

## **PERCEIVED CONSUMER EFFECTIVENESS: A META-ANALYTIC REVIEW ON ITS ANTECEDENTS AND CONSEQUENCES**

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**Description:** The authors estimate a meta-analysis on perceived consumer effectiveness on consumer behavior, consumer intention toward pro-social behavior, attitude, and ecologically conscious consumer behavior

### **EXTENDED ABSTRACT**

**Research Questions.** According to Berger and Corbin (1992, p. 80), perceived consumer effectiveness (PCE) was “initially considered a measure or element of the attitude itself and consequently was modeled as a direct predictor of environmentally conscious behavior”. “Several different theories, ranging from the theory of reasoned action, to social dilemma, to behavioral control theory have been used to support the following proposition: If an individual believes that an environmental problem can be solved by a specific activity, then this belief should strongly influence the individual’s willingness to engage in that specific activity but not his or her willingness to engage in other pro-environmental actions” (Ellen, Wiener, & Cobb-Walgren, 1991, p.103). While prior investigation has studied the influence of PCE on customer behavior

intentions, it has been reporting mixed results. The results are inconsistent and a generalization about its effects is difficult to draw. The authors estimate a meta-analysis on perceived consumer effectiveness on consumer behavior, consumer intention toward pro-social behavior, attitude, and ecologically conscious consumer behavior

**Method and Data.** Drawing on theory of reasoned action, social dilemma, and behavioral control, the current research seeks to address these mixed results by conducting a meta-analytic review of the PCE effects. To ensure the comprehensiveness of our literature search, we follow diverse steps. First, we did a complete search in the following diverse major databases. Second, we did a manual search in the most important marketing journals. Third, we analyzed the references looking for finding the most relevant papers on PCE. Fourth, we coded the moderators, such as paper year of publication, paper h-index, Hofstede country comparison (e.g. individualism, power distance, etc.), sample size, scale reliability, journal (top *vs.* non top), country (Asia, Europe and America), sample (student *vs.* non student *vs.* Mechanical Turk), data collection (self-report, online, others), and research design (experiment *vs.* survey). We estimate our results according to effect size, confidence interval, fail safe number, Q heterogeneity and other statistics. Initially, our sample provides us with 166 effects from 32 studies. Then, we coded studies for the PCE, moderators, exogenous and endogenous variables. We used Rauch et al.'s (2009) guide for generating coding accurateness.

**Summary of Findings.** In terms of antecedents, guilt and altruism increase the PCE ( $ES = .27$ ;  $p < .001$ ;  $n = 6$  and  $ES = .53$ ;  $p < .001$ ;  $n = 5$ , respectively. Collectivism is not a significant antecedent of PCE ( $ES = .58$ ;  $p = NS$ ;  $n = 3$ ). In terms of consequences, PCE

boosts behavior ( $ES = .42$ ;  $p < .001$ ;  $n = 32$ ), intention ( $ES = .51$ ;  $p < .001$ ;  $n = 28$ ), attitude ( $ES = .49$ ;  $p < .001$ ;  $n = 25$ ), and ecologically conscious consumer behavior ( $ES = .47$ ;  $p < .001$ ;  $n = 25$ ). PCE does not influence personal norm ( $ES = .54$ ;  $p = NS$ ;  $n = 3$ ), and spirituality ( $ES = .64$ ;  $p = NS$ ;  $n = 3$ ). We test the PCE-intention link according to moderators and this relationship was stronger when data collection used field rather than self-reported and online data collection ( $ES_{\text{field}} = .64$ ;  $ES_{\text{self-reported}} = .52$ ;  $ES_{\text{online}} = .38$ ;  $F(1, 26) = 3.68$ ;  $p < .04$ ) and was stronger when the paper was published in a top journal ( $ES = .66$ ;  $ES = .42$ ;  $F(1, 26) = 3.56$ ;  $p < .07$ ). Next, we verify the PCE-behavior association and this connection was stronger when data collection used field rather than self-reported and online data collection ( $ES_{\text{field}} = .51$ ;  $ES_{\text{self-reported}} = .33$ ;  $ES_{\text{online}} = .31$ ;  $F(1, 30) = 3.11$ ;  $p < .06$ ). Then, the PCE-attitude correlation was stronger when data collection used self rather than the other two conditions ( $ES_{\text{field}} = .57$ ;  $ES_{\text{self-reported}} = .69$ ;  $ES_{\text{online}} = .31$ ;  $F(1, 24) = 4.56$ ;  $p < .02$ ) and with greater PCE Cronbach alpha ( $r = .52$ ;  $p < .07$ ).

**Statement of Contribution.** Our contribution is threefold. First, our conceptual model draws on behavioral control for suggesting that consumers with low levels of control have a lower level of perceived consumer effectiveness, generating a negative effect. We contribute to existing research by expanding our understanding of how behavioral control in different contexts and with distinct country features influence PCE. Second, our theoretical underpinnings and the results augment extant Public Policy & Marketing literature by detailing PCE does not influence personal norm, social norm, spirituality and liberalism. We contribute to sales research by showing how other market and consumer features can moderate and change this null effect. Third, our theoretical foundations and the outcomes enlarge literature by supporting strong effects of PCE on

consumer behavior, intention, attitude, ecologically conscious consumer behavior, and environmental concerns. By managing a pro-social attitudes and conscious behavior, organizations can change attitude and as consequence behavioral in a more positive way toward sustainable consumption.