Supplementary Materials

Table S1. Descriptive statistics.

LOVOS Statements	Mean	Standard deviation	Coefficient of variation (%)	Median	Skewness	Mode
Ethical values						
I willingly donate to needy people.	3.560	1.155	32.432	4	-0.614	4
When purchasing I prefer products of small producers.	3.484	1.254	35.997	4	-0.704	4
In my purchases I boycott products and brands with unethical production practices.	2.928	1.585	54.128	3	-0.218	5
I do not buy products from producers who benefit from the exploitation of developing countries.	2.310	1.435	62.103	2	0.054	3
I readily join "boycott" initiatives (e.g., joining initiatives supporting local farmers and helping humanitarian organizations through shopping).	2.078	1.490	71.708	2	0.249	3
Self-determination						
I like to participate in "Do-it-yourself" and "Grow-it-yourself" movements.	2.668	1.385	51.903	3	-0.163	3
I partly grow my food and I buy the rest from local retailers.	2.432	1.267	52.086	2	0.293	1
If something breaks down, first I try to fix it/get it fixed before buying a new one.	4.106	0.968	23.570	4	-1.426	4
I willingly prepare my own equipment (e.g., clothes, hobby and work tools).	2.194	1.140	51.947	2	0.617	1
I try to generate the energy I use from renewable energy sources.	2.404	1.244	51.753	2	0.145	2
I would readily live in a community, where things necessary for life were made by the members of the community together.	2.924	1.381	47.216	3	-0.299	3
Individualism						
Career is important for me.	4.306	0.786	18.251	4	-1.568	5
I prefer buying branded products.	3.308	0.940	28.405	3	-0.446	3
I shape my lifestyle according to the latest fashion.	2.568	0.984	38.299	3	0.050	3
I buy products that reflect my personality.	4.034	0.922	22.862	4	-1.083	4

Personal growth						
Spiritual values and religion are more important for me than possessing material goods.	2.628	1.335	50.784	3	0.140	3
In my decisions I try to keep in mind the interests of the community.	3.414	1.002	29.359	4	-0.578	4
I regularly use sharing based consumption (barter/exchange/sharing).	2.326	1.268	54.499	2	0.080	3
It is important for me to reflect a unity with those who are closest to me (e.g., family).	4.310	0.949	22.008	5	-1.786	5
In my daily life I spend time to develop myself.	3.804	0.973	25.588	4	-0.790	4
I actively take part in local initiatives.	2.056	1.168	56.796	2	0.732	1
Material simplicity						
I consciously try to reduce my consumption when purchasing.	3.404	1.091	32.062	3	-0.686	3
I only buy products that I need.	3.520	0.988	28.060	4	-0.450	4
Before purchasing I prepare a list of the products I would like to buy.	3.056	1.501	49.121	3	-0.149	4
When I give a gift, I prefer gifts made by myself.	2.858	1.298	45.422	3	-0.033	3
When I buy durable goods, the primary factor is quality, for which I am even willing to pay a higher price.	4.330	0.880	20.327	4	-2.147	5
When purchasing I am influenced more by usefulness than by current fashion.	3.862	0.990	25.645	4	-0.926	4
Dependence on material goods leads to unhappiness.	3.478	1.222	35.126	4	-0.796	3
If I have the opportunity, I prefer hiring or borrowing something to buying it myself.	2.582	1.209	46.832	3	0.189	2
If I notice something in the shop I really like, I usually buy it.	2.636	0.976	37.042	3	0.159	3
Ecological awareness						
When buying a car, minimizing its polluting emissions is an important factor.	3.214	1.263	39.300	3	-0.738	3
It is important that the packaging of the product bought is renewable.	3.074	1.213	39.461	3	-0.169	3
I strive to buy organic, local, and green products.	3.076	1.238	40.256	3	-0.170	3
Consuming too much meat is harmful, not only to health but also to the environment.	2.556	1.394	54.532	2	0.149	2
The survival of the beauty and integrity of nature is important for me.	4.342	0.821	18.913	5	-1.120	5
I collect waste separately in order to protect my environment.	3.778	1.242	32.888	4	-0.800	5

Table S2. Indicators of validity.

	CFI	GFI	AGFI	NFI	RMSEA	TLI	SRMR	RMR
Acceptance range [1]	≥0.95	≥0.95	≥0.95	≥0.95	≤0.06	≥0.95	≤0.09	low
Individualist	0.999	0.999	0.999	0.999	0.001	1.000	0.001	0.001
Material simplicity	0.979	0.987	0.973	0.931	0.028	0.964	0.030	0.042
Self-determination	0.994	0.993	0.982	0.978	0.027	0.989	0.023	0.033
Ecological awareness	0.999	0.994	0.985	0.986	0.011	0.998	0.021	0.030
Personal growth	0.997	0.994	0.985	0.972	0.016	0.994	0.023	0.026
Ethical values	0.999	0.997	0.987	0.991	0.012	0.998	0.018	0.029

Notes: CFI: comparative fit index; GFI: goodness-of-fit index; AGFI: adjusted goodness-of-fit index; NFI: normed fit index; RMSEA: root mean square error of approximation; TLI: Tucker–Lewis Index; SRMR: square root mean square residual; RMR: root mean square residual

Table S3. Reliability and discriminant validity.

	Composite Reliability	Average Variance Extracted	Highest R^2
Individualist	0.7554	0.7909	0.2739
Material simplicity	0.7408	0.6007	0.5276
Self-determination	0.7817	0.9002	0.5487
Ecological awareness	0.8186	1.1823	0.5721
Personal growth	0.7257	0.6165	0.5082
Ethical values	0.7794	1.1460	0.5721

References

1. Hooper, D.; Coughlan, J.; Mullen, M. Structural Equation Modelling: Guidelines for Determining Model Fit. *Electron. J. Bus. Res. Methods* **2008**, *6*, 53–60.