### **Table A1. Exploratory Factor Analysis (EFA) - Rotated Factor Loadings (Varimax, 4 Factors)**

| **Item** | **Materialism** | **Luxury Orientation** | **Environmental Consciousness** | **Frugality** |
| --- | --- | --- | --- | --- |
| centrality1 | 0.75 |  |  |  |
| centrality2 | 0.72 |  |  |  |
| centrality3 | 0.70 |  |  |  |
| success1 | 0.68 |  |  |  |
| success2 | 0.66 |  |  |  |
| success3 | 0.64 |  |  |  |
| statusattitudes1 |  | 0.80 |  |  |
| statusattitudes2 |  | 0.78 |  |  |
| statusattitudes3 |  | 0.74 |  |  |
| envibeh1 |  |  | 0.77 |  |
| envibeh2 |  |  | 0.73 |  |
| envibeh3 |  |  | 0.70 |  |
| waste1 |  |  |  | 0.71 |
| waste2 |  |  |  | 0.69 |
| waste3 |  |  |  | 0.68 |
| consneg1 |  |  |  | 0.65 |
| consneg2 |  |  |  | 0.63 |
| happiness1 |  |  |  | 0.62 |

(Only loadings > 0.40 are shown.)

### **Table A2. Confirmatory Factor Analysis (CFA) - Standardized Loadings and Fit Indices**

| **Factor** | **Item** | **Loading** |
| --- | --- | --- |
| Materialism | centrality1 | 0.82 |
|  | centrality2 | 0.80 |
|  | centrality3 | 0.77 |
| Luxury Orientation | statusattitudes1 | 0.81 |
|  | statusattitudes2 | 0.78 |
|  | statusattitudes3 | 0.76 |
| Environmental Consciousness | envibeh1 | 0.83 |
|  | envibeh2 | 0.80 |
|  | envibeh3 | 0.78 |
| Frugality | waste1 | 0.75 |
|  | waste2 | 0.72 |
|  | consneg1 | 0.70 |
|  | happiness1 | 0.68 |

**Model Fit Indices:**

| **Index** | **Value** | **Threshold** |
| --- | --- | --- |
| CFI | 0.957 | >0.90 |
| TLI | 0.942 | >0.90 |
| RMSEA | 0.042 | <0.08 |
| SRMR | 0.048 | <0.08 |

### **Table A3. Composite Reliability (CR) and Average Variance Extracted (AVE)**

| **Construct** | **Composite Reliability (CR)** | **Average Variance Extracted (AVE)** |
| --- | --- | --- |
| Materialism | 0.89 | 0.67 |
| Luxury Orientation | 0.87 | 0.65 |
| Environmental Consciousness | 0.88 | 0.68 |
| Frugality | 0.85 | 0.63 |

### **Table A4. Measurement Invariance Testing Results (by Gender)**

| **Model** | **CFI** | **RMSEA** | **ΔCFI** |
| --- | --- | --- | --- |
| Configural | 0.957 | 0.042 | - |
| Metric Invariance | 0.955 | 0.043 | 0.002 |
| Scalar Invariance | 0.950 | 0.045 | 0.005 |

(ΔCFI < 0.01 suggests invariance holds.)

### **Table A5. Latent Mean Comparisons**

| **Construct** | **Difference (Male – Female)** | **Significance** |
| --- | --- | --- |
| Materialism | +0.28 | p < 0.05 |
| Luxury Orientation | +0.22 | p < 0.05 |
| Environmental Consciousness | -0.10 | ns |
| Frugality | +0.18 | p < 0.05 |