A Consumer-Based Approach to Hybrid Organizations: The Role of Political Orientation and Perceived Organizational Legitimacy

Christian Gregorec
152119024

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Author: Christian Gregorec

Abstract

The goal of this study was to analyze the role that political orientation and perceived organizational legitimacy, together with the theory of planned behavior's predictor variables of attitude, subjective norms, and perceived behavioral control, have on consumers' purchase intentions with respect to hybrid organizations. To this end, a quantitative study using structural equation modeling was employed based on the data obtained from a non-probability sample of American consumers. The findings support the notion that consumers' attitudes affect their purchase intentions, with perceived organizational legitimacy mediating the relationship. The results also indicate there to be insufficient support for the idea that political orientation, subjective norms, and perceived behavioral control influence consumers' purchase intentions. This study adds to the growing body of academic literature on hybrid organizations and is relevant in that it provides a quantified foundation of the extent to which factors impact consumers' purchase intentions for products of hybrid organizations.

Título da tese: Abordagem baseada no consumidor para organizações híbridas: O papel da orientação política e a percepção da legitimidade organizacional

Palavras-chave: Organizações Híbridas, Teoria do Comportamento Planeado, Atitude, Normas Subjetivas, Controlo Comportamental Percebido, Orientação Política, Legitimidade Organizacional Percebida, Intenção de Compra

Autor: Christian Gregorec

Resumo

O objectivo deste estudo foi analisar o papel que a Orientação Política e a Legitimidade Organizacional Percebida, juntamente com a Teoria do Comportamento Planeado variáveis preditoras de Atitude, Normas Subjectivas e Controlo Comportamental Percebido (CCP) têm na Intenção de Compra dos consumidores em relação às Organizações Híbridas. Para tal, foi utilizado um estudo quantitativo utilizando a Modelação da Equação Estrutural com base nos dados obtidos a partir de uma amostra não probabilística de consumidores americanos. Os resultados indicam que existe apoio à noção de que a Atitude dos consumidores afecta a sua Intenção de Compra, com a Legitimidade Organizacional Percebida a actuar como variável de mediação na relação. Os resultados indicam também que não existe apoio suficiente para a ideia de que a Orientação Política, as Normas Subjectivas e a CCP influenciam a intenção de compra dos consumidores. Este estudo acrescenta ao crescente corpo de literatura académica sobre Organizações Híbridas e é relevante na medida em que fornece uma quantificação da medida em que vários factores influenciam a intenção de compra dos consumidores por produtos de Organizações Híbridas.

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Glossary

ANOVA – Analysis of Variance

Att – Attitude Towards Behavior

AVE – Average Variance Extracted

CFI – Comparative Fit Index

CRS – Composite Reliability Score

Intent – Purchase Intention

L3C – Low Profit Limited Liability Company

Leg – Perceived Organizational Legitimacy

PBC – Perceived Behavioral Control

Pol – Political Orientation

RMSEA – Root Mean Square of Error Approximation

RQ – Research Question

SRMR – Standardized Root Mean Squared Residual

SubNorms – Subjective Norms

TLI – Tucker - Lewis Index

TPB – Theory of Planned Behavior

1 Introduction

1.1 Context

Since the early 1970s, there has been consistent growth in literary research on the phenomenon of hybrid organizations (Battilana & Lee, 2014). Hybrid organizations can generally be described as organizations that are balancing various conflicting logics, wherein they might follow social, environmental, and economic goals simultaneously (Haigh et al., 2015). Entrepreneurial and scholarly interest has recently been followed by the adopted legislation, most famously by the incorporation of low-profit limited liability companies (L3Cs) and benefit corporations in the United States over the past decade (Hiller, 2012). Administrative approval palpably provides credence to hybrid organizations' regulative legitimacy (Ruef & Scott, 1998); however, there is a scant amount of research covering the extent of perceived legitimacy of hybrid organizations from consumers' point of view.

Hybrid organizations might have difficulties obtaining organizational legitimacy, as their business models inherently span multiple categories, thereby making the communication of company identity to a broad set of stakeholders more strenuous and less effective than for companies operating in a single market category (Hannan, 2010). Difficulties encountered in conveying organizational goals may also culminate in conflict among those with vested interest, where distinct groups of stakeholders emphasize different objectives of the firm (Battilana & Dorado, 2010). By failing to manage such disputes, the company could cause harm to its legitimacy status among one or more groups of stakeholders (Pache & Santos, 2010).

The goal of any hybrid organization is serving either a social or environmental function, highly polarizing causes viewed with varying degrees of skepticism or favoritism on the basis of political affiliation (Sunstein, 1991). This relationship is particularly notable in the United States, where the association between ideology and partiality appears to be the most profound among developed countries, with a political culture that strongly encourages individuals to evaluate principles according to their political orientation (Hornsey et al., 2018). Disparities found in value systems across the political spectrum translate not only to policy support, but they are also often found to be reflected in marketplace behavior, with an observable discrepancy in the types of products that individuals with opposing political tendencies seek and purchase (Sunstein, 1991; Jost et al., 2017).

1.2 Problem statement

This thesis aims to measure the extent to which consumers' political views and perceptions of organizational legitimacy are reflected in their intended purchasing behavior with respect to hybrid organizations.

Research questions

RQ1: What is the relationship between personal political preferences and purchase intention with respect to hybrid organizations?

The goal of this research question is to provide a comprehensive view of the effects that political orientation has on the purchase intention toward products from hybrid organizations.

RQ2: What is the relationship between the purchase intention and perceived legitimacy of hybrid organizations?

The goal of this research question is to analyze the extent that perceived organizational legitimacy affects the purchase intention of products from hybrid organizations.

1.3 Academic and managerial relevance

The proposed topic is relevant because of a current gap in existing academic literature, where it is possible to observe a significant body of research on product preferences based on political identification and legitimacy, though no existing literature has extended these concepts to the context of hybrid organizations.

While the growth of published articles in the area of hybrid organizations has picked up substantially in the past two decades, the total number of articles within the category remains relatively low, with a meta analysis by Glynn et al. (2020) recognizing forty-four papers focusing on hybridity. Similarly, Secinaro et al. (2019) found forty-two studies qualifying as hybrid organization research, which they subsequently categorized by the subject of analysis. They found that majority of research falls under the categories of new public management and hybrid impact and, to a lesser extent, public-private partnerships and paradox theory. New

public management mainly deals with the evaluation of outcomes arising from hybridization of public institutions through commercialization of certain activities or partial privatization of public bodies (Kinder, 2012), whereas the focus of hybrid impact is on analyzing the social and environmental effects of hybrid organizations in a more general sense (Kinder, 2012). As a distinct category, they also evaluated the difficulties of governing hybrid organizations incorporated as a result of public-private partnerships (Saz-Carranza & Longo, 2012). Lastly, the paradox theory deals mainly with the complexities involving the introduction of success metrics and practices used for evaluating hybrid organizations' success depending on the referent in question when goals of different stakeholder groups conflict with one another (Saz-Carranza & Longo, 2012).

What the majority of preceding research has in common is that the core focus is mainly on analyzing, chiefly through qualitative methods, the effects of hybridity on governance, corporatization, and the impact of hybrid organizations, whereas a quantitative approach can be traced to less than fifteen percent of existing research (Doherty et al., 2014). This study aims to quantify the perception of legitimacy and purchase intention hybrid organizations enjoy, specifically in terms of political preferences of different consumer groups, thereby providing new insight from a consumer behavior point of view.

Furthermore, this study provides additional information for marketing managers of hybrid organizations, as the findings could indicate whether segmentation, targeting, and positioning can be tailored to consumer groups based on their political leanings. Furthermore, the undertaken research provides insight into the relationship between legitimacy and purchase intention specifically for hybrid organizations and analyzes the causes and effects of the proposed dynamic.

1.4 Research methods

The principal method of primary data collection was conducted through the creation and distribution of an online questionnaire. This method provides an effective approach for data collection that has a high response rate, where the data is gathered quite promptly. One of the main benefits of such a procedure is the consideration of anonymity, a key factor relevant for reducing social desirability bias (Fisher, 1993).

The scope of the dissertation focuses on the behavior of present-day customers of various demographic backgrounds with divergent political views. To obtain the data, a non-probability convenience sampling method was employed, a practice that is commonly found in the field of consumer research (Albaum & Peterson, 1984). The items assessed with the questionnaire were then structured into various constructs based on previous research carried out in the field of consumer behavior, employing the theory of planned behavior framework as proposed by Ajzen (1991). To analyze the relationships among these latent variables, the approach of structural equation modeling was employed following statistical guidelines for studies of the theory of planned behavior recommended by Hankins et al. (2000).

To study the impact of political preferences on hybrid organizations' perceived legitimacy and purchase intention, statistical software R with library for latent variable analysis lavaan version 0.6-8 was employed. This included a conceptualization of the proposed model, involved testing the model as a whole for goodness and badness of model fit, and incorporated the calculations for inferential statistics as suggested by Gefen et al. (2000).

2 Literature Review

2.1 Hybrid organizations

A hybrid organization can generally be described as an organization that is focused on solving a particular social or environmental problem using market-based approaches to generate revenue through their business or businesslike activities, where the cash flow procured from these activities is aimed at producing conditions leading to the self-sufficiency and long-term survival of the enterprise or organization (Haigh et al., 2015). Organizations operating in dynamic environments may be subjected to multiple systemic logics that govern what constitutes legitimate conduct and provide a consistent view of the acceptable objectives and means for achieving these aims over long periods (Thornton & Ocasio, 2008). As a result, such hybrid organizations which implement elements determined by different logics are at least partially appropriate to a broader set of stakeholders and are more likely to emerge and do well in dynamic settings (Greenwood et al., 2011).

However, an important characteristic present in a multitude of hybrid organizations is that they are not always consistent in the pursuit of previously established institutional logics (Greenwood et al., 2011). Increasing incompatibility between logics may thus give rise to a greater set of challenges (Smith et al., 2012). Stakeholder coalitions are likely to have conflicts of interest; for example, consumers engaging in the purchase of products or services from a hybrid organization are likely following either a social or environmental logic, whereas shareholders are more likely to follow the economic logic, thereby widening the structural dispute (Glynn et al., 2000). Balancing such issues is of paramount importance, as the organization could jeopardize its legitimacy status among a certain group of stakeholders (Pache & Santos, 2010).

Particularly, consumer interest in ethically marketed products has grown considerably in the past decade. Ethically marketed consumer products have especially seen significant proliferation in the United States, with an observable top-line growth across a variety of categories. In some instances, such as the overall consumer packaged goods sector, this has accounted for up to half of the growth of the entire sector (Kronthal-Sacco et al., 2020). Accompanying the growing consumer interest, legislation, particularly in the United States, has seen the emergence of a regulatory framework through which hybrid organizations can

incorporate through various legal forms, such as a benefit corporation, L3C, or flexible purpose corporation (Rawhouser et al., 2015). There has also been a rise of independent organizations providing certifications to companies guided by multiple institutional logics, most notably B Corporation certification (Gehman & Grimes, 2017). The number of companies obtaining a Certified B status has grown considerably in recent years, with over two thousand companies in over a hundred industries having received the certification (Gazzola et al., 2019).

2.2 Legitimacy

In the field of market research, legitimacy generally refers to the notion that an organization's activities conform to a socially constructed arrangement of values, norms, and belief systems (Suchman, 1995). As this definition covers a wide range of issues, the concept can be further refined into three distinguishing categories. Pragmatic legitimacy covers an organization's exchanges with its immediate stakeholders and is, as such, evaluated based on the value it provides through the formed relationships (Suchman, 1995). Moral legitimacy, also referred to as normative legitimacy, posits that organizational behavior may be viewed as ethical when a company or institution acts in accordance with desirable or acceptable norms of its business environment (Suchman, 1995). Cognitive legitimacy proposes that an organization's behavior may be viewed as legitimate should the pursuit of its objects be seen as appropriate and in line with expected business practices (Suchman, 1995).

In combination, pragmatic legitimacy, normative legitimacy, and cognitive legitimacy structure organizational legitimacy (Deephouse & Carter, 2005). Depending on the goals of each study, previous research has relied on various sources of legitimacy, including media accounts (Bansal & Clelland, 2004), credential associations (Ruef & Scott, 1998), and the general public (Massey, 2001).

Conflicting logics within hybrid organizations are not only relevant for the business strategy of the firm but also represent a major factor for stakeholder communication. Simultaneously following social and economic goals consequently requires different levels of management to frequently iterate on company identity (Tracey & Philips, 2007). Difficulties in conveying the message of balancing organizational objectives may lead to a fragmentation of stakeholder groups, which could result in internal conflict within the company (Battilana & Dorado, 2010).

Empirical examination indicates that companies spanning multiple market categories, on average, achieve worse social evaluations and are less attractive to customers than companies operating within one strictly defined classification (Hannan, 2010). In contrast, producers specializing in a single category are able to go to a greater extent in forming and conveying their identity to their respective audiences (Hsu et al., 2009).

In addition to encountering difficulties in achieving category fit, hybrid organizations may face added stress from overdiversifying their resources when simultaneously pursuing multiple objectives (Hannan, 2010). The ability to specialize within only one category can not only streamline marketing efforts but also simplifies the utilization of category-specific key performance indicators and standards (Hsu et al., 2009). In contrast, hybrid organizations must tailor their messaging to broader audiences, which may result in sending signals of lower relevance, subsequently rendering their targeted advertising efforts less successful (Hsu et al., 2009). It is possible to observe how such categorical ambivalence is reflected in the share price, where companies engaging in multiple categories receive increased amounts of negative sentiment among analysts covering the stock (Zuckerman, 1999).

Nevertheless, more recent studies suggest that companies engaged in more than one category may be able to use that to their advantage. It is possible to observe the funding interests among venture capital funds, where the company's ability to serve a wide consumer base and pivot quickly as dictated by market terms is highly valued (Kennedy & Lounsbury, 2010). Moreover, the desirability of an organization's products may also depend on the types of customers it serves. That is, audiences striving to satisfy more than one goal at a time might be more likely to seek products and services from companies spanning multiple categories, as such companies are able to deliver on multiple objectives at the same time (Hsu et al., 2009). As a result, the markets are able to create novel ad hoc categories such as seeking technological advancement while improving the prospects of society (Kennedy & Lounsbury, 2010). A relevant example of such an occurrence is companies leveraging their marketing resources in multiple fields, such as the manufacture of zero-emission products, thus being able to build their corporate identity as both an environmentally conscious company and an effective producer of goods (Scott & Lane, 2000).

2.3 Political preferences

When observing the successful integration of hybrid organizations in a society, it is important to note how the interactions of market forces and political participation help shape the provision of products and services from purpose-oriented organizations with a commercial activity (Evers, 2005). Several authors have identified consumption as an important factor of composition and communication of personal identity (Bauman, 1988; Crockett & Wallendorf, 2005; Sun et al., 2014).

Political psychology research aimed at understanding consumer behavior, more specifically the response to advertising stimuli, indicates that there exist palpable circumstances for ideological product market segmentation (Larsen et al., 1996). The foundations for this can be traced to differences in personality traits, cognitive processing of information, and values held by adherents of each political option. The conventional economic interpretation of purchasing behavior, whereby utility is gained through consumption of a product, can be further supplemented by analyzing the effect of aligning buying preferences with those of societal norms and behavioral expectations (Akerlof & Kranton, 2000). The purchase of goods associated with ethical causes can involve an identification component for certain groups of consumers, through which an individual associates their identity with the preferred social image of the desired behavior (Davis, 2007). Acting in accordance with one's personal and social norms may help improve one's self-perception, whereas the lack of ability to comply may bring disutility to the consumer through a worsening social image of the self (Andorfer & Liebe, 2013).

Differences in norms can also be observed through policy support such as with environmentally friendly initiatives, with liberal-leaning individuals being more likely to demonstrate support for such proposals, whereas conservative-leaning persons might be dismayed by the same programs (Gromet et al., 2013; Jacquet et al., 2014). The contrast is not only present when it comes to policy support, but it also translates into divergence in consumer behavior, where conservative and conservative-leaning buyers are more inclined to purchase traditional luxury goods, while liberal consumers display more interest in sustainable products (Maxwell-Smith et al., 2016; Ordabayeva & Fernandes, 2018). Similarly, research based on mutual fund managers' political donations indicates that backers of Democratic campaigns hold smaller positions in companies deemed to be engaged in corporate social irresponsibility, although the

same does not hold for their counterparts backing Republican campaigns (Hong & Kostovetsky, 2012).

The wide spectrum of details involved in making a purchase and a host of social and personal norms produces dynamic decision-making mechanisms for consumers whose ethical inclinations prompt them to consider factors other than economic in their purchasing behavior (Freestone & McGoldrick, 2007). Research also suggests that, on average, liberal-leaning individuals are more likely to cite political reasons as a more pronounced driver of their past and future purchasing behavior than conservative-leaning consumers, where the same holds true for consumers from both the United States and the European Union (Jost et al., 2017; Jung et al., 2017).

2.4 Theory of planned behavior and purchase intention

Researchers often employ the theory of reasoned action and its successor, the theory of planned behavior, to study consumer behavior, which have often been demonstrated to be good predictors of actual behavior and have, thus, enjoyed extensive adoption in the academic literature (Sutton, 1998). The former introduced the notion that behavioral intentions and the ensuing behavior are predicated on two key factors, namely the attitude toward behavior and the person's perceived subjective norms. To determine the effect of attitude toward behavior, the theory of reasoned action examines behavioral beliefs, constructed from an evaluation of the robustness of the strength belief strength and the evaluated outcome (Fishbein & Ajzen, 1975).

Forming the attitude is thus reliant on an individual's expected positive or negative outcome resulting from partaking in the behavior. Additionally, shaping the attitude is also dependent on the probability of perceived consequences of the behavior, in fact, occurring. A favorable outcome with a high perceived likelihood of materializing is, therefore, likely to increase the prospect of a person developing a positive attitude toward performing the behavior (Ajzen, 1991). Exemplification of attitude's effect on behavior has been documented in literature analyzing pro-environmental behavior, where a positive attitude toward green means of transportation is the principal predictor of whether a person decides to use park and ride facilities or drive a personal vehicle to their final destination (De Groot & Steg, 2007) and

whether people adopt battery electric vehicles in place of those with internal combustion engines (Haustein & Jensen, 2018).

To better describe the intention to engage in a behavior, the theory of reasoned action also includes subjective norms as the model's other key component. Subjective norms are generally described as the inference of an individual's perceived social pressure (Ajzen, 2002) and are a composite of normative descriptive and normative injunctive beliefs (De Leeuw et al., 2015). Descriptive norms can generally be thought of as the behavior that individuals recognize to be prevalent among their peers in a given situation. Previous research into the topic has demonstrated that awareness of the descriptive norms of the group shapes future behavior, especially when that behavior is thought to deviate from the established norm (Cialdini & Goldstein, 2004). This is especially notable when it comes to pro-environmental purchasing habits, where consumers who are presented with descriptive norms, such as the proportion of other consumers who buy at least one item that was sustainably produced, increases the likelihood that the given consumer will purchase the environmentally sourced product themselves (Demarque et al., 2015). Similar to descriptive norms, when structuring decisions, individuals' actions are also influenced by injunctive norms. These do not refer to what persons perceive to be the prevailing behavior but are instead usually classified based on what individuals understand to be the desired behavior in a particular situation (Eriksson et al., 2015).

Following the introduction of the theory of reasoned action, several meta-analyses have been performed to appraise its predictive usefulness. Overall, various authors have found the model's incorporation of attitude and subjective norms to be a good predictor of behavioral intent (Sheppard et al., 1988; Hausenblas et al., 1997; Cooke & French, 2008). This notwithstanding, the model faces limitations in terms of the intention-behavior gap (Ajzen, 1991). Noting that an individual may face situational difficulties when trying to realize their intent, the model has been extended to include perceived behavioral control, a key differentiating factor between the theory of reasoned action and the theory of planned behavior. Whether a person believes they possess volitional control depends on a variety of factors, including but not limited to sufficient opportunities, time, and resources to act upon the behavioral intent (Ajzen, 1991).

Owing to the theory of planned behavior model's flexibility for extensions and its overall versatility, it has been employed numerous times to study a wide range of behaviors, including research in the field of consumer behavior. Previous research, especially in the area of ethical

consumption, has employed the theory's methodology to study purchase intention in, for example, green product consumption (Maichum et al., 2016; Patel et al., 2017). Authors have found that extending the model improves its predictive power when compared with only using the original model's three explanatory variables of attitude, norms, and perceived behavior control. In addition to extensions of the model, numerous authors within the field of consumer behavior have employed purchase intention as the final endogenous variable instead of the observed behavior (Kim & Chung, 2011; Maichum et al., 2016; Hsu et al., 2017). Similarly, research in the domain of pro-social consumer behavior has also used the theory of planned behavior, such as research evaluating purchase intentions based on fair-trade-labeled products (Beldad & Hegner, 2018) and cruelty-free-designated products (Brandão & Gonçalves da Costa, 2021; Grappe et al., 2021).

Based on the presented information, the following hypotheses are proposed:

H_1: Purchase intention is influenced by attitude towards behavior

H_2: Purchase intention is influenced by subjective norm

H_3: Purchase intention is influenced by perceived behavioral control

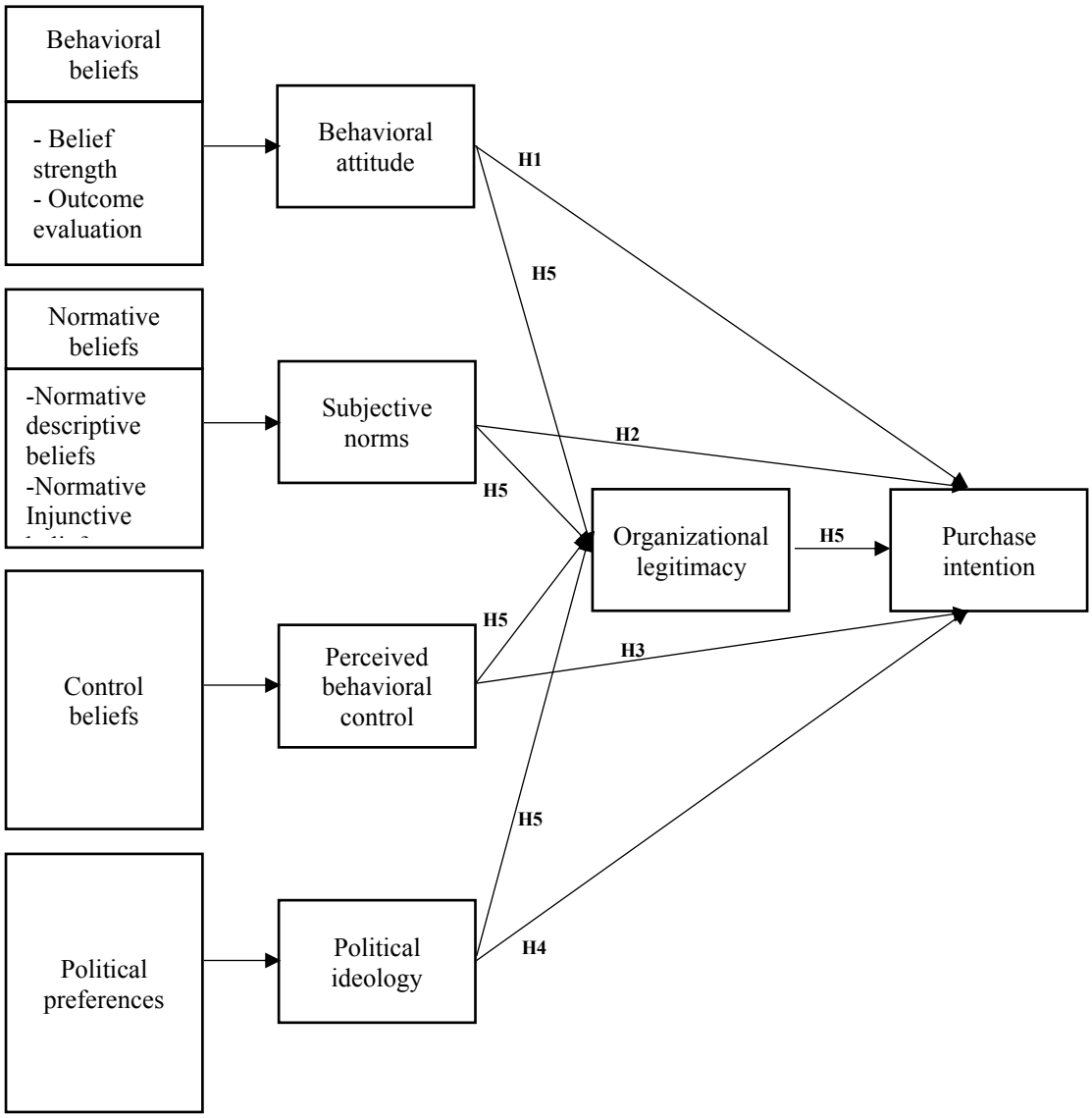
H_4: Purchase intention is influenced by political orientation

H_5: Perceived organizational legitimacy mediates the relationship between purchase intention and attitude towards behavior, subjective norms, perceived behavioral control, and political orientation

2.5 Conceptual model

Building on the literature review and the introduced hypotheses, the following extended theory of planned behavior framework is proposed.

Figure 1: Conceptual model



3 Methodology

The following section describes the approach used to study the proposed research questions, hypotheses, and conceptual model as put forward in the previous chapter. This includes a comprehensive overview of the study design, sampling procedure, measures used, and data collection methods.

3.1 Main research approach

The aim of this study was to research how political orientation affects the perceived legitimacy of hybrid organizations and how the perceived legitimacy of hybrid organizations affects purchase intentions. For that reason, several constructs were structured on the foundation of the proposed conceptual model that was based on previous research, primarily employing the theory of planned behavior (Ajzen, 1991). Primary data was then collected through the construction and distribution of an online questionnaire using SurveyMonkey's platform. This kind of online method provides an effective venue for data collection that is convenient and intuitive but also provides the added benefits of high response rates and the associated low costs for administration (Coppock & McClellan, 2019). Additionally, an online questionnaire has the advantage of anonymity, a factor that is important in the consideration of reducing the probability of social desirability bias (Fisher, 1993).

After the data was collected, first, the appropriateness of the proposed constructs was examined via tests for construct reliability and validity following Hankins et al. (2000). Cronbach's alpha, composite reliability scores, and factor loadings were examined to check for internal consistency for all underlying items. Construct validity was appraised by inspecting the measures for convergent and discriminant validity with average variance extracted and the comparison of its square root values to correlations among each of the latent variables as recommended by Segars (1997). Following this, the data was investigated for model fit, with measures for goodness and badness of model fit based on Gefen et al. (2000). Measures for goodness of fit were evaluated by computing values for the Tucker–Lewis index and comparative fit index, while the measures for badness of fit were assessed by the obtained values for root mean square error of approximation (RMSEA) and standardized root mean square residual (SRMR).

This was followed by the data analysis. First, a series of t-tests and one-way ANOVA tests were performed to estimate whether there were significant deviations among means of different groups based on demographic information. Following this, a series of regressions were performed to check whether there was sufficient evidence to support mediation within the proposed model with the variable legitimacy as the mediator. Lastly, to test the introduced hypotheses, we evaluated the relationships among the model's exogenous and endogenous variables, including the impact of the direct and indirect effects of mediation.

To employ structural equation modeling methods as recommended by Gefen et al. (2000), the study utilized statistical software R with latent variable analysis library lavaan, version 0.6-8 (Rosseel, 2012), while the descriptive statistics were obtained using Microsoft Excel.

3.2 Pretest

To determine the appropriateness of the questionnaire, a pretest utilizing a convenience sampling method was employed using SurveyMonkey Audience. The results were collected on the 31st of August and the 1st of September 2021. The respondents were first provided with the full version of the survey and were then prompted to indicate whether they had any uncertainties regarding the definition of hybrid organizations or difficulty comprehending any of the questions, with the questions being assessed on a 7-point scale. Additionally, the respondents were asked whether they found any of the questions to be too sensitive or whether the questions were structured in a way that may bias their responses. Lastly, there was an option of submitting their own comments. The pretest was conducted among fifty respondents from the general United States population, who, on average, took six minutes and nineteen seconds to respond. Respondents generally indicated that they found the definition of hybrid organizations to be largely comprehensible ($M = 5.52$, $SD = 1.20$) and similarly found the questions to be mostly clear ($M = 5.64$, $SD = 1.39$). An examination of open-ended responses revealed that two respondents found at least one question to be too sensitive, but did not specify which, and one respondent indicated that they felt the survey to be too political, which they felt might bias their responses. The remainder of the respondents indicated that they found no difficulties with the questionnaire.

3.3 Data collection and sampling

To collect the data, a non-probability convenience sampling method was utilized. Such a practice is often present in business research and is considered to be appropriate given the absence of any unknown confounding factors (Calder et al., 1982). The questionnaire was distributed using SurveyMonkey Audience and was accessible between the 1st and 2nd of September 2021. The respondents were adult persons residing in the United States enrolled through one of the SurveyMonkey plans. The questionnaire began with the collection of respondents' background information, such as their gender, age, highest level of attained education, and average annual income, which was then followed by questions aimed at gathering information relating to the major constructs of this study.

3.4 Measures

To test the introduced hypotheses as suggested in the conceptual framework, the study drew on previous work carried out by researchers employing the theory of planned behavior to structure the main constructs (see **Appendix A**). Political orientation was measured using a single-item 7-point Likert scale ranging from "very liberal" to "very conservative" based on Cavazza & Mucchi-Faina, (2008) and was the only single-item scale in this study.

Attitude toward behavior was constructed using a two-item scale stemming from the measured behavioral beliefs of outcome evaluation and the strength of those beliefs, as suggested by Fishbein & Ajzen (1975). The questions referred to the belief that an individual has the ability to influence a social or an environmental cause through the purchases they make in the context of hybrid organizations and were based on research by De Leeuw et al. (2015). The questions were assessed on a 7-point Likert scale ranging from "very unlikely" to "very likely."

Subjective norms were constructed using a two-item scale from the evaluation of normative descriptive and injunctive beliefs as also presented by Fishbein & Ajzen (1975). The inquiries were made with regard to the opinion that others with similar political leanings have similar buying habits as they do and whether they would approve of their purchasing choices. The questions were assessed on a 7-point Likert scale ranging from "completely disagree" to "completely agree" and were also based on De Leeuw et al. (2015), where the referent group was adapted to reflect the political context of this study.

Perceived behavioral control was constructed using a three-item scale to measure control beliefs as described by Ajzen (1991). The questions were evaluated on a 7-point Likert scale ranging from “completely disagree” to “completely agree” with respect to having sufficient resources, time, and opportunities to purchase products from hybrid organizations and were modeled after Chen & Tung (2014).

Perceived organizational legitimacy was constructed using a five-item scale modified from Chung et al. (2015). The questions prompted respondents to assess their opinion of hybrid organizations, along with the extent to which they believed hybrid organizations followed government regulations and fulfilled a social or environmental mission. The questions were evaluated on a 7-point Likert scale ranging from “completely disagree” to “completely agree.”

Purchase intention was constructed using a three-item scale adapted from Kim et al., (2013). The questions were assessed on a 7-point Likert scale ranging from “completely disagree” to “completely agree” and referred to the likelihood of making a purchase from hybrid organizations for personal use, preparedness to purchase their products when presented with the chance to do so, and readiness to make an effort to purchase products from hybrid organizations.

4 Data Analysis and Results

4.1 Structural equation modelling

Following the bulk of research employing the theory of planned behavior, the present study utilizes structural equation modeling to test the relationships among the model's variables and proposed hypotheses. To create a complete model, the author, based on the theoretical foundations of the research in question, established a measurement and structural model. The former was used to specify the theoretical model of exogenous and endogenous variables, where latent variables could be defined through organizing groups of multiple observed variables or of other latent variables. The measurement model was then used to evaluate the associations among the constructs, where factor analysis was applied to examine the extent to which the observed variables loaded onto their respective latent variable (Gefen et al., 2000).

Using structural equation modeling in favor of linear regression has multiple benefits for a comprehensive analysis of complex models, the chief of which being the ability to research multiple path relationships concurrently (Segars, 1997). An additional benefit of structural equation modeling is the fact that it makes explicit the implied presumption of unidimensionality (Hankins et. al, 2000). Whereas the early theories of reasoned action and planned behavior proposed a methodology by which each construct of attitude, norms, and perceived behavioral control is calculated through the summation of underlying questionnaire items, subsequent research by indicates that such an approach has notable drawbacks, such as the oft present inadequacy of construct validity and poor predictive power (Hankins et al., 2000).

Employing structural equation modeling instead, however, solves these issues through the construction of latent variables from observed responses, which are then, in due course, examined for convergent and discriminant validity and can be supplemented with other measures of construct reliability and construct validity (Segars, 1997). In addition to an individual assessment of each item, structural equation modeling provides an extensive set of tools for the evaluation of the model as a whole with various measures of goodness and badness of model fit (Gefen et al., 2000).

4.2 Descriptive statistics

In total, the survey received 238 responses, of which 28 were not fully complete, and a further 6 were removed due to respondents providing inaccurate information, such as responding with values of 1 to all the questions while taking less than a minute to complete the questionnaire. Thus, the remaining 204 responses were used for this study, as depicted in **Table 1**.

Table 1: Demographic data

	Demographics	n = 204	
Gender	Male	89	44%
	Female	115	56%
Age	18-24	29	14%
	25 to 34	42	21%
	35 to 44	37	18%
	45 to 54	46	23%
	55 to 64	24	12%
	65 to 74	20	10%
	75 or older	6	3%
Level of education	Less than high school	5	2%
	Graduated from high school	35	17%
	Some college	79	39%
	Graduated from college	54	26%
	Completed graduate school	31	15%
Gross annual income	$0-$19,999	38	19%
	$20,000 - $39,999	52	25%
	$40,000 - $59,999	40	20%
	$60,000 - $79,999	30	15%
	$80,000 - $99,999	20	10%
	$100,000 or More	24	12%

Of the 204 respondents, 115 were women and 89 men. On average, respondents belonged to the age group 35–44 and took 6 minutes and 11 seconds to complete the study. Additionally, a typical respondent belonged to the $40,000–$59,999 income group and attained an education of some years of college. On a 7-point Likert scale of political orientation, with 1 representing the most liberal and 7 representing the most conservative, the respondents scored, on average,

3.88, thus being quite close to the center, with a standard deviation of 1.70. A t-test was performed to check whether this was statistically significantly different from 4, which returned a p-value of 0.326, indicating that the null hypothesis of the two means being equal cannot be rejected. Respondents indicated an indifferent attitude toward the outcome of their purchases (M = 4.489, SD = 1.359), a medium amount of perceived pressure to comply with social norms (M = 4.510, SD = 1.339), and a tepid ability to find and purchase products from hybrid organizations (M = 4.993, SD = 1.418). Additionally, respondents indicated a medium degree of perceived organizational legitimacy (M = 4.539, SD = 1.204) and a medium intention to purchase products from hybrid organizations (M = 4.624, SD = 1.324).

4.3 Measures of construct reliability, validity, and model fit

To analyze composite variables' internal consistency of attitude, subjective norms, perceived behavioral control, and organizational legitimacy, Cronbach's alpha was employed to indicate the extent to which elements within a construct were connected, whereby convention figures above 0.6 represent acceptable levels of reliability (Nunnaly & Bernstein, 1994). In addition, the factor loading values were observed to indicate the degree of correlation present between a factor variable and each of its items, where a threshold of 0.4 has been proposed as acceptable, with indicators not meeting the cutoff criteria being suggested for deletion (Hair et al., 1998). In addition to Cronbach’s alpha, composite reliability scores were computed from standardized factor loading values to check for the constructs’ internal reliability, with scores exceeding the conventionally used cutoff point of 0.7 being recognized as having sufficient construct reliability (Hu & Bentler, 1999).

Table 2: Constructs and indicators

Construct	Item	Loadings (> 0.4)	Alpha (> 0.6)	CR (> 0.7)	AVE (> 0.5)
Attitude	Att1	0.690	0.728	0.742	0.572
	Att2	0.843			
Perceived behavioral control	PBC1	0.679	0.791	0.802	0.574
	PBC2	0.888			
	PBC3	0.699			
Subjective norm	SubN1	0.746	0.762	0.764	0.619
	SubN2	0.825			
Legitimacy	Leg1	0.810	0.899	0.901	0.644
	Leg2	0.738			
	Leg3	0.863			
	Leg4	0.831			
	Leg5	0.777			
Purchase intention	Intent1	0.875	0.911	0.912	0.775
	Intent2	0.897			
	Intent3	0.871			

The results obtained from computing various measures of construct reliability displayed in **Table 2** indicate an acceptable level of fit for each of the constructs. Factor loadings for each of the items for all constructs exceeded the recommended cutoff point of 0.4 (range of values from 0.679 to 0.897). The values obtained for Cronbach's alpha also suggest a sufficient level of reliability, with values for all constructs being greater than the threshold of 0.6 (range of values from 0.728 to 0.911). Similarly, each of the constructs' composite reliability scores was greater than the suggested cutoff value of 0.7 (range of values 0.743 to 0.912). As all the constructs met the previously noted cutoff conventions, the constructs met the criteria for internal consistency.

Whereas the estimators for construct reliability provide information on the consistency of the constructs' measures, they are not as instructive in explaining the validity or accuracy of the construct itself (Segars, 1997). To check for construct validity, the levels of convergent and discriminant validity were examined. The former concept relates to the degree that conceptually interconnected items were, in fact, affiliated with one another for all category types. To probe for convergent validity, the obtained values for the average variance extracted were observed, thus examining the relationship between the constructs' captured variance and the variance stemming from measurement error (Fornell & Larcker, 1981), where values above a threshold

of 0.5 are generally thought of as being indicative of sufficient convergent validity (Segars, 1997).

Correspondingly, the approach of discriminant validity was applied to analyze the degree that conceptually dissociated variables were, in fact, dissociated from one another. Should the square root of each construct's average variance extracted be greater than the correlations among other latent variables, then the stipulation of discriminant validity was met (Zaiţ & Bertea, 2011). Combined, the conditions of both concepts needed to be met for the model to have construct validity (Gefen et al., 2000).

Table 3: Latent variables correlation matrix

Correlation Matrix						
	Att	PBC	SubNrms	Leg	Intent	Pol
Att	*0,757*					
PBC	0.506	*0,758*				
SubNorms	0.744	0.542	*0,787*			
Leg	0.000	0.000	0.000	*0,803*		
Intent	0.000	0.000	0.000	0.000	*0,881*	
Pol	-0.242	0.009	-0.082	0.000	0.000	1

Note: Italicized diagonal values represent the square root of average variance extracted for each of the constructs

Values obtained for average variance extracted provided in **Table 2** suggest that all constructs met the 0.5 threshold for convergent validity (range of values from 0.573 to 0.775). The square roots of average variance extracted were computed and compared against correlations between each of the constructs, where none of the correlations exceeded the square root values of average variance extracted, thus meeting the criterion for discriminant validity as illustrated in **Table 3**. The model's latent variables thus appear to have construct validity, with both prerequisites of convergent and discriminant validity being met.

To analyze whether there were differences with respect to purchase intentions among respondents' groups, a series of t-tests and one-way ANOVA tests were performed. The item with the highest factor loading score was selected to compute the mean values for the purchase intention construct.

Table 4: t-test and ANOVA results for various groups' purchase intention

Groups		*Average*	*t*	*t crit*	*P-value*
Female		4.652	-0.685	1.973	0.494
Male		4.784			
			F	*F crit*	*P-value*
Age	18-24	4.345	1.314	2.145	0.252
	25 to 34	4.952			
	35 to 44	4.378			
	45 to 54	4.348			
	55 to 64	4.500			
	65 to 74	4.950			
	75 or older	4.500			
Education	Less than high school	3.600	1.531	2.417	0.195
	High school	4.429			
	Some college	4.456			
	College	4.667			
	Graduate school	4.935			
Income	$0-$19,999	4.211	1.426	2.260	0.216
	$20,000 - $39,999	4.769			
	$40,000 - $59,999	4.750			
	$60,000 - $79,999	4.733			
	$80,000 - $99,999	4.150			
	$100,000 or More	4.458			
Political orientation	1	5.333	3.156	2.145	0.006
	2	5.267			
	3	4.474			
	4	4.235			
	5	4.375			
	6	4.231			
	7	4.727			

Note: Political orientation: 1 = Most liberal, 7=Most conservative

As presented in **Table 4**, the null hypothesis of the means being equal among genders in regard to purchasing products and services from hybrid organizations could not be rejected (M_{Female} = 4.652, M_{Male} = 4.784, p-value = 0.494). Similarly, the null hypothesis of the means between various age groups being equal could not be rejected (one-way ANOVA, p-value = 0.2524). A comparable outcome could be observed for the respondents' obtained education (one-way ANOVA, p-value = 0.195) and income levels (one-way ANOVA, p-value = 0.216).

The purchase intentions among different political orientations, however, did differ (one-way ANOVA, p-value = 0.006). Notably, while there did appear to be a progressively lower intent to purchase products from hybrid organizations when moving from most liberal ($M_1 = 5.333$, $SD_1 = 1.049$) to more conservative ($M_6 = 4.231$, $SD_6 = 1.481$), this effect reversed for the most conservative group ($M_7 = 4.727$, $SD_7 = 1.241$), which represented the third highest purchase intention among all groups.

4.4 Mediation analysis

As suggested by the conceptual model, variable legitimacy is proposed as a mediator variable between the independent variables and the dependent variable of purchase intention. The goal of mediation is to help in understanding the relationship between explanatory and outcome variables through the addition of a third variable that helps explain the causal pathway (Judd & Kenny, 1981). To determine the appropriateness of introducing a mediator within the model, the Baron & Kenny (1986) method was employed. This method consists of a system with three consecutive regressions, where the process of mediation is discarded should the independent and mediation variables fail to predict the dependent variable with statistical significance.

The first regression examined how the independent variable affected the dependent variable directly. In the situation in which the estimator value was statistically significant, it was followed by a second regression. The second regression examined how the independent variable affected the mediation variable. Again, if the outcome was statistically significant, it was followed by constructing the final regression. The last regression equation examined whether the mediator variable predicted the dependent variable, while controlling for the independent variable in the model. There was sufficient verification to support mediation if the values obtained for the mediation variable were statistically significant. Depending on the extent of the relationship between the dependent and independent variable that the mediation variable accounts for, there could be either partial or total mediation. Total mediation occurs when the predictor variable ceases to influence the outcome variable, whereas partial mediation occurs when the size of the direct effect is merely reduced (Baron & Kenny, 1986).

To test the conceptual model where legitimacy represents the mediating factor between the exogenous variables of attitude, subjective norms, perceived behavioral control, and political

orientation, and the dependent variable purchase intention, the purchase intention variable was regressed on the set of independent variables to examine how each of them predicted purchase intention.

Table 5: Basic model

Regression:						
	Estimate	Std.Err	z-value	P(>|z|)	Std.lv	Std.all
Intent~						
Att	0.845	0.177	4.788	0.000	0.745	0.745
PBC	0.046	0.091	0.506	0.613	0.039	0.039
SubNorms	0.113	0.157	0.721	0.471	0.096	0.096
Pol	0.006	0.042	0.141	0.888	0.008	0.008

Note: Intent = Purchase intention, Att = Attitude towards behavior, PBC = Perceived behavioral control, SubNorms = Subjective Norms, Pol = Political orientation

As illustrated in **Table 5**, the explanatory variables of perceived behavioral control, subjective norms, and political orientation returned values that were not statistically significant, with p-values above 0.05 (range of p-values from 0.471 to 0.888). In contrast, the variable of attitude produced a result that was highly statistically significant, with $p < 0.001$, and values of both unstandardized and standardized coefficients were notably higher than for other predictor variables ($ß_1 = 0.845$, $ß_1* = 0.745$). Because attitude had a much more profound effect on purchase intention, it was selected to be examined individually as a predictor of purchase intention, with legitimacy as the proposed mediator.

Table 6: Check for mediation

Mediation regressions						
	Estimate	Std.Err	z-value	P(>|z|)	Std.lv	Std.all
Intent ~						
Att	0.985	0.105	9.361	0.000	0.853	0.853
Leg ~						
Att	0.829	0.091	9.100	0.000	0.880	0.880
Intent ~						
Att	0.343	0.136	2.510	0.012	0.300	0.300
Leg	0.784	0.146	5.356	0.000	0.639	0.639

Note: Intent = Purchase intention, Leg = Perceived organizational legitimacy, Att = Attitude towards behavior

As depicted in **Table 6**, a series of three successive regression equations were carried out, where both the predictor variable attitude and the suggested mediator legitimacy returned highly statistically significant results (range of p-values from 0.000 to 0.012). This supports legitimacy as the mediation variable in combination with the independent variable attitude and dependent variable purchase intention. They were therefore included in the proposed model (Baron & Kenny, 1986).

4.5 Model fit

To check whether the proposed model was appropriate, measures for goodness of fit were analyzed with the comparative fit index and the Tucker–Lewis index, with values below 0.9 indicating poor fit (Bentler, 1990). The comparative fit index is particularly useful in that it avoids the issue of underestimating the model fit when dealing with smaller sample sizes (Marsh et al., 1988). Simultaneously, observations were made with badness of fit indexes such as RMSEA, with values below 0.06 indicating a close fit (Steiger, 1990), values between 0.06 and 0.08 representing acceptable fit, and values higher than 0.08 representing bad fit (Browne & Cudeck, 1993). In addition to RMSEA, the values obtained for the SRMR were noted, where values greater than the suggested threshold of 0.1 represented a residual variance that was too large and a model that was not suitably fitted (Gefen et al., 2000).

Table 7: Goodness of fit statistics

Extended TPB Model estimations	
Test statistic	139.464
Degrees of freedom	93
P-value (Chi-square)	0.001
Comparative Fit Index (CFI)	0.977
Tucker-Lewis Index (TLI)	0.970
Root Mean Square Error of Approximation (RMSEA)	0.049
Standardized Root Mean Square Residual (SRMR)	0.042

As illustrated in **Table 7**, the model met the criteria for goodness of fit, with values of CLI and TFI both above the 0.9 threshold, and values of RMSEA and SRMR both below the 0.06 and 0.1 cutoff points, indicating good model fit. It was thus employed for further study.

4.6 Interpretation of results

To evaluate the proposed hypotheses as introduced in the conceptual model, a regression analysis that included mediation was performed. This involved computing the direct effects of explanatory variables of attitude, subjective norms, perceived behavioral control, and political orientation on the outcome variable of purchase intention. For the attitude variable, in addition to estimating the direct effects, the indirect effects were assessed to estimate the amount of mediation present in the model.

Table 8: Mediated model

Regressions:						
	Estimate	Std.Err	z-value	P(>|z|)	Std.lv	Std.all
Intent ~						
Att	0.371	0.244	1.521	0.128	0.320	0.320
PBC	-0.143	0.076	-1.869	0.062	-0.120	-0.120
SubNorms	0.050	0.119	0.421	0.674	0.042	0.042
Pol	0.011	0.032	0.342	0.732	0.016	0.016
Leg ~						
Att	0.833	0.092	9.096	0.000	0.882	0.882
Intent ~						
Leg	0.805	0.183	4.394	0.000	0.656	0.656
Indirect effect	0.670	0.156	4.288	0.000	0.579	0.579
Total effect	1.042	0.168	6.194	0.000	0.899	0.899
R-Square:	Estimate					
Leg	0.778					
Intent	0.840					

Note: Intent = Purchase intention, Leg = Perceived organizational legitimacy, Att = Attitude towards behavior, PBC = Perceived behavioral control, SubNorms = Subjective Norms, Pol = Political orientation

The results presented in **Table 8** indicate that, after accounting for mediation, the estimators for all explanatory variables became statistically non-significant (range of p-values between 0.062 and 0.732). As such, there appears to be insufficient evidence supporting the idea that purchase intention is influenced by attitude toward behavior, perceived behavioral control, subjective norms, and political orientation. This seems to contradict the results obtained in the regression equation found in **Table 5**, where the independent variable attitude was found to be a highly statistically significant predictor of purchase intention ($ß_1 = 0.845$, p-value < 0.001). However, the notably lower values of the outcome of this regression ($ß_1 = 0.371$, p-value = 0.128) are not problematic here, as they simply denote that a predictor's effect on the outcome variable was completely mediated, where the independent variable of attitude affected the dependent variable of purchase intention through a mediator.

To examine the mediator's role, how attitude affected perceived legitimacy was observed. On average, for a point increase in attitude toward behavior, symbolizing the degree to which an individual positively evaluated the outcome from interactions with hybrid organizations and the

strength of their beliefs led to an increase in the perception of hybrid organizations' legitimacy by 0.833 points. When examining the relationship between perceived legitimacy and purchase intention, a strong and positive relationship could be observed, where, on average, each point increase in the perceived legitimacy of hybrid organizations led to a 0.805 increase in the intention to purchase products and services from hybrid organizations. The Sobel test (1982) revealed that the indirect (ß = 0.670, $p < 0.001$) and total effects (ß = 1.042, $p < 0.001$) of mediation were both statistically significant, indicating that the proposed mediation was appropriate. Overall, as indicated by the coefficient of determination presented in **Table 8**, the variance present in the model's exogenous variables explained 77.8% of the variance for perceived organizational legitimacy of hybrid organizations and 84% of the variance for purchase intention.

Overall, the results indicate that the data supports hypothesis **H_1**, and partially **H_5,** but does not yield support for hypotheses **H_2**, **H_3, and H_4**, as summarized in **Table 9**.

Table 9: Outcome of testing the hypotheses

Hypothesis		Result
H1:	Purchase intention is influenced by attitude towards behavior	Supported
H2:	Purchase intention is influenced by subjective norms	Not supported
H3:	Purchase intention is influenced by perceived behavioral control	Not supported
H4:	Purchase intention is influenced by political orientation	Not supported
H5:	Perceived organizational legitimacy mediates the relationship between purchase intention, and attitude towards behavior, subjective norms, perceived behavioral control, and political orientation	Partially supported

The evidence presented throughout this study seems to support the notion that purchase intention is influenced by attitude toward behavior. Between the original exogenous variables of the theory of planned behavior, it appeared to be the strongest predictor of purchase intention, as indicated by the multiple regression without the mediator in **Table 5**, and had a significant total effect on purchase intention conjoined with the mediator, as indicated in **Table 9.** The study, however, did not find sufficient support for the premise that subjective norms, perceived behavioral control, and political orientation affect purchase intention. This was also true when the mediator was introduced in the model, where the significance level improved the most for the variable perceived behavioral control but still not to the $p < 0.05$ level. Lastly, partial support was found for the idea that legitimacy mediates the relationship between the model's exogenous

variables and purchase intention, as explained in **Section 4.4**. Support was found for the idea that legitimacy mediates the relationship between attitude toward behavior and purchase intention, as shown in Sections 4.4 and 4.6, with statistically significant results for indirect and total effects.

5 Conclusion, discussion and implications

The present study was conducted primarily to answer two questions. First, what is the relationship between political orientation and consumers' intended marketplace behavior with respect to hybrid organizations? Second, what is the relationship between purchase intention and perceiving hybrid organizations as legitimate structures? To answer these two questions, the framework of the theory of planned behavior as presented by Ajzen (1991) was employed. Therein, a causal pathway model was constructed where attitude toward behavior, perceived behavioral control, and subjective norms influenced the intended behavior. The framework was adopted based on its widespread use in consumer behavior research, with enough flexibility in the model to adapt it to the needs of this study. As such, the model was extended by including political preferences as a predictor variable and proposed that perceived legitimacy be the mediating variable between the explanatory variables and purchase intention. To answer the aforementioned questions, structural equation modeling for the theory of planned behavior as recommended by Hankins et al. (2000) was employed.

According to the data analysis, despite the literature suggesting a strong association between political orientation and consumer behavior, the evidence collected throughout this research provides insufficient support for the idea that political orientation affects how consumers shape their intentions to purchase products from hybrid organizations. Not only was the relationship non-significant, but political preferences were shown to have the smallest impact on purchase intention between all explanatory variables based on beta weight. This could indicate that, on average, consumers do not express their worldviews through marketplace interactions with hybrid organizations. Correspondingly, the evidence does not support the idea that purchase intention is influenced by subjective norms, which represent the extent of social pressure an individual feels to comply with the norms of a group of referents—in this instance, others sharing their political beliefs.

As there is insufficient evidence that political considerations play a role in purchase intentions for products from hybrid organizations, a lack of support is to be expected for the idea that consumers' purchase intentions are based on perceived social pressure from political referents. Although perceived social pressure as expressed by social norms is a key component of the theory of planned behavior model, it can have a non-significant effect on the outcome variable depending on who is the referent in question (Trafimow & Finlay, 1996).

In addition to the explanatory variables of political orientation and subjective norms having a non-significant effect on purchase intention, there is also a lack of evidence to support the claim that purchase intention is influenced by perceived behavioral control, denoting the degree to which an individual recognizes having the ability and the means to purchase products from hybrid organizations. This is particularly interesting, as it was expected that individuals who were presented with more opportunities and had sufficient resources, time, and access to products provided by hybrid organizations would be more likely to have the intention to also purchase their products in the future; however, the data does not support this notion.

Previous research employing the theory of planned behavior found support for the independent variable attitude toward behavior being the most significant predictor of intention to perform behavior (Sheeran et al., 1999). Similarly, the basic regression model without mediation revealed that attitude toward behavior was the most important predictor of purchase intention, with high statistical significance of the result. This is in line with expectations, as individuals who positively evaluate the outcomes from purchasing products from hybrid organizations can be expected to have stronger intentions to purchase those products. Upon observing this, attitude toward behavior was then examined as a predictor for the proposed mediation with variable perceived organizational legitimacy as the mediator. The results support for the idea that perceived organizational legitimacy is an appropriate mediator between attitude toward behavior and purchase intention, with high significance of the observed results. After perceived organizational legitimacy was controlled for, the direct effect became non-significant, while the indirect was strongly significant, thus indicating the presence of complete mediation in the model, with attitude toward behavior no longer directly affecting purchase intention.

This thesis, which employed quantitative methods to estimate the effects that the exogenous variables of the extended model of the theory of planned behavior have on intention to purchase products from hybrid organizations, contributes to the growing body of academic literature on

hybrid organizations. The study also establishes that maintaining organizational legitimacy is pivotal for the attractiveness of hybrid organizations to potential customers. While this study additionally examined the effects of political orientation on the intention to purchase products from hybrid organizations, it found no evidence to support this notion.

The present research also has several implications for marketing managers of hybrid organizations. First, it provides strong support for the claim that legitimacy influences purchase intentions. This is particularly relevant for hybrid organizations, as their business models necessarily span multiple categories, where various groups of stakeholders could have differing priorities, thus making effective communication considerably more difficult (Hannan, 2010). Marketing managers might be well advised to carefully balance the conflicting logics within the organization in a manner that does not risk the company losing organizational legitimacy among customers, as the results from this study indicate just how strong the association between purchase intention and the perception of organizational legitimacy is. Marketing managers of hybrid organizations might also be well advised to monitor general changes in attitude of its current and potential customers, either positive or negative, as this might also indirectly impact their business. Seeing as how the study did not find adequate support for market segmentation based on political affiliation, no recommendations are proposed in this regard.

6 Limitations and Recommendations for Future Research

This study has several limitations. First, it is probable that the sample of individuals responding to the survey was not representative of the population due to convenience sampling, which may also bias the results. Moreover, given that the present research dealt with the role of political orientation, it is likely that there was an element of social desirability bias (Fisher, 1993), even though the responses were collected anonymously. Additionally, it would be beneficial if the study observed real-life data on purchasing behavior instead of self-reported values, due to the likelihood of respondents providing inaccurate information. Moreover, future research could examine whether the observed effects of this study translate to different types of hybrid organizations, as it is possible that a more narrowly defined category would yield different results. The inclusion of additional factors that are deemed important for decision-making processes in regard to hybrid organizations could also yield more relevant results.

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Appendix

A. Constructs and measures

Variable		Scale	Reference
Background factors			
1. Gender Categorical variable	What gender do you identify with?	*Male / Female / Other*	Hsu, Chang, & Yansritakul, 2017).
2. Education Categorical variable	What is your highest level of attained education?	*High school or less / College / University / Graduate school*	
3. Age Discrete variable	What is your age?	*Insert age*	
4. Annual income Discrete variable	What is your annual gross income?	*Insert number in local currency*	
Political orientation			
5. Political preferences Discrete variable	How would you define your political preferences?	*7 – point Likert scale (Liberal/ Independent / Conservative)*	Cavazza & Mucchi-Faina, 2008
Behavioral beliefs			

6. Belief strength Discrete variable	My purchases have the ability to make a difference in consideration of a social or environmental cause	*7-point Likert-scale (Very unlikely/Very likely)*	De Leeuw, Valois, Ajzen & Schmidt, 2015
7. Outcome evaluation Discrete variable	Purchasing products from hybrid organizations will have a positive outcome for an environmetal or a social cause	*7-point Likert-scale (Very unlikely/Very likely)*	
Subjective norms			
8. Normative descriptive belief Discrete variable	I find it likely that majority of people with similar political leanings make comparable purchasing decisions as I do	*7-point Likert-scale (Completely disagree / Completely agree)*	De Leeuw, Valois, Ajzen & Schmidt, 2015
9. Injunctive norms	I believe that others sharing my preferred political position approve of	*7-point Likert-scale (Completely disagree / Completely agree)*	

Discrete variable	my purchasing habits		
Perceived behavioral control			
10. Control beliefs Discrete variables	To what extent do you believe you have control over your purchasing activities of hybrid organizations' products?	*7-point Likert-scale (Completely disagree / Completely agree)* • Whether or not I purchase products from hybrid organizations or not is completely up to me • I have confidence that if I desire to, I can purchase a product from hybrid organizations • I have sufficient resources, time, and opportunities to purchase products from hybrid organizations	Chen & Tung, 2014
Perceived organizational legitimacy			

11. Perceived Organizational Legitimacy Discrete variables	To what extent do you agree with the following statements regarding the role hybrid organizations play in the society?	*7-point Likert-scale (Completely disagree / Completely agree)* • I have a positive opinion of hybrid organizations • I believe that hybrid organizations follow government regulations • Hybrid organizations do a good job of following their social or environmental mission • I think that hybrid organizations are honest • I think that hybrid organizations are a necessary part of society	Chung, Berger & DeCoster, 2015
Purchase intention			
12. Purchase intention	To what extent do you agree with the following	*7-point Likert-scale (Completely disagree / Completely agree)*	Kim, Njite & Hanser, 2013

Discrete variables	statements in regard to purchasing products from hybrid organizations?	• I will purchase products from hybrid organizations for personal use • Given the chance, I am willing to purchase products from hybrid organizations for personal use • I will make an effort to purchase products from hybrid organizations in the future	

B. Questionnaire

A hybrid organization can generally be described as a for-profit organization that is focused on solving a particular social or environmental problem using market-based approaches to generate revenue through their business or business-like activities.

* 1. What is your gender? 0

- ○ Female
- ○ Male

* 2. What is your age? 0

- ○ 18 to 24
- ○ 25 to 34
- ○ 35 to 44
- ○ 45 to 54
- ○ 55 to 64
- ○ 65 to 74
- ○ 75 or older

* 3. What is the highest level of education you have completed? 0

* 4. What is your average gross personal annual income? 0

- ○ $0 - $9,999
- ○ $10,000 - $19,999
- ○ $20,000 - $29,999
- ○ $30,000 - $39,999
- ○ $40,000 - $49,999
- ○ $50,000 - $59,999
- ○ $60,000 - $69,999
- ○ $70,000 - $79,999
- ○ $80,000 - $89,999
- ○ $90,000 - $99,999
- ○ $100,000 or More

A hybrid organization can generally be described as a for-profit organization that is focused on solving a particular social or environmental problem using market-based approaches to generate revenue through their business or business-like activities. 0

* 5. How would you define your political beliefs? 0

Very liberal						Very conservative
○	○	○	○	○	○	○

* 6. How likely do you find the following statements to be true? 0

	Very unlikely						Very likely
My purchases have the ability to make a difference in consideration of a social or environmental cause	○	○	○	○	○	○	○
Purchasing products from hybrid organizations will have a positive outcome for an environmetal or a social cause	○	○	○	○	○	○	○

* 7. To what extent do you agree with the following statements? 0

	Completely disagree						Completely agree
I find it likely that majority of people with similar political leanings make comparable purchasing decisions as I do	○	○	○	○	○	○	○
I believe that others sharing my preferred political position approve of my purchasing habits	○	○	○	○	○	○	○

* 8. To what extent do you agree with the following statements? 0

	Completely disagree						Completely agree
Whether or not I purchase products from hybrid organizations or not is completely up to me	○	○	○	○	○	○	○
I have confidence that if I desire to, I can purchase a product from hybrid organizations	○	○	○	○	○	○	○
I have sufficient resources, time, and opportunities to purchase products from hybrid organizations	○	○	○	○	○	○	○

* 9. To what extent do you agree with the following statements? 0

	Completely disagree						Completely agree
I have a positive opinion of hybrid organizations	○	○	○	○	○	○	○
I believe that hybrid organizations follow government regulations	○	○	○	○	○	○	○
Hybrid organizations do a good job of following their social or environmental mission	○	○	○	○	○	○	○
I think that hybrid organizations are honest	○	○	○	○	○	○	○
I think that hybrid organizations are a necessary part of society	○	○	○	○	○	○	○

* 10. To what extent do you agree with the following statements in regard to purchasing products from hybrid organizations? 0

	Completely disagree						Completely agree
I will purchase products from hybrid organizations for personal use	○	○	○	○	○	○	○
Given the chance, I am willing to purchase products from hybrid organizations for personal use	○	○	○	○	○	○	○
I will make an effort to purchase products from hybrid organizations in the future	○	○	○	○	○	○	○

C. R and Excel outputs

t-Test: Two-Sample

	Female	*Male*
Mean	4,6521739 1	4,7840909 1
Variance	1,7902364 6	1,8953761 8
Observations	115	88
Hypothesized Mean Difference	0	
df	185	
t Stat	-0,6848269	
P(T<=t) one-tail	0,2471551 3	
t Critical one-tail	1,6531318 7	
P(T<=t) two-tail	0,4943102 7	
t Critical two-tail	1,9728699 5	

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Age1	29	126	4,345	1,948	1,396
Age2	42	208	4,952	1,266	1,125
Age3	37	162	4,378	1,908	1,381
Age4	46	200	4,348	1,876	1,370
Age5	24	108	4,500	1,913	1,383
Age6	20	99	4,950	2,050	1,432
Age7	6	27	4,500	2,700	1,643

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	14,250146 3	6	2,3750243 8	1,3141068	0,25244006	2,1448331 3
Within Groups	356,04397 1	197	1,8073298			

Total	370,294118	203				

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Ed1	5	18	3,600	0,800	0,894
Ed2	35	155	4,429	2,017	1,420
Ed3	79	352	4,456	1,892	1,376
Ed4	54	252	4,667	1,925	1,387
Ed5	31	153	4,935	1,262	1,124

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	11,056784	4	2,764196	1,531230	0,194513	2,417027
Within Groups	359,23733	199	1,805212			
Total	370,294118	203				

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Inc1	38	160	4,211	1,468	1,212
Inc2	52	248	4,769	1,632	1,277
Inc3	40	190	4,750	2,141	1,463
Inc4	30	142	4,733	1,099	1,048
Inc5	20	83	4,150	2,871	1,694
Inc6	24	107	4,458	2,172	1,474

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	12,872558 9	5	2,5745117 9	1,4261963 8	0,21633799	2,2596972 4
Within Groups	357,42155 9	198	1,8051593 9			
Total	370,29411 8	203				

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Pol1	24	128	5,333	1,101	1,049
Pol2	15	79	5,267	2,067	1,438
Pol3	38	170	4,474	1,932	1,390
Pol4	68	288	4,235	1,735	1,317
Pol5	24	105	4,375	1,462	1,209
Pol6	13	55	4,231	2,192	1,481
Pol7	22	104	4,727	1,541	1,241

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	32,1348890 8	6	5,35581484 6	3,15639840 6	0,005605062	2,14483312 7
Within Groups	334,271973 7	197	1,69681204 9			
Total	366,406862 7	203				

ANOVA Tests

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Age1	29	126	4,345	1,948	1,396
Age2	42	208	4,952	1,266	1,125
Age3	37	162	4,378	1,908	1,381
Age4	46	200	4,348	1,876	1,370
Age5	24	108	4,500	1,913	1,383
Age6	20	99	4,950	2,050	1,432
Age7	6	27	4,500	2,700	1,643

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	14,2501463	6	2,37502438	1,3141068	0,25244006	2,14483313
Within Groups	356,043971	197	1,8073298			
Total	370,294118	203				

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Ed1	5	18	3,600	0,800	0,894
Ed2	35	155	4,429	2,017	1,420
Ed3	79	352	4,456	1,892	1,376
Ed4	54	252	4,667	1,925	1,387
Ed5	31	153	4,935	1,262	1,124

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	11,0567846	4	2,76419616	1,53123015	0,19451337	2,41702757
Within Groups	359,237333	199	1,80521273			
Total	370,294118	203				

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Inc1	38	160	4,211	1,468	1,212
Inc2	52	248	4,769	1,632	1,277
Inc3	40	190	4,750	2,141	1,463
Inc4	30	142	4,733	1,099	1,048
Inc5	20	83	4,150	2,871	1,694
Inc6	24	107	4,458	2,172	1,474

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	12,8725589	5	2,574511789	1,426196383	0,21633799	2,25969724
Within Groups	357,421559	198	1,805159387			
Total	370,294118	203				

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*	*Standard deviation*
Pol1	24	128	5,333	1,101	1,049
Pol2	15	79	5,267	2,067	1,438
Pol3	38	170	4,474	1,932	1,390
Pol4	68	288	4,235	1,735	1,317
Pol5	24	105	4,375	1,462	1,209
Pol6	13	55	4,231	2,192	1,481
Pol7	22	104	4,727	1,541	1,241

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	32,13488908	6	5,355814846	3,156398406	0,005605062	2,144833127
Within Groups	334,2719737	197	1,696812049			
Total	366,4068627	203				

```
##Measures of construct reliability
```

```
##              Att       PBC  SubNorms       Leg    Intent
## alpha  0.7281216 0.7911098 0.7622184 0.8999654 0.9115137
## omega  0.7281893 0.7998663 0.7642479 0.9005388 0.9119621
## omega2 0.7281893 0.7998663 0.7642479 0.9005388 0.9119621
## omega3 0.7281888 0.8045242 0.7642481 0.9010625 0.9126002
## avevar 0.5725838 0.5740541 0.6190732 0.6446099 0.7754421
```

```
##factor loadings
```

```
##         Att   PBC SbNrms   Leg Intent Pol
## Att1  0.690 0.000  0.000 0.000  0.000   0
## Att2  0.843 0.000  0.000 0.000  0.000   0
## Pbc1  0.000 0.679  0.000 0.000  0.000   0
## Pbc2  0.000 0.888  0.000 0.000  0.000   0
## Pbc3  0.000 0.699  0.000 0.000  0.000   0
## Norm1 0.000 0.000  0.746 0.000  0.000   0
## Norm2 0.000 0.000  0.825 0.000  0.000   0
## Leg1  0.000 0.000  0.000 0.810  0.000   0
## Leg2  0.000 0.000  0.000 0.738  0.000   0
## Leg3  0.000 0.000  0.000 0.863  0.000   0
## Leg4  0.000 0.000  0.000 0.831  0.000   0
## Leg5  0.000 0.000  0.000 0.777  0.000   0
## Int1  0.000 0.000  0.000 0.000  0.875   0
## Int2  0.000 0.000  0.000 0.000  0.897   0
## Int3  0.000 0.000  0.000 0.000  0.871   0
## Pol1  0.000 0.000  0.000 0.000  0.000   1
```

```
## Correlation Matrix for constructs
```

```
##           Att    PBC    SbNrms Leg    Intent Pol
## Att        1.000
## PBC        0.506  1.000
## SubNorms   0.744  0.542  1.000
## Leg        0.000  0.000  0.000  1.000
## Intent     0.000  0.000  0.000  0.000  1.000
## Pol       -0.242  0.009 -0.082  0.000  0.000  1.000
```

```
##Composite reliability for Attitude
```

```
## [1] 0.7428769
```

```
##Composite reliability for Perceived Behavioral Control

## [2] 0.8025917

##Composite reliability for Subjective Norms

## [3] 0.7641574

##Composite reliability for Legitimacy

## [4] 0.9016502

##Composite reliability for Purchase intention

## [5] 0.9122899
```

```
####### Mediation regressions
```

```
#### Mediator check for the group of explanatory variables

## Regressions:
##                    Estimate  Std.Err  z-value  P(>|z|)   Std.lv  Std.al
l
##   Intent ~
##     Att               0.845    0.177    4.788    0.000    0.745    0.74
5
##     PBC               0.046    0.091    0.506    0.613    0.039    0.03
9
##     SubNorms          0.113    0.157    0.721    0.471    0.096    0.09
6
##     Pol               0.006    0.042    0.141    0.888    0.008    0.00
8
```

```
#### Mediator check for Attitude

## Regressions:
##                    Estimate  Std.Err  z-value  P(>|z|)   Std.lv  Std.al
l
##   Intent ~
##     Att               0.985    0.105    9.361    0.000    0.853    0.85
3
##   Leg ~
##     Att               0.829    0.091    9.100    0.000    0.880    0.88
```

```
0
##   Intent ~
##     Att               0.343    0.136    2.510    0.012    0.300    0.30
0
##     Leg               0.784    0.146    5.356    0.000    0.639    0.63
9
##
```

```
## Summary of the proposed model

##   cfi   tli rmsea  srmr
## 0.978 0.972 0.048 0.037

## lavaan 0.6-8 ended normally after 47 iterations
##
##   Estimator                                         ML
##   Optimization method                           NLMINB
##   Number of model parameters                        43
##
##   Number of observations                           204
##
## Model Test User Model:
##
##   Test statistic                               139.464
##   Degrees of freedom                               93
##   P-value (Chi-square)                          0.001
##
## Model Test Baseline Model:
##
##   Test statistic                              2112.312
##   Degrees of freedom                              120
##   P-value                                       0.000
##
## User Model versus Baseline Model:
##
##   Comparative Fit Index (CFI)                    0.977
##   Tucker-Lewis Index (TLI)                       0.970
##
## Loglikelihood and Information Criteria:
##
##   Loglikelihood user model (H0)              -4563.201
##   Loglikelihood unrestricted model (H1)      -4493.470
##
##   Akaike (AIC)                                9212.403
##   Bayesian (BIC)                              9355.082
##   Sample-size adjusted Bayesian (BIC)         9218.845
##
## Root Mean Square Error of Approximation:
##
##   RMSEA                                          0.049
##   90 Percent confidence interval - lower         0.031
##   90 Percent confidence interval - upper         0.066
```

```
##   P-value RMSEA <= 0.05                          0.503
##
## Standardized Root Mean Square Residual:
##
##   SRMR                                           0.042
##
## Parameter Estimates:
##
##   Standard errors                             Standard
##   Information                                 Expected
##   Information saturated (h1) model          Structured
##
## Latent Variables:
##                    Estimate  Std.Err  z-value  P(>|z|) ci.lower ci.uppe
r
##   Att =~
##     Att1              1.000                               1.000    1.00
0
##     Att2              0.990    0.099   10.015    0.000    0.796    1.18
4
##   PBC =~
##     Pbc1              1.000                               1.000    1.00
0
##     Pbc2              1.232    0.130    9.444    0.000    0.976    1.48
8
##     Pbc3              0.970    0.112    8.625    0.000    0.750    1.19
1
##   SubNorms =~
##     Norm1             1.000                               1.000    1.00
0
##     Norm2             1.098    0.117    9.401    0.000    0.869    1.32
6
##   Leg =~
##     Leg1              1.000                               1.000    1.00
0
##     Leg2              0.928    0.079   11.739    0.000    0.773    1.08
3
##     Leg3              1.014    0.069   14.611    0.000    0.878    1.15
0
##     Leg4              1.057    0.076   13.883    0.000    0.908    1.20
6
##     Leg5              1.012    0.081   12.554    0.000    0.854    1.17
0
##   Intent =~
##     Int1              1.000                               1.000    1.00
0
##     Int2              0.976    0.055   17.905    0.000    0.869    1.08
3
##     Int3              0.987    0.058   17.118    0.000    0.874    1.10
0
##   Pol =~
##     Pol1              1.000                               1.000    1.00
0
##    Std.lv  Std.all
```

```
##
##     1.020    0.682
##     1.010    0.808
##
##     0.991    0.681
##     1.222    0.889
##     0.962    0.696
##
##     1.003    0.750
##     1.101    0.821
##
##     0.964    0.808
##     0.895    0.740
##     0.978    0.867
##     1.019    0.836
##     0.975    0.778
##
##     1.182    0.876
##     1.154    0.895
##     1.166    0.874
##
##     1.694    1.000
##
## Regressions:
##                    Estimate  Std.Err  z-value  P(>|z|) ci.lower ci.uppe
r
##   Intent ~
##     Att        (e)    0.371    0.244    1.521    0.128   -0.107    0.84
9
##     PBC        (f)   -0.143    0.076   -1.869    0.062   -0.293    0.00
7
##     SubNorms   (g)    0.050    0.119    0.421    0.674   -0.182    0.28
2
##     Pol        (h)    0.011    0.032    0.342    0.732   -0.051    0.07
3
##   Leg ~
##     Att        (a)    0.833    0.092    9.096    0.000    0.654    1.01
3
##   Intent ~
##     Leg        (y)    0.805    0.183    4.394    0.000    0.446    1.16
4
##    Std.lv  Std.all
##
##     0.320    0.320
##    -0.120   -0.120
##     0.042    0.042
##     0.016    0.016
##
##     0.882    0.882
##
##     0.656    0.656
##
## Covariances:
##                    Estimate  Std.Err  z-value  P(>|z|) ci.lower ci.uppe
```

```
r
##   Att ~~
##     PBC               0.601    0.116    5.180    0.000    0.373    0.82
8
##     SubNorms          0.792    0.131    6.021    0.000    0.534    1.04
9
##     Pol              -0.392    0.138   -2.839    0.005   -0.663   -0.12
2
##   PBC ~~
##     SubNorms          0.538    0.110    4.880    0.000    0.322    0.75
3
##     Pol               0.015    0.128    0.119    0.906   -0.235    0.26
5
##   SubNorms ~~
##     Pol              -0.143    0.136   -1.051    0.293   -0.410    0.12
4
##    Std.lv  Std.all
##
##     0.594    0.594
##     0.774    0.774
##    -0.227   -0.227
##
##     0.541    0.541
##     0.009    0.009
##
##    -0.084   -0.084
##
## Variances:
##                    Estimate  Std.Err  z-value  P(>|z|) ci.lower ci.uppe
r
##    .Att1              1.199    0.136    8.838    0.000    0.933    1.46
4
##    .Att2              0.543    0.076    7.112    0.000    0.393    0.69
2
##    .Pbc1              1.139    0.137    8.340    0.000    0.872    1.40
7
##    .Pbc2              0.394    0.113    3.486    0.000    0.172    0.61
5
##    .Pbc3              0.987    0.121    8.152    0.000    0.750    1.22
5
##    .Norm1             0.783    0.114    6.849    0.000    0.559    1.00
7
##    .Norm2             0.585    0.117    5.019    0.000    0.357    0.81
4
##    .Leg1              0.494    0.057    8.720    0.000    0.383    0.60
5
##    .Leg2              0.661    0.072    9.218    0.000    0.521    0.80
2
##    .Leg3              0.316    0.040    7.859    0.000    0.237    0.39
5
##    .Leg4              0.445    0.053    8.382    0.000    0.341    0.55
0
##    .Leg5              0.620    0.069    8.978    0.000    0.484    0.75
5
```

```
##    .Int1              0.425    0.056    7.617    0.000    0.316    0.53
5
##    .Int2              0.331    0.047    7.051    0.000    0.239    0.42
4
##    .Int3              0.421    0.055    7.657    0.000    0.313    0.52
8
##    .Pol1              0.000                              0.000    0.00
0
##     Att               1.041    0.198    5.245    0.000    0.652    1.43
0
##     PBC               0.983    0.193    5.085    0.000    0.604    1.36
2
##     SubNorms          1.006    0.180    5.587    0.000    0.653    1.35
9
##    .Leg               0.206    0.053    3.884    0.000    0.102    0.31
1
##    .Intent            0.224    0.050    4.439    0.000    0.125    0.32
3
##     Pol               2.869    0.284   10.100    0.000    2.312    3.42
5
##    Std.lv  Std.all
##     1.199    0.535
##     0.543    0.347
##     1.139    0.537
##     0.394    0.209
##     0.987    0.516
##     0.783    0.438
##     0.585    0.326
##     0.494    0.347
##     0.661    0.452
##     0.316    0.249
##     0.445    0.300
##     0.620    0.394
##     0.425    0.233
##     0.331    0.199
##     0.421    0.236
##     0.000    0.000
##     1.000    1.000
##     1.000    1.000
##     1.000    1.000
##     0.222    0.222
##     0.160    0.160
##     1.000    1.000
##
## R-Square:
##                    Estimate
##     Att1              0.465
##     Att2              0.653
##     Pbc1              0.463
##     Pbc2              0.791
##     Pbc3              0.484
##     Norm1             0.562
##     Norm2             0.674
##     Leg1              0.653
```

```
##     Leg2              0.548
##     Leg3              0.751
##     Leg4              0.700
##     Leg5              0.606
##     Int1              0.767
##     Int2              0.801
##     Int3              0.764
##     Pol1              1.000
##     Leg               0.778
##     Intent            0.840
##
## Defined Parameters:
##                    Estimate  Std.Err  z-value  P(>|z|) ci.lower ci.uppe
r
##     indirecteffect    0.670    0.156    4.288    0.000    0.364    0.97
7
##     totaleffect       1.042    0.168    6.194    0.000    0.712    1.37
1
##    Std.lv  Std.all
##     0.579    0.579
##     0.899    0.899
```