016: 189). In this context, conscious consumption may foster consumer arrogance in certain individuals.

Consumer arrogance emerges when individuals use their consumption behavior not merely to meet their needs but also to highlight their personal values (Ruvio & Shoham, 2016: 3990). Such arrogant behavior can lead consumers to perceive themselves as superior, distinct, and more conscious than others. Among consumers who engage in conscious consumption, judging or looking down on the choices of others further reinforces and deepens consumer arrogance (Ruvio et al., 2020: 1121). In this context, conscious consumption may shift from a well-intentioned behavior to the pursuit of social approval. In particular, when consumers showcase environmentally and ethically conscious consumption on social

media as a form of 'moral superiority,' it exemplifies how consumer arrogance can manifest in social platforms (Eckhardt et al., 2010: 427-428). Studies have shown that consumer arrogance affects life satisfaction (Gelibolu & Balıkçioğlu, 2021), image-based consumption (Ansari et al., 2020), higher purchase intentions (Senyuz & Hasford, 2022), brand-based purchasing (Hosseini et al., 2025), and luxury product purchase intentions (Aksoy & Çıkmaz, 2022). The influential role of consumer arrogance on consumption choices highlights the need to examine other negative attitudes that shape consumer behavior. In this context, the concept of consumer cynicism becomes particularly important.

Consumer cynicism has emerged from the doubt, criticism, and negative attitudes that consumers develop toward the social responsibility practices and sincerity of businesses (Helm, 2004: 347-348). These consumers evaluate corporate social responsibility advertisements and campaigns as profit-driven and manipulative. This behavior can be described as a 'defense mechanism' against marketing communications (Güven, 2016: 165). Dean Jr., Brandes, and Dharwadkar (1998: 342) define cynicism as a general disbelief in the moral integrity of businesses and institutions. This definition can be seen not only as an indicator of attitudes toward marketing activities but also as a reflection of broader societal distrust. In recent years, the rise of "greenwashing" practices has further increased consumers' skepticism toward companies' environmental and social responsibility efforts (Nyilasy et al., 2012: 167; Boran, 2023: 331). Studies have shown that consumer cynicism affects distrust (Çetinkaya & Ceng, 2018; Helm et al., 2015), purchase intentions (Baykal, 2021; Atılgan et al., 2017), and social-environmental responsibility (Utku-tuğ, 2021). In this context, consumer cynicism may lead to an increase in consumers who appear "conscious" yet remain fundamentally "distrustful" within modern consumption culture.

3. Purpose and Significance of the Study

This study primarily aims to determine the levels of conscious consumption, consumer cynicism, and consumer arrogance among consumers, as well as to examine the relationships between these variables. In addition, the study seeks to identify the direct effects of consumers' conscious consumption levels on consumer cynicism and consumer arrogance, and the direct effect of consumer arrogance on consumer cynicism. Beyond these objectives, the research specifically aims to examine the media-

ting role of consumer arrogance in the relationship between conscious consumption and consumer cynicism. Furthermore, the study also aims to explore how consumers' levels of conscious consumption, consumer cynicism, and consumer arrogance vary according to demographic and behavioral variables such as gender, marital status, household income, education level, age, region of residence, settlement type, and most frequently used shopping channels. In this context, the study seeks to provide a holistic assessment of the individual and psychological factors that influence consumer behavior. This study holds distinctive significance as it examines the concept of consumer arrogance, which has been addressed to a limited extent in the marketing literature, together with the variables of conscious consumption and consumer cynicism. Determining the relationships and effects among consumer consciousness, cynicism, and arrogance contributes to the theoretical understanding of consumer behavior, while also providing guidance for practitioners in the marketing field regarding the management of consumer attitudes, the development of brand trust, and the implementation of sustainable marketing strategies. In this respect, the study aims to fill an important gap both academically and in applied marketing practice. By examining the relationships and mutual influence levels among elements known to have direct or indirect effects on consumer behavior, such as consumer consciousness, consumer cynicism, and consumer arrogance (Chu & Chylinsky, 2006: 1; Gelibolu & Balıkçioğlu, 2021: 3138; Güven, 2016: 157; Kaynak & Akan, 2011: 42; Laczniak et al., 2001: 69; Ruvio & Shoham, 2016: 3990; Ministry of Trade, 2021), the study seeks to contribute both to decision-makers in the marketing sector and to the marketing literature, thereby highlighting its significance for the field of marketing science.

4. Methodology

4.1. Research Model and Questions

This study employs a relational screening design, a quantitative method, as it focuses on determining the relationship and effect levels among the variables, specifically aiming to identify the mediating role of consumer arrogance in the effect of consumers' conscious consumption on consumer cynicism. The research model is presented in Figure 1. In the model, conscious consumption serves as the independent variable, consumer cynicism as the dependent variable, and consumer arrogance as the mediating variable.

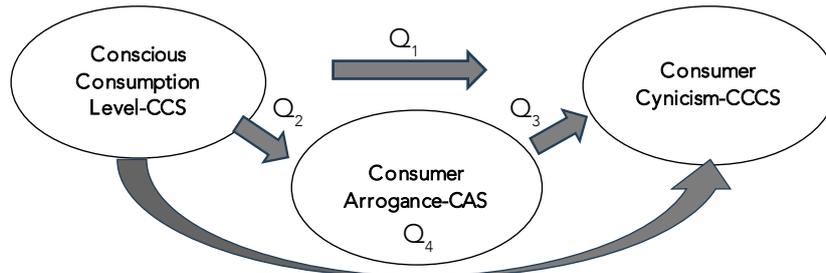


Figure 1. Conscious Consumption \rightarrow Consumer Arrogance \rightarrow Consumer Cynicism

Q_1 : Does the level of consumers' conscious consumption have a significant effect on consumer cynicism?

Q_2 : Does the level of consumers' conscious consumption have a significant effect on consumer arrogance?

Q_3 : Does consumer arrogance have a significant effect on consumer cynicism?

Q_4 : Does consumer arrogance play a mediating role in the effect of consumers' conscious consumption on consumer cynicism?

The fifth and final research question, determined independently of the research model, is as follows: " Q_5 : Do consumers' levels of conscious consumption, consumer cynicism, and consumer arrogance differ by gender, marital status, household income, education level, age, region of residence, settlement type, and the most frequently used shopping channel?"

4.2. Population and Sample

The population in this study consists of all adult consumers (18 years and older) residing within the

borders of the Republic of Turkey. According to data from the Turkish Statistical Institute, the total number of consumers aged 18 and above is approximately 63.8 million (TUIK, 2025). In other words, the population of this study comprises roughly 63.8 million adults living in Turkey. To ensure broad external validity, the study aimed to collect data from individuals residing in all seven regions of Turkey. For this reason, the data collection process was carried out both through face-to-face participation and remote participation. A random sampling approach was used during the sampling process to ensure that every individual in the population has an equal chance of being selected. With a 95 percent confidence level and a 5 percent margin of error, the sample size was calculated using the formula provided by Büyükoztürk et al. (2017) and Cochran (1977) $\left[n = \frac{t^2 pq}{d^2} \right]$, which indicated that the minimum required sample size was 384. However, considering the breadth of the population, the study aimed to reach as many individuals as possible, and data were ultimately collected from 812 participants. During the analysis process, 64 survey forms were excluded due to incomplete responses, resulting in a final dataset of 748 surveys. Information on the sample is presented in Table 1.

Table 1. Sample Information (Demographics)

Demographic Characteristics		f	%
Sex	Female	592	79.1
	Male	156	20.9
Marital Status	Married	134	17.9
	Single	614	82.1
Household Income	30.000TL and below	403	53.9
	30.000TL-60.000TL	228	30.5
	60.000TL and above	117	15.6
Education Level	Primary Education	36	4.8
	Secondary Ed.	43	5.7
	Higher Ed.	669	89.4
Age	18-30	603	80.6
	31-45	90	12.0
	46+	55	7.4
Type of Settlement	City-District Center	562	75.1
	Town-Village	186	24.9

Geographical Region of Residence	Mediterranean	137	18.3
	Black Sea	128	17.1
	Egean	41	5.5
	Central Anatolia	41	5.5
	Eastern Anatolia	265	35.4
	Southeastern Anatolia	94	12.6
	Marmara	42	5.6
Shopping Platform	Physical Store	332	44.4
	Online Store	416	55.6

4.3. Data Collection Instruments

The data collection instruments used in the study included the demographic information form, the Conscious Consumer Scale (CCS), the Consumer Cynicism Scale (CCCS), and the Consumer Arrogance Scale (CAS). The Demographic Information Form (DIF) was developed by the researcher and consisted of eight items. It aimed to gather basic demographic information of the participants as well as essential characteristics deemed necessary for the purposes of the study. The Demographic Information Form (DIF) was developed based on the feedback of four marketing experts holding a doctoral degree. The items in the DIF were designed to determine participants' characteristics, including sex, marital status, household income, education level, age, region of residence, type of settlement, and most frequently used shopping platform. The Conscious Consumer Scale (CCS), developed by Buğday (2015), consists of 4 dimensions and 25 items. The dimensions of the Conscious Consumer Scale (CCS) are 'environmentally conscious consumption' with 7 items, 'ethical consumption' with 5 items, 'minimalist consumption' with 5 items, and 'socially responsible consumption' with 8 items. Buğday (2015) reported that the four-factor structure of the CCS explained 53.07% of the total variance. During the scale development process, validity and reliability analyses, including exploratory and confirmatory factor analyses and internal consistency assessments, were conducted by Buğday (2015), with Cronbach's alpha values ran-

ging from .76 to .86. The Consumer Arrogance Scale (CAS), developed by Balıkçioğlu and Arslan (2019), consists of four dimensions with a total of 16 items. The dimensions are 'visual-based consumption' with 4 items, 'conspicuous purchasing' with 4 items, 'consumer showmanship' with 4 items, and 'consumer superiority' with 4 items. Balıkçioğlu and Arslan (2019) found that the four-factor structure of the Consumer Arrogance Scale (CAS) explained 62.50% of the total variance. During the development of the CAS, validity and reliability analyses, including exploratory and confirmatory factor analyses as well as internal consistency assessments, were conducted by Balıkçioğlu and Arslan (2019), with Cronbach's alpha values ranging from .83 to .93. The Consumer Cynicism Scale (CCCS), developed by Bozoklu and Ermeç (2020), consists of two dimensions and eight items. The dimensions are 'general opportunism' (4 items) and 'deceptive behavior' (4 items). Bozoklu and Ermeç (2020) determined that the two-factor structure of the CCS explained 51.04% of the total variance. During the scale development process, validity and reliability analyses (EFA-CFA and internal consistency coefficients) were conducted by Bozoklu and Ermeç (2020), and the Cronbach's alpha values were found to range between .79 and .81.

Validity and reliability checks were also conducted for the data collection instruments within the scope of this study. Accordingly, the fit indices for the scales, based on the CFA diagrams, are presented in Figure 2 and Table 2.

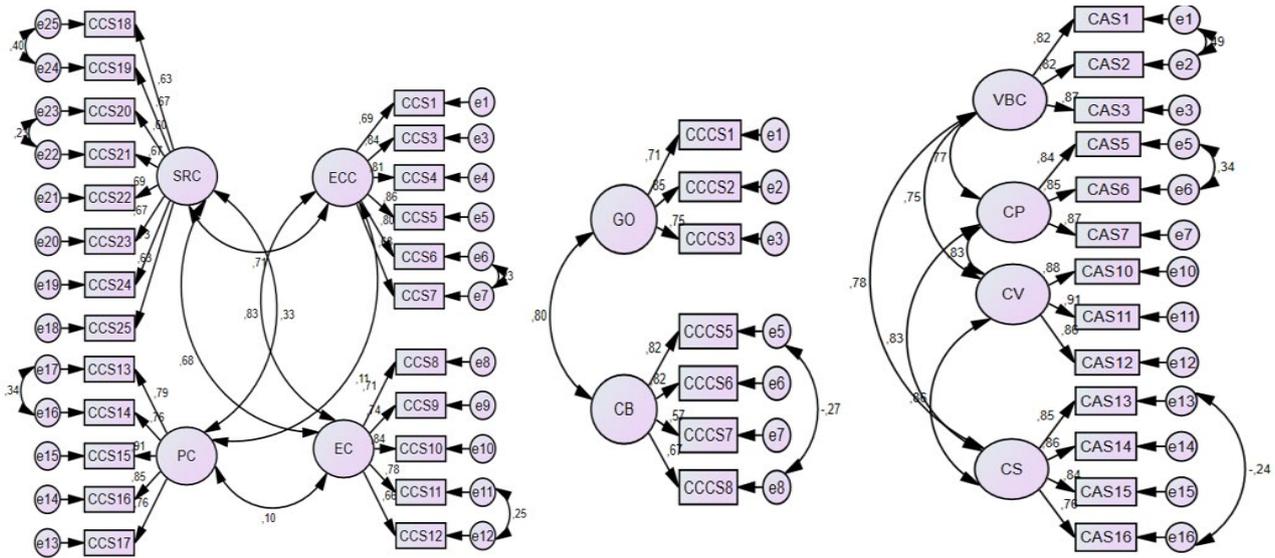


Figure 2. CFA Diagrams of CCS, CCCS, and CAS (from Left to Right)

As shown in the CFA diagrams presented in Figure 2, item 2 from the conscious consumption scale, items 4, 8, and 9 from the consumer arrogance scale, and item 4 from the consumer cynicism scale were removed. In addition, modifications were applied between items 6–7, 11–12, 13–14, and 18–19, 20–21

in CCT; items 1–2, 5–6, and 13–16 in CAS; and items 5–8 in CCCS to improve the fit indices presented in Table 2. Both the fit indices obtained from the CFA and the reference values used for comparison are presented in Table 2.

Table 2. Fit Indices of the CFA Results for the CCS, CCCS, and CAS Scales

Fit Indices	References*		Result			Conclusion		
	Good	Acceptable	CCS	CCCS	CAS	CCS	CCCS	CAS
CMIN/DF	$0 < \chi^2/sd \leq 3$	$3 < \chi^2/sd \leq 5$	3.963	2.605	4.096	Accept.	Good	Accept.
RMSEA	$0 \leq RMSEA \leq .05$	$.05 \leq RMSEA \leq .08$.063	.046	.072	Accept.	Good	Accept.
GFI	$.90 < GFI \leq 1$	$.80 < GFI \leq .90$.902	.989	.945	Good	Good	Good
AGFI	$.90 < GFI \leq 1$	$.80 < GFI \leq .90$.878	.974	.910	Accept.	Good	Good
CFI	$.95 < CFI \leq 1$	$.90 < CFI \leq .94$.934	.991	.974	Good	Good	Good
NFI	$.95 < TLI \leq 1$	$.90 < TLI \leq .94$.914	.986	.968	Good	Good	Good
TLI	$.95 < TLI \leq 1$	$.90 < TLI \leq .94$.925	.985	.964	Good	Good	Good
IFI	$.95 < TLI \leq 1$	$.90 < TLI \leq .94$.935	.991	.974	Good	Good	Good
DF			241	12	56			
CMIN			955.13	31.259	274.724			
Cr. Alfa (CrA)	$\alpha \geq .70 = \text{Acceptable}, \alpha \geq .80 = \text{Good}, \alpha \geq .90 = \text{High}$.920	.866	.953	High	Good	High

* Reference ranges were determined based on Byrne (2016), George and Mallery (2019), Hair et al. (2019), Hu and Bentler (1999), Kline (2016), Nunnally and Bernstein (1994), and Schermelleh-Engel et al. (2003).

According to Table 2, the CFA results for all three scales overall demonstrate good fit. The primary fit indices presented in the table indicate that all three scales possess structurally valid models. These results confirm the construct validity of the scales. The CrA values in the table show that all three scales exhibit a high level of internal consistency. Specifically, the CrA values for CCS and CAS are .920 and .953, respectively, which, according to George and Mallery (2019), indicate a “high” reliability level. The CrA value for CCCS is .866, placing it within the “good”

reliability range and meeting the recommended threshold of .80 suggested by Nunnally and Bernstein (1994). These results demonstrate that the scales provide reliable measurements.

The rating cut-off points and intervals for the CCS, CCCS, and CSA scales are as follows: 1–1.80 = Very Low, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, and 4.21–5.00 = Very High. Additionally, none of the items in the CCS, CCCS, or CAS scales require reverse scoring.

4.4. Data Analysis and Procedures

To determine the appropriate statistical methods for the data analysis process, the normality of the

distribution was first examined. The minimum and maximum values, interquartile ranges, skewness and kurtosis, median, standard deviation, and mean of the data are presented in Table 3.

Table 3. Distribution Data

Scale	\bar{x}	sd	Median	Minimum	Maximum	Interq. Rang.	Skewness	Kurtosis
CCS	3.86	.62	3.88	1.00	5.00	.67	-.969	.179
CCCS	3.85	.75	3.86	1.00	5.00	1.00	-.794	.930
CAS	2.71	.96	2.69	1.00	5.00	1.16	.517	-.442

Data presented in Table 3 shows that all variables fall within the accepted ± 1 range. This finding indicates that the data exhibits a distribution very close to normal based on commonly used social science criteria (George & Mallery, 2019; Hair et al., 2019). Additionally, the fact that the median values largely align with the means and that the interquartile ranges are not wide supports that responses are concentrated around the center and that there are no significant outliers or notable skewness in the dataset. When considered together, all these indicators suggest that the data obtained from the CCS, CCCS, and CAS scales meet the normality assumption required for subsequent analyses. Based on this result, parametric statistical methods were employed for data analysis. Consequently, the Pearson correlation coefficient was calculated to determine the relationships between CCS, CCCS, and CAS. To determine the level of effect among the scales, SEM analysis was performed to address research questions Q₁, Q₂, Q₃, and Q₄. Prior to conducting SEM analysis, the potential for multicollinearity among the variables was assessed using VIF and tolerance values. The examination revealed that VIF values were well below 10 and tolerance values exceeded .10. The examination showed that the VIF values were well

below 10 and the tolerance values were above .10. These results indicate that the model does not exhibit any issues related to multicollinearity, confirming that the conditions required for conducting SEM analyses were satisfactorily met. To address Q₅, parametric difference tests were employed. Independent samples t-tests were performed to examine differences based on gender, marital status, place of residence, and shopping platform, while one-way analysis of variance (ANOVA) was completed to assess differences according to household income, education level, age, and region of residence. To identify within-group differences following ANOVA and to ensure high statistical power while sensitively detecting differences between groups (Fisher, 1935; Juarros-Basterretxea et al., 2024), the LSD Post-Hoc test was completed. The significance level for all analyses was set at $p = .05$.

5. Results

The mean and standard deviation values of the data obtained from the conscious consumer scale (CCS), consumer cynicism scale (CCCS), and consumer arrogance scale (CAS) were examined, and the relevant descriptive statistics are presented in Table 4.

Table 4. Descriptive Statistics for the CCS, CCCS, and CAS

Scales	n	\bar{x}	sd	Level
CCS	748	3.86	.62	High
CCCS	748	3.85	.75	High
CAS	748	2.71	.96	Moderate

The means obtained from the data collection instruments presented in Table 4 show that both the conscious consumer scale (CCS) (M = 3.86; SD = 0.62) and the consumer cynicism scale (CCCS) (M = 3.85; SD = 0.75) demonstrate high mean levels, whereas the consumer arrogance scale (CAS) shows a moderate mean level (M = 2.71; SD = 0.96). The data presented in Table 4 indicates that the participants in the study tend to make more conscious, questioning, and aware consumption decisions. They adopt a critical and skeptical attitude toward marketing practices, brands, and companies. However, their tendency toward arrogance and perceiving themselves as superior to other consumers remains relatively

low to moderate. In other words, while a critical and questioning consumer profile emerges in the study, this critical stance does not fully translate into more negative attitudes such as looking down on others or belittling other consumers. The moderate level of consumer arrogance suggests that conscious and cynical consumption does not necessarily coincide with arrogance, indicating that a critical but relatively measured profile is more dominant.

Pearson correlation coefficients were calculated to determine the relationships between the conscious consumer scale (CCS), consumer cynicism scale (CCCS), and consumer arrogance scale (CAS), and the results are presented in Table 5.

Table 5. Relationship Analysis of CCS, CCCS, and CAS

Scales		CCS	CCCS	CAS
CCS	r	1		
	p	-		
CCCS	r	.610**	1	
	p	.000	-	
CAS	r	.131**	.119**	1
	p	.000	.000	-

**Significance at the .000 level.

When the relationships between the variables in Table 5 are examined, it is found that conscious consumption (CCS) has a strong and positive relationship with consumer cynicism (CCCS) ($r = .610$; $p < .001$). This result indicates that as the consumers' level of conscious consumption increases, they tend to adopt a more skeptical and critical attitude toward firms, advertisements, and marketing activities. Considering factors such as easier access to information, the sharing of negative experiences on social media, scandals, and public disclosures, it can be expected that being conscious is often associated with a consumer profile that is less naive and less trusting. Therefore, this relationship is both statistically significant and theoretically consistent. On the other hand, the relationship between CCS and CAS ($r = .131$; $p < .001$) is positive but weak. Similarly, the relationship between CCCS and CAS ($r = .119$; $p < .001$) also indicates a positive yet weak correlation.

These results suggest that as conscious and cynical consumer tendencies increase, consumer arrogance may rise slightly; however, this relationship remains quite limited in magnitude. In other words, among consumers who perceive themselves as more knowledgeable, more selective, or more critical, there is a slight tendency to view other consumers as insufficiently informed or to look down on their choices. The SEM analyses conducted to answer the research questions, and the corresponding results have been presented in detail through figures and tables. In this context, the SEM diagram for addressing the first research question, "Q₁: Does the level of consumers' conscious consumption have a significant effect on consumer cynicism?" is provided in Figure 3, while the analysis results are presented in Table 6. Does the level of consumers' conscious consumption have a significant effect on consumer cynicism?

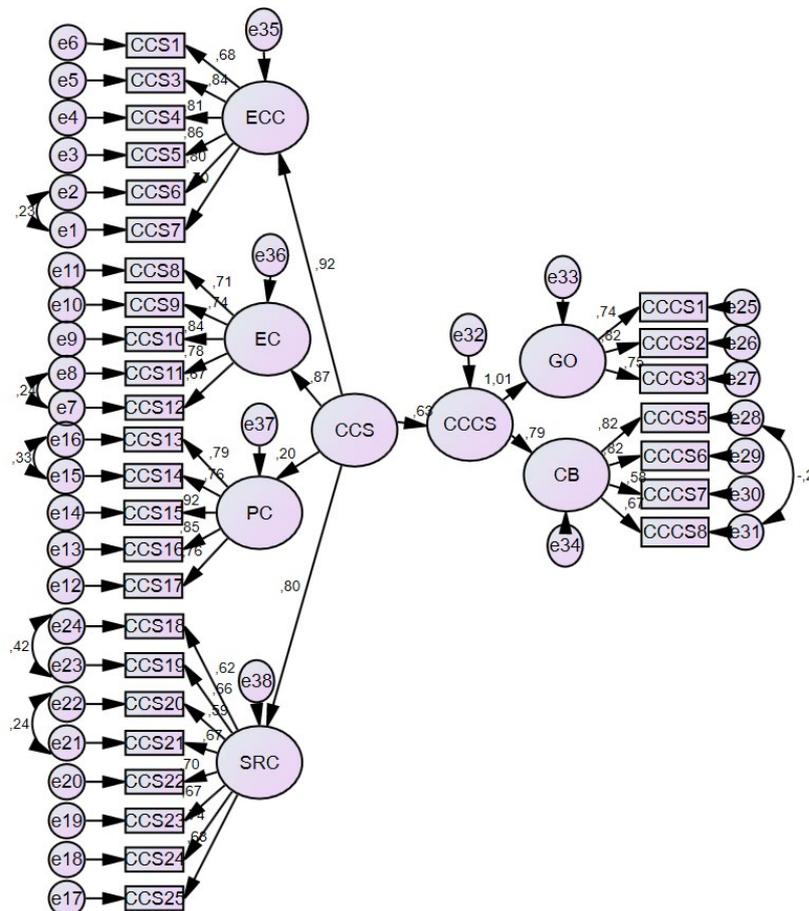


Figure 3. SEM Diagram for Q₁

Table 6. Q₁ Analysis Results

SEM Analysis	Standardized Estimate(β)	S.E.	C.R.	p
CCCS<---CCS	.628	.053	13.431	***

CMIN=1725.356, DF=422, CMIN/DF =4.089, RMSEA=.069, GFI=.863, AGFI=.839, CFI=.906, NFI=.880, TLI=.896, IFI=.906, ***p<.001

The fit indices in Table 6 show that the results fell within the acceptable and good reference ranges suggested by Hu and Bentler (1999) and Kline (2016), allowing the SEM analysis to proceed. The results in Table 6 indicate that the level of conscious consumption has a strong and significant effect on consumer cynicism ($\beta = .628$; C.R. = 13.431; $p < .001$). This finding indicates that an increase in conscious consumption behavior leads consumers to adopt a more critical and questioning attitude toward brands, products, or marketing practices. It aligns with

the literature suggesting that, with easier access to information, contemporary consumers are able to develop a more aware and critical stance (Fournier & Avery, 2011; Obermiller & Spangenberg, 1998; Zwick et al., 2008).

The SEM diagram used to answer Q₂: Does the level of consumers' conscious consumption have a significant effect on consumer arrogance? is presented in Figure 4, and the corresponding analysis results are shown in Table 7.

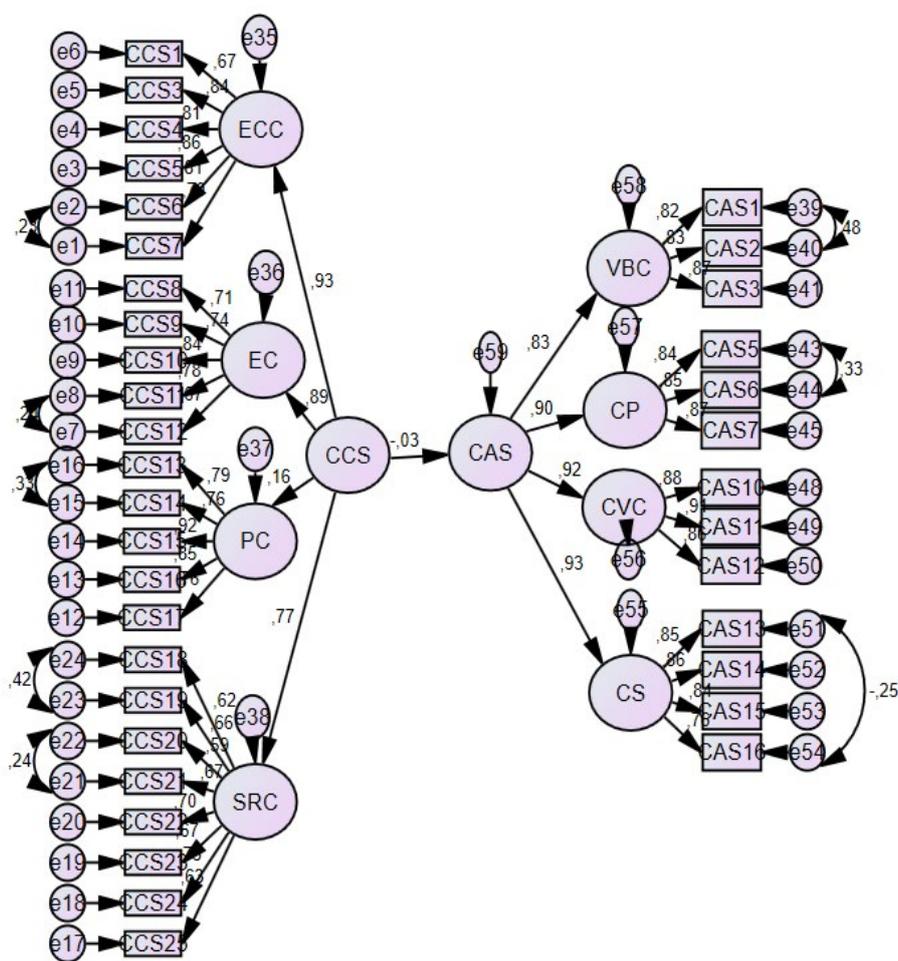


Figure 4. SEM Diagram for Q₂

Table 7. Q₂ Analysis Results

Standardized Estimate(β)	S.E.	C.R.	p	p
CAS<---CCS	-.026	.055	-.628	.530

CMIN=2329.723, DF=613, CMIN/DF =3.801, RMSEA=.061, GFI=.848, AGFI=.825, CFI=.915, NFI=.888, TLI=.907, IFI=.915

An examination of the fit indices in Table 7 indicates that the results fall within the acceptable and good reference ranges recommended by Hu and Bentler (1999) and Kline (2016), allowing the SEM analysis to proceed. The findings in Table 7 show that there is no significant relationship between the level of conscious consumption and consumer arrogance ($\beta = -.026$; $p = .530$). When testing Q_2 , which is based on the assumption that the level of conscious consumption affects consumer arrogance, the analysis revealed that an increase in conscious consumption does not lead individuals to feel superior or to per-

ceive themselves as more knowledgeable than other consumers. In other words, the results indicate that conscious consumption does not directly trigger a strongly personal or socially oriented attitude such as arrogance, and it appears insufficient to explain a more subjective, self-centered disposition like consumer arrogance.

The SEM diagram for addressing Q_3 : Does consumer arrogance have a significant effect on consumer cynicism? is presented in Figure 5, and the corresponding analysis results are shown in Table 8.

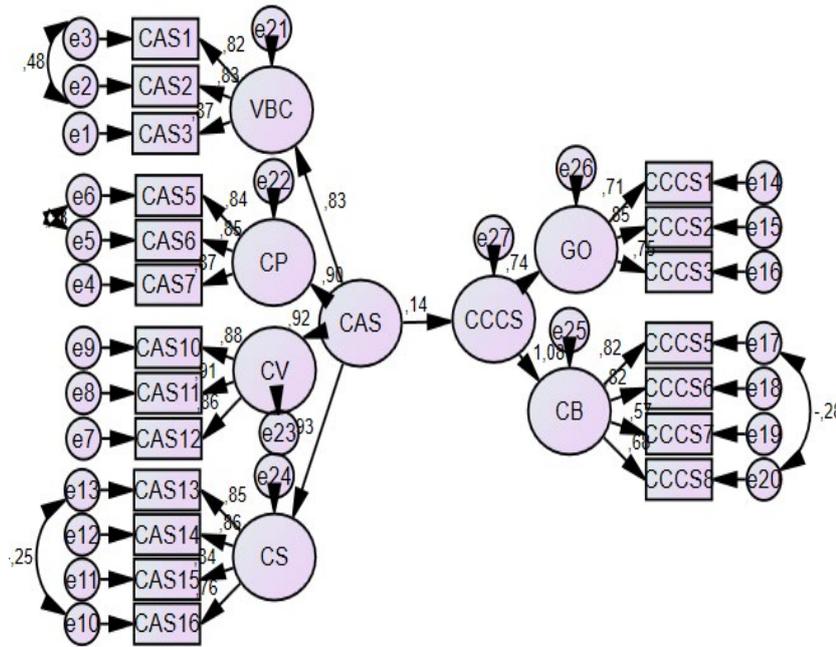


Figure 5. Q_3 SEM Diagram

Table 8. Q_3 Analysis Results

Standardized Estimate(β)	S.E.	C.R.	p	P
CCCS<---CAS	.139	.033	2.425	.015*

CMIN=647.710, DF=159, CMIN/DF =4.074, RMSEA=.064, GFI=.916, AGFI=.889, CFI=.956, NFI=.942, TLI=.947, IFI=.956, * $p < .05$

The fit indices in Table 8 indicate that the results fall within the acceptable and good reference ranges recommended by Hu and Bentler (1999) and Kline (2016), allowing the SEM analysis to proceed. The findings in Table 8 reveal that consumer arrogance has a significant effect on consumer cynicism ($\beta = .139$; $p = .015$). Although the effect size is not large according to Cohen (1988), it is statistically significant ($\beta=.139$). This suggests that individuals who perceive themselves as more knowledgeable or conscious in consumerism may adopt a more skept-

tical attitude toward marketing messages. Based on this finding, it can be stated that as consumer arrogance increases, individuals tend to scrutinize marketing strategies more carefully and adopt a more cautious approach.

The diagram of the SEM analysis conducted to answer the question, Q_4 : "Does consumer arrogance play a mediating role in the effect of consumers' conscious consumption level on consumer cynicism?" is presented in Figure 6, and the analysis results are shown in Table 9.

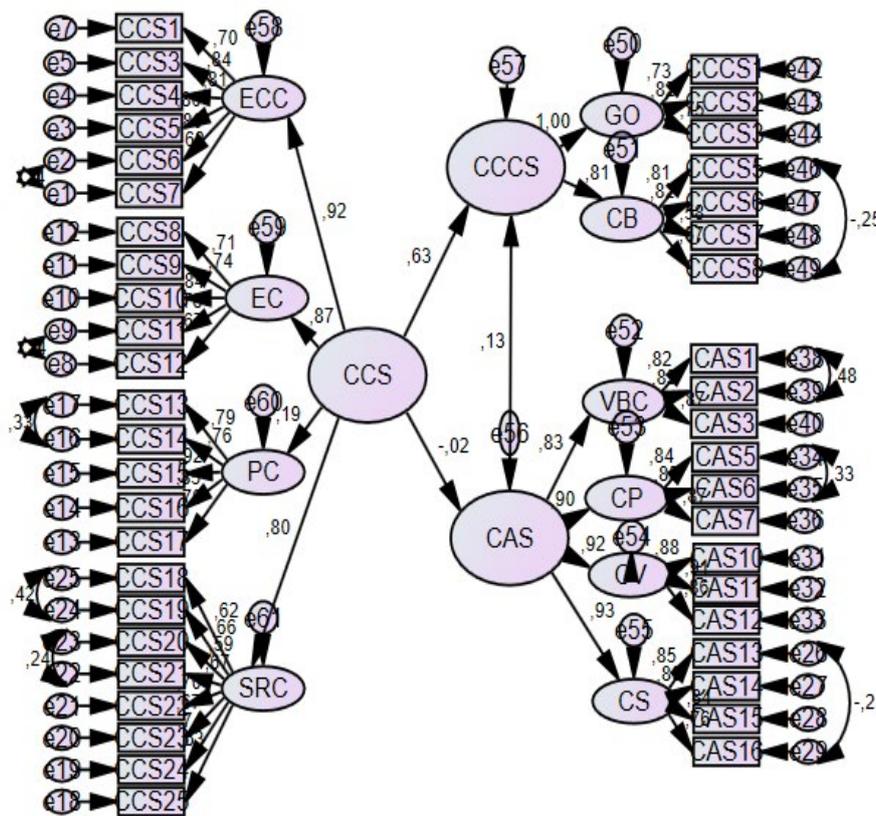


Figure 6. Q₄ SEM Diagram

Table 9. Q₄ Analysis Results

SEM Analysis	Standardized Estimate(β)	S.E.	C.R.	p
CCCS<---CCS	.635	.060	12.435	***
CCCS<---CAS	.132	.029	3.735	***
CAS <---CCS	-.023	.058	-.550	.582

CMIN=3231.792, DF=880, CMIN/DF=3.672, RMSEA=.060, GFI=.817, AGFI=.795, CFI=.899, NFI=.866, TLI=.891, IFI=.899, ***p<.001

An examination of the fit indices in Table 9 reveals that the obtained values fall within the acceptable and good reference ranges proposed by Hu and Bentler (1999) and Kline (2016). Therefore, the SEM analysis was continued.

Based on the findings presented in Table 9, consumer arrogance has a significant effect on consumer cynicism, and that conscious consumption also has a strong direct effect on cynicism. In their mediation analysis framework, Baron and Kenny (1986: 1176–1177) state that one of the necessary conditions for establishing a mediation effect is that the independent variable significantly predicts the mediator. However, the analyses conducted in this study revealed that the independent variable, conscious consumption, does not significantly predict the mediator, consumer arrogance ($\beta = -.023$; $p =$

.582). Therefore, consumer arrogance does not function as an explanatory mechanism in the relationship between conscious consumption and consumer cynicism; in other words, it does not have a mediating effect. Based on these findings, it can be concluded that consumer arrogance does not play either a full or partial mediating role in the model.

To answer research question 5, 'do consumers' levels of conscious consumption, consumer cynicism, and consumer arrogance differ by sex, marital status, household income, education level, age, region of residence, type of settlement, and primary shopping platform?', independent samples t-tests and one-way ANOVA were conducted. The results of these difference tests are presented in Tables 10 and 11.

Table 10. Sex, Marital Status, Type of Settlement, and platform → CCS, CCCS, and CAS

Variable	Scale	Sub-Variable	n	\bar{X}	ss	Sd.	t	p
Sex	CCS	Female	592	3.87	.60	746	.735	.463
		Male	156	3.83	.70			
	CCCS	Female	592	3.84	.73		-.440	.660
		Male	156	3.88	.83			
	CAS	Female	592	2.70	.94		-.159	.874
		Male	156	2.72	1.02			
Marital Status	CCS	Married	134	4.07	.49	746	5.198	.000*
		Single	614	3.81	.64			
	CCCS	Married	134	4.08	.71		3.865	.000*
		Single	614	3.80	.75			
	CAS	Married	134	2.79	1.10		1.011	.313
		Single	614	2.69	.92			
Type of Settlement	CCS	City-District Center	562	3.90	.61	746	2.953	.003*
		Town-Village	186	3.74	.62			
	CCCS	City-District Center	562	3.89	.77		2.361	.019*
		Town-Village	186	3.74	.69			
	CAS	City-District Center	562	2.70	.99		-.489	.625
		Town-Village	186	2.73	.82			
Shopping Platform	CCS	Physical Store	332	3.86	.63	746	.166	.868
		Online Store	416	3.85	.61			
	CCCS	Physical Store	332	3.84	.81		-.297	.767
		Online Store	416	3.86	.71			
	CAS	Physical Store	332	2.71	1.04		-.041	.967
		Online Store	416	2.71	.88			

Based on the data presented in Table 10, the results obtained for each variable are summarized below: For the gender variable, no statistically significant difference was found between the mean CCS, CCCS, and CAS scores of female and male participants ($p > .05$). Accordingly, within this sample, women and men exhibit similar levels of conscious consumption tendencies, consumer cynicism, and consumer arrogance. For the **marital status** variable, significant differences were identified. The mean CCS score of married participants ($\bar{x}=4.07$) was higher than that of single participants ($\bar{x}=3.81$), and this difference was statistically significant ($p < .05$). Similarly, married individuals' level of consumer cynicism ($\bar{x}=4.08$) was significantly higher than that of single individuals ($\bar{x}=3.80$) ($p < .05$). In contrast, no significant difference was found between married and single participants in terms of CAS scores ($p > .05$). Based on these findings, it can be stated that married individuals demonstrate both higher conscious consumption

tendencies and higher levels of consumer cynicism, while their levels of arrogance do not differ by marital status. Regarding the **type of settlement** variable, participants living in city or district centers scored significantly higher on the CCS ($\bar{x}=3.90$) than those living in towns/villages ($\bar{x}=3.74$) ($p < .05$). Similarly, the consumer cynicism levels of those residing in city/district centers ($\bar{x}=3.89$) were significantly higher than those of the town/village group ($\bar{x}=3.74$) ($p < .05$). No significant difference was found in CAS scores based on settlement type ($p > .05$). These results indicate that consumers living in more central settlement areas tend to exhibit both higher levels of conscious consumption and greater cynicism.

Regarding the **shopping platform** variable, no significant differences were found in the mean scores of CCS, CCCS, or CAS ($p > .05$). In other words, whether participants primarily shop in physical stores or through online channels does not lead to significant variations in their conscious consumption, consu-

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mer cynicism, or consumer arrogance levels. When the results presented in Table 10 are considered as a whole, it becomes evident that consumers' conscious consumption and consumer cynicism levels differ particularly by marital status and type of settlement, whereas they do not vary significantly by sex or shopping channel. However, consumer arrogance scores do not show significant differences in re-

lation to sex, marital status, place of residence, or shopping platform. In other words, none of these variables statistically influence participants' levels of consumer arrogance. This suggests that the tendency toward consumer arrogance may be more closely associated with personal factors such as personality traits, attitudes, or individual experiences rather than demographic characteristics.

Table 11. Income, Education Level, Age, Region of Residence → CCS, CCCS, and CSA

	Variable / Scale / Sub-Variable	n	\bar{X}	ss	sd	Sum of Squares	F	p	Dif.		
Income	CCS	1-30.000TL and below	403	3.81	.61	B.G. W.G.	2 745	2.235 283.966	2.931	.044*	2>1, 2>3
		2-30.000TL-60.000TL	228	3.93	.65						
		3-60.000TL and above	117	3.88	.57						
	CCCS	1-30.000TL and below	403	3.77	.73	B.G. W.G.	2 745	7.360 415.889	6.592	.001*	2>1, 2>3
		2-30.000TL-60.000TL	228	3.99	.79						
		3-60.000TL and above	117	3.84	.71						
	CAS	1-30.000TL and below	403	2.83	.73	B.G. W.G.	2 745	14.394 667.815	8.029	.000*	1>2, 1>3
		2-30.000TL-60.000TL	228	2.62	.99						
		3-60.000TL and above	117	2.46	.85						
Education Level	CCS	1-Primary Education	36	4.13	.92	B.G. W.G.	2 745	3.120 283.081	4.105	.017*	1>2, 1>3
		2-Secondary Ed.	43	3.94	.43						
		3-Higher Ed.	669	3.84	.61						
	CCCS	1-Primary Education	36	4.12	.91	B.G. W.G.	2 745	2.943 420.306	2.608	.47*	1>2, 1>3
		2-Secondary Ed.	43	3.90	.70						
		3-Higher Ed.	669	3.83	.74						
	CAS	1-Primary Education	36	3.67	1.25	B.G. W.G.	2 745	37.205 645.004	21.486	.000*	1>2, 1>3
		2-Secondary Ed.	43	2.89	.99						
		3-Higher Ed.	669	2.64	.91						
Age	CCS	1-18-30	603	3.83	.62	B.G. W.G.	2 745	1.097 .381	2.878	.034*	2>1, 2>3
		2-31-45	90	4.00	.57						
		3-46+	55	3.88	.64						
	CCCS	1-18-30	603	3.83	.76	B.G. W.G.	2 745	3.221 .559	5.757	.003*	2>1, 2>3
		2-31-45	90	4.09	.67						
		3-46+	55	3.72	.76						
	CAS	1-18-30	603	2.72	.98	B.G. W.G.	2 745	.563 914	.615	.541	---
		2-31-45	90	2.61	.91						
		3-46+	55	2.66	.81						

	1-Mediterranean	137	3.86	.75							
	2-Black Sea	128	3.68	.59							
	3-Egean	41	3.97	.61							1>2, 3>2,
CCS	4-Central Anatolia	41	3.84	.54	B.G.	6	6.884	3.044	.006*		4>2, 5>2, 6>2, 7>2
	5-Eastern Anatolia	265	3.87	.57	W.G.	741	279.317				
	6-Southeastern Anatolia	94	3.97	.63							
	7-Marmara	42	3.99	.35							
	1-Mediterranean	137	3.85	.83							
	2-Black Sea	128	3.77	.57							
	3-Egean	41	3.89	.82							
CCCS	4-Central Anatolia	41	3.81	.70	B.G.	6	3.178	.934	.469	---	
	5-Eastern Anatolia	265	3.82	.79	W.G.	741	420.070				
	6-Southeastern Anatolia	94	3.96	.76							
	7-Marmara	42	3.99	.64							
	1-Mediterranean	137	2.98	1.15							
	2-Black Sea	128	2.76	.71							
	3-Egean	41	2.89	.94							
CAS	4-Central Anatolia	41	2.61	.94	B.G.	6	20.884	3.900	.001*		1>4- 5-6-7, 2>7, 3>7
	5-Eastern Anatolia	265	2.59	.90	W.G.	741	661.325				
	6-Southeastern Anatolia	94	2.66	.99							
	7-Marmara	42	2.38	.97							
	1-Mediterranean	137	2.98	1.15							

Based on the data presented in Table 11, the findings for each variable are summarized as follows: Regarding household income, consumer behaviors differed significantly as household income increased ($p < .05$). In particular, participants in the middle-income group (30,000–60,000 TL) displayed higher levels of consumer consciousness compared to both the low- and high-income groups ($p < .05$). This indicates that individuals in the middle-income bracket tend to be more careful, investigative, and conscious in their shopping processes. A similar pattern is observed for consumer cynicism ($p = .001$). Middle-income individuals demonstrate more questioning and critical attitudes than those in the low- and high-income groups. However, consumer arrogance is higher among individuals in the low-income group (30,000 TL and below) ($p < .05$). Based on these findings, it can be stated that consumer arrogance tends to decrease as household income increases. In terms of education level, as the education level increases, both consumer consciousness and consumer cynicism tend to decrease. Primary school graduates exhibit higher levels of conscious consumption compared to both secondary and higher education graduates ($p < .05$). Similarly, consumer cynicism is also higher in this group. Regarding consumer

arrogance, a marked differentiation is observed ($p < .05$). Primary school graduates display relatively high levels of arrogance, while this tendency significantly decreases as education level rises. These findings indicate that higher education is associated with lower levels of cynicism and arrogance, while conscious consumption behaviors tend to weaken somewhat with increased education. Therefore, the education level can be considered an important determinant of consumer attitudes. In terms of the age variable, significant differences were found in both conscious consumption and consumer cynicism levels ($p < .05$). Consumer consciousness is particularly higher among the 31–45 age group; this group demonstrates a more conscious consumption profile compared to both younger adults (18–30) and participants aged 46 and above ($p < .05$). Similarly, consumer cynicism is highest within the same age range ($p < .05$). This finding may indicate that individuals in middle adulthood possess greater experience and a higher capacity for critical evaluation. On the other hand, consumer arrogance does not differ significantly across age groups ($p > .05$). This suggests that arrogance-driven consumption behaviors are independent of age. Consequently, consumers in middle adulthood tend to exhibit both

higher consciousness and a more critical approach to consumption, while their level of arrogance does not change significantly with age. For the variable of region of residence, significant differences were found in consumer consciousness and consumer arrogance levels ($p < .05$). In terms of consumer consciousness, participants living in all regions except the Black Sea Region exhibited significantly higher levels of consciousness compared to those in the Black Sea Region. This result suggests that regional consumption culture, economic structure, or market access conditions may have the potential to shape consumer consciousness. Consumer arrogance also differed significantly across regions ($p < .05$). In particular, consumers residing in the Mediterranean Region reported higher levels of arrogance compared to those in the Central Anatolia, Eastern Anatolia, Southeastern Anatolia, and Marmara regions. Additionally, participants from the Black Sea and Aegean regions reported higher arrogance levels than those in the Marmara Region. These results indicate that tendencies toward consumer arrogance may be associated with regional cultural norms, consumption habits, social structures, or economic conditions. No significant differences were found in consumer cynicism across regions ($p > .05$). This suggests that cynicism may be independent of geographic location and more closely related to individual or socio-psychological factors. Overall, these findings indicate that consumer consciousness and arrogance are influenced to some extent by regional differences,

whereas consumer cynicism appears to be primarily associated with personal and psychological processes.

When the data presented in Table 11 are considered as a whole, it can be stated that consumer attitudes can be influenced by both socio-economic and demographic characteristics. When the data presented in Table 11 are considered as a whole, it can be stated that consumer attitudes exhibit sensitivity to both socio-economic and demographic characteristics. The middle-income group demonstrates a more conscious and critical approach to consumption, whereas tendencies toward consumer arrogance are more pronounced among low-income and low-education groups. As education level increases, cynicism and arrogance decrease, while conscious consumption behaviors show a relative decline. In terms of age, the middle-aged group displays both a more conscious and more critical consumption profile, whereas tendencies toward arrogance do not change significantly with age. Regarding regional differences, consumer consciousness and arrogance vary significantly, while cynicism appears to be independent of geographical conditions. These findings indicate that consumer behavior has a multidimensional structure, with income, education, age, and regional characteristics significantly shaping these attitudes.

Based on the analysis results, Table 12 presents a summary of the answers to the research questions.

Table 12. Analysis of Research Questions (Answers to the Questions-Summary)

Research Questions (Q ₁ -Q ₅)	Answers
Q ₁ : Conscious Consumption → Consumer Cynicism	A direct effect was found
Q ₂ : Conscious Consumption → Consumer Arrogance	No direct effect was found
Q ₃ : Consumer Arrogance → Consumer Cynicism	A direct effect was found
Q ₄ : Conscious Consumption → Consumer Arrogance (Mediator) → Consumer Cynicism	No mediating effect was found
Q ₅ : Individual Characteristics → Conscious Consumption, Consumer Cynicism and Arrogance	Differences were identified according to marital status, place of residence, household income, education level, age, and region of residence.

6. Discussion and Conclusion

This study examined consumers' levels of conscious consumption, cynicism, and arrogance, as well as the relationships among these three constructs. The research also evaluated the effects of conscious consumption on cynicism and arrogance, the contribution of arrogance to cynicism, and the potential mediating role of arrogance in these relationships. In addition, the study tested how the relevant variables (conscious consumption, consumer cynicism, and consumer arrogance) varied according to key demographic factors. Using a relational screening design, data collected from 748 participants were

analyzed with parametric statistical techniques, and the research questions were systematically answered.

First, the study examined consumers' levels of conscious consumption, cynicism, and arrogance, as well as the interrelationships among these variables. The analyses revealed that consumers' tendencies toward conscious consumption and cynicism were high, while their levels of arrogance were moderate. These findings suggest that individuals make consumption decisions based on information, adopt a more cautious, selective, and critical stance toward marketing activities, yet this critical approach does

not necessarily translate into an arrogant or cynicism-focused attitude.

Regarding the relationships among the variables, a strong positive relationship was found between conscious consumption and cynicism, while weak positive relationships were observed between conscious consumption and arrogance and between cynicism and arrogance. These results indicate that as consumers' awareness increases, they critically evaluate company claims, advertising messages, and brand communications (Helm, Moulard & Richins, 2015; Indibara, Halder & Varshney, 2023). However, the weak relationship between conscious consumption and arrogance suggests that the level of awareness and knowledge does not significantly foster a sense of personal superiority or arrogance. Furthermore, skepticism toward marketing practices appears to be only moderately associated with arrogance (Ruvio & Shoham, 2016; Balıkcıoğlu & Arslan, 2019).

To address the first research question, that is Q_1 : *Does the level of consumers' conscious consumption have a significant effect on consumer cynicism?*, A SEM analysis was conducted, which revealed that conscious consumption has a strong and significant effect on consumer cynicism. Based on this finding, it can be argued that an increase in consumer awareness enables individuals to evaluate company messages, advertising claims, brand strategies, and similar marketing communications with a more critical perspective. Considering current dynamics such as rapid access to information, social media experiences, and user reviews, the increase in consumer cynicism as a result of conscious consumption emerges as an expected outcome (Khoirina et al., 2025). In this respect, the study demonstrates that higher levels of consumer awareness lead to more skeptical and critical consumer behavior (Deneçli, 2015).

For the second research question, Q_2 : *Does the level of conscious consumption among consumers have a significant effect on consumer arrogance?*, the SEM analysis indicated that conscious consumption does not have a significant effect on consumer arrogance. This finding suggests that an increase in consumer awareness does not foster feelings of superiority, the tendency to see oneself as more knowledgeable than other consumers, or to look down on others' choices. In other words, conscious consumption is primarily associated with rational processes such as information-based evaluation, scrutiny, and careful decision-making, and it does not directly influence a subjective, self-oriented attitude like arrogance that is reinforced through social comparison.

For the third research question, Q_3 : *Does consumer arrogance have a significant effect on consumer cynicism?*, the SEM analysis revealed that consumer arrogance has a significant effect on consumer cynicism. This finding suggests that an increase in consumers' levels of arrogance encourages them to

evaluate marketing messages more critically, skeptically, and selectively (Chylinski & Chu, 2010; Güven, 2016). In other words, as an individual's tendency to see themselves as superior strengthens, their critical reflexes toward the credibility of marketing strategies also become more pronounced.

For the fourth research question, Q_4 : *Does consumer arrogance play a mediating role in the effect of conscious consumption on consumer cynicism?*, the SEM analysis showed that consumer arrogance significantly affects consumer cynicism, while conscious consumption directly increases cynicism strongly. However, mediation analysis revealed that conscious consumption does not significantly influence consumer arrogance. This indicates that consumer arrogance does not serve as a variable mediating between conscious consumption and cynicism. In other words, since increases in conscious consumption do not affect consumer arrogance, the effect of arrogance on cynicism operates independently, and it does not function as a bridge or mediator for the effect of conscious consumption on cynicism.

Taken together, the SEM results indicate that conscious consumption strongly increases consumer cynicism but has no effect on consumer arrogance. Meanwhile, the significant effect of consumer arrogance on cynicism shows that cynicism is a multidimensional construct linked both to cognitive awareness and self-oriented evaluations. However, since conscious consumption does not significantly impact arrogance, consumer arrogance does not mediate the relationship between conscious consumption and cynicism. These findings suggest that conscious consumption strengthens rational, critical evaluation processes, whereas consumer arrogance contributes to cynicism as a separate psychological tendency that operates independently of awareness.

The analyses performed to answer the final research question, Q_5 : *Do consumers' levels of conscious consumption, consumer cynicism, and consumer arrogance vary according to sex, marital status, household income, education level, age, region of residence, settlement type, and most frequently used shopping platform?*, revealed that sex and shopping platform do not have a determining effect on consumer attitudes. However, significant differences found in marital status, settlement type, income, and education level indicate that consumer behavior is closely related to social environment, life experiences, and economic conditions. Particularly, participants in the middle-income group exhibited higher conscious consumption and cynicism, whereas arrogance was more pronounced among low-income individuals. This highlights the direct link between economic resources and consumption attitudes. While increases in education level were associated with decreases in cynicism and arrogance, there was a relative decline in conscious consumption,

suggesting that consumer awareness is shaped not only by formal education but also by life practices and personal experiences. Regarding age, individuals aged 31–45 displayed both more conscious and more critical consumption behaviors, indicating that consumer identity becomes more mature during middle adulthood. Regional differences significantly affected conscious consumption and arrogance, whereas cynicism remained stable across regions, suggesting that cynicism is a relatively constant and individual trait. Previous studies have also identified differences between conscious consumption, consumer arrogance, consumer cynicism, and demographic variables such as age (Akdoğan et al., 2020; Ruvio et al., 2020), gender (Ünal & Çolakoğlu, 2021; Göktaş, 2019), income (Ruvio & Shoham, 2016), marital status (Akçay & Özdemir, 2021), and education level (Karaca, 2019).

Based on these findings, it can be concluded that consumer behavior cannot be explained by a single variable; rather, cognitive awareness, critical evaluation, self-oriented attitudes, and socio-demographic factors interact to form a complex structure. This study makes a significant contribution to the body of knowledge by clarifying not only how conscious consumption operates within the modern consumer profile but also the conditions under which deeper psychological attitudes such as cynicism and arrogance emerge.

7. Recommendations

This study revealed both the structural relationships and demographic variations of consumer consciousness, cynicism, and arrogance, demonstrating that consumer behavior is inherently multidimensional. The findings indicate that consumers' responses to marketing practices are shaped not only by cognitive processes but also by social and economic contexts. These results suggest several recommendations for practitioners, policymakers, and future researchers.

Given that consumer consciousness increases cynicism, it is recommended that monitoring and transparency mechanisms be strengthened within marketing processes. To reduce cynicism, brands should focus on consumer-centered experiences and conduct communication activities that build long-term trust. Since individuals with lower education levels exhibit distinct profiles in terms of consciousness, cynicism, and arrogance, consumer literacy programs should be particularly targeted toward these groups. Companies should prioritize transparency in marketing, advertising, and product content by providing clear labeling and verifiable product information. Increasing awareness regarding the reliability of reviews and evaluations on digital platforms, ensuring transparency in product promotions, and taking protective measures against misleading information are recommended. Legal sanctions against

companies that engage in deceptive marketing practices should be strengthened.

As this study was conducted with cross-sectional data, longitudinal research is suggested to examine how the relationships among variables evolve over time. Since consumer arrogance, even at low levels, contributes to increased cynicism, it is recommended that future research examine consumer arrogance alongside personality traits, self-esteem, and narcissism. Given the notable regional differences observed, qualitative or mixed-method studies could provide a deeper understanding of the cultural context. Similar studies focusing on specific brands or sectors are also recommended to explore context-specific dynamics.

8. Declarations

Since this study was conducted using a quantitative research design and through scales, the results may have been limited by the subjective assessments reflected in participants' responses. Although the sample was drawn from different regions of Turkey, the online data collection process may have partially limited representativeness by favoring participants with higher digital access. It was assumed that participants responded accurately and honestly to the measurement instruments and that the questions were understood as intended. Within this scope, the results are limited by the research method, the sample, and the variables examined. Participant information was kept confidential, and all raw data related to the study have been archived. While adhering to scientific ethical principles, the study was deemed ethically appropriate by the Social and Human Sciences Scientific Research and Publication Ethics Committee of Kafkas University, with Decision No. 77/35 dated 23.10.2025.

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