

Appendix S2. Factor loadings and reliability measures from the confirmatory factor analysis model and descriptive statistics of the construct consciousness for sustainable consumption.

Sub-construct (factor)	Item	Mean	Standard deviation	Factor loading ^a	SE	95% CI	Reliability ^b			Item wording (original in German) ^c
							α	ω	AVE	
Consciousness for environmental consumption (CSC-EN)	csc-en1	4.240	1.695	0.896***	0.015	[0.866; 0.925]	0.919	0.919	0.790	I only buy a product if I am convinced that... ... it is packaged in an environmentally friendly way.
	csc-en2	3.972	1.724	0.873***	0.018	[0.838; 0.908]				... it is made from recyclable materials.
	csc-en3	4.015	1.766	0.898***	0.016	[0.867; 0.930]				... it is produced in a climate-friendly way.
Consciousness for social consumption (CSC-SO)	csc-so1	4.247	1.751	0.908***	0.014	[0.881; 0.935]	0.912	0.912	0.776	... the human rights of workers are respected.
	csc-so2	4.163	1.733	0.856***	0.026	[0.805; 0.906]				... workers are not discriminated against.
	csc-so3	4.191	1.754	0.878***	0.018	[0.842; 0.914]				... workers are paid fairly and equitably.
Consciousness for simple consumption (CSC-SI)	csc-si1	5.794	1.310	0.731***	0.04	[0.652; 0.809]	0.820	0.823	0.609	Even if I could afford a product financially, I only buy it if... ... the product is useful for me.
	csc-si2	5.684	1.403	0.822***	0.039	[0.746; 0.898]				... I really need the product.
	csc-si3	5.493	1.493	0.780***	0.036	[0.710; 0.851]				... that product is absolutely necessary for me.
Consciousness for debt-free consumption (CSC-DF)	csc-df1	5.597	1.735	0.826***	0.049	[0.730; 0.922]	0.783	0.783	0.643	I refrain from buying products if... ... the expense would be an excessive financial burden for me.
	csc-df2	5.073	1.764	0.778***	0.043	[0.693; 0.863]				... I would have to limit myself in the future because of buying them.

Consciousness for collaborative consumption (CSC-CC)	csc-cc1			0.955***	0.044	[0.869; 1.042]	0.797	0.818	0.698	Even if I can afford a product financially, I consider whether I can... share the product with others instead of owning it myself.
	csc-cc2	3.322	1.960	0.694***	0.041	[0.613; 0.774]				... borrow the product from friends or acquaintances instead of buying it.
Goodness-of-fit statistics ^d										
Scaled χ^2 / df		1.924 (105.815 / 55)								
Robust CFI		0.984								
Robust TLI		0.977								
Robust RMSEA		0.049				[0.035; 0.063]				
SRMR		0.032								

^a Fully standardised factor loadings based on maximum likelihood estimation with standard errors and 95% confidence intervals; statistical significance based on Wald tests; significance level: + $p \leq 0.10$, * $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$.

^b α = Cronbach's alpha; ω = McDonald's omega; AVE = average variance extracted.

^c Seven-point Likert scale anchored by 1 (= does not apply at all) and 7 (= fully applies).

^d df = degrees of freedom; CFI = comparative fit index; TLI = Tucker-Lewis index; RMSEA = root mean square error of approximation; SRMR = standardised root mean square residual.