



Publisher homepage: www.universepg.com, ISSN: 2663-7782 (Online) & 2663-7774 (Print)

<https://doi.org/10.34104/bjah.02001130128>

British Journal of Arts and Humanities

Journal homepage: www.universepg.com/journal/bjah



Factors Affecting Diffusion of Entitlement in Consumption of Scarce Commodities: A Psychological Approach

Tharumini Weerakoon*

Department of Health and Life Sciences, School of Psychological, Social and Behavioral Sciences, Coventry University, UK.

*Correspondence: tharumini456@gmail.com

ABSTRACT

This research examined factors affecting Diffusion of Entitlement to identify the most likely individual to be prone to Diffusion of Entitlement. This was explored by considering 3 key factors; Self-esteem, Emotional Intelligence and Culture Orientation. An online survey of a cross sectional correlational design was conducted on 96 undergraduate students (21 males and 75 females, mean age = 21.1, SD = 4.72) from Coventry University, UK. 3 scales measuring the 3 independent variables along with a decision vignette to measure if an individual was prone to Diffusion of Entitlement or not was provided. The results were analyzed to show a high significance value for High Emotional Intelligence predicting Diffusion of Entitlement and no prediction from Self Esteem and Culture Orientation.

Keywords: Diffusion of entitlement, Self esteem, Scarce, Emotional intelligence, and Culture orientation.

1. INTRODUCTION:

In numerous situations, a societal norm designates people to equal sized shared commodities; for example, equal pay for men and women doing similar work. This norm of equality can affect some individual's views on correctness when it comes to scarce consumable commodities and could lead to an individual inhibiting their consumption to feed the others (van Dijk *et al.*, 1999; van Dijk and Wilke, 1995; Allison *et al.*, 1992). It is worthwhile noticing that while this norm is valid in situations, some individual's react to a surge of scarcity in commodities caused by hindered supply or increase in demand by delaying or inhibiting consumption (Efron and Miller, 2011). Even during the circumstance of equally shared commodities, some individuals may delay the amount they intake to meet the necessities of equality. Conversely, some scarce commodities are problematic to

share equally (Efron and Miller, 2011). This includes objects and privileges; for example, taking a seat in overcrowded public transport, causing equal division to be difficult. Understanding why individuals respond to scarcity of indivisible commodities in different manners, for example; some individuals inhibiting intake and some not doing so; and what the differences in these individuals are, is the focus of the current paper. Past concepts and studies shows that scarcity heightens consumption in a situation where equal partition is not possible (Young, 1995; Jang *et al.*, 2015).

This could be because when individuals realize equal division is impossible, they free themselves from the equality norm; the state of being equal (Brehm, 1966). Researchers state that individuals tend to allocate commodities in an egotistical manner when they realize difficulty in equal division (McLean Parks *et*

al., 1996; Young, 1995; Allison and Messick, 1990). It is also shown that scarcity increases attractiveness in commodities because they are anticipated by others signified by higher demand (Brock and Brannon 1992; Lynn, 1999; and Cialdini, 1988). Scarcity messages put up by companies for advertising implement two messages involving limited time and limited quantity (Cialdini, 2008; Balachander and Stock, 2009; Gierl and Huettl, 2010). This makes purchasers feel that the commodities are valuable and unique. Thus, having a good influence on the evaluation of the commodity (Aggarwal *et al.*, 2011). This sums up to when an individual is free from the equality norm and there is higher demand caused by a lower supply, in turn increasing attraction and consumption making the commodity more desirable. However, it has been investigated that the underlying motive for people to increase using a commodity is to evoke emotional gratification (Wiedmann *et al.*, 2009). Displaying emotions and other internal factors show a significant role in commodity consumption and appeal.

1.1 An Inhibitory Effect of Scarcity on Consumption: Diffusion of Entitlement

There are situations in which the equality norm is still applicable and equal division continues to be impossible and as a result scarcity reduces consumption (Effron and Miller, 2011). Considering a social gathering including appetizers in which, as the number of guests increase the more uncomfortable guests feel to serve themselves the appetizers and to violate the equality norm (Effron and Miller, 2011). They state that even when a commodity can be equally divided, the shortage in supply will interrupt consumption by constraining people from serving for themselves. This is described as Diffusion of Entitlement (Effron and Miller, 2011). Entitlement meaning common understanding of the social legality or suitability of performing such an action. Diffusion of Entitlement describes a situation where the number of individuals wanting an undividable, desirable commodity heightens in relation to the number of people who can have it. Therefore, the less allowed or entitled an individual will feel to serve themselves and more time taken before someone consumes the commodity (Effron and Miller, 2011). This phenomenon in terms of scarce consumable commodities is where an individual does

not feel privileged or commendable to have the last portion of commodities available, varying from a slice of appetizer to a drink (Effron and Miller, 2011). The last one will remain untouched by all the willing by standers at an adult get-together or occasion. The principles in economics state that limited quantity increases the demand (Chendroyaperumal and Chendrayan, 2010) and this is regularly benefitted by advertisers as 'limited edition, till stocks last', but Diffusion of Entitlement befalls when limited supply is to be observed and so the demand reduces (Jang *et al* 2015). Effron and Miller, (2011) did a progression of examinations on Diffusion of Entitlement. The findings illustrated that when consumable commodities were low in supply the demand gradually reduced in comparison to the unlimited supply condition. The less supply or the more interest for a product, the more individuals needed to have it. Simultaneously, they were less inclined to take it. It was also shown that individuals were less accepting of another individual when they served themselves the consumable commodity in a limited supply condition (Effron and Miller, 2011). This information adds to research demonstrating that regularly we are less egotistical and care more for the result of others. However, it is unclear why only some people are prone to Diffusion of Entitlement and what the differences in these individuals are, due to the lack of research in this area. If a commodity is free, every individual should be feeling equally entitled to obtain the commodity?

1.2 Self Esteem and Entitlement

Studies done in the recent past have noted that there is a negative relationship with entitlement and self-esteem and the highest association being with academic self-esteem (Greenberger *et al.*, 2008; Chowning and Campbell, 2009). Soon after Kopp *et al.* (2011) questioned past findings by using a measurement scale that found a positive association between entitlement and self-esteem. Previous research has also touched upon an individual not feeling worthy to own the last piece (Effron and Miller, 2011). This could conceivably be because of an individual's self-esteem; confidence in one's own worth (Lessard, Greenberger and Chen, 2016). It was observed in a series of studies done by Effron and Miller, (2011) that when participants were given the feeling of enti-

tlement, by making them feel like they deserved the commodity more than their peers, they were less likely to be affected by Diffusion of Entitlement. The feeling of entitlement provided to them made them gain confidence in their self-worth which led to consumption of the scarce commodity (Effron and Miller, 2011). This would have been clearer if the level of self-esteem before and after the feeling of entitlement and non-entitlement was measured. However, there could be many more factors affecting this situation depending on the individual. Recent research has discovered that individuals instinctively consider small packages to reduce and limit caloric intake (Zeelenberg, 2008; Coelho *et al.*, 2008) under certain circumstances, individuals will consume extra when the package presentation is small in contrast to the larger packaging (Scott *et al.*, 2008; Coelho do Vale *et al.*, 2008). These evident conditions could include a person's body image (O'Dea, 2012; Banister and Hogg, 2004) and wanting to look socially desirable in front of others to avoid judgment (Herman, 2015). In this case, these factors go against Social Facilitation. Social Facilitation is the consequence of social context on behavior. In terms of eating behavior, it has been studied that individuals consume more when with other people than being alone. However, this is not the case when it comes to scarce commodities; individuals tend to be affected by other social and personal influences which vary individuals' behavior in such situations, like self-esteem. In view of the previous literature discussed, the present study will aim to explore out predictions between Self Esteem and the extent of Diffusion of Entitlement.

1.3 Emotional Intelligence and Entitlement

Emotional intelligence is defined as the ability to monitor one's own or others' emotions and putting themselves in another person's situation (Austin, 2007). There are several types of skills involved in Emotional Intelligence (Davies *et al.*, 1998; Goleman 1998, Gardner, 1993). One such skill involves recognition of others' emotions. Empathy is an ability that shows emotional awareness. This includes recognizing others' feelings and interpreting the cause for the feelings whilst contributing in the emotional experience without involved in the situation (Keen

2007). People with higher empathy and emotional intelligence for others' emotions are faster to pick up social signals and read what other people need (Leiberg, 2006). There have been numerous studies conducted on Empathy and Emotional Intelligence in the past. Research have found correlations between Entitlement and Emotional Intelligence (Jackson *et al.*, 2011) and Social Obligation (Greenberger *et al.*, 2008), this is where individuals feel like they are responsible for others' wellbeing. Individual's displaying less Social Obligation showed lower Emotional Intelligence in terms of empathy (Jackson *et al.*, 2011). A study done by Barasch *et al.* (2014) shows that individual with a low Emotional Intelligence can behave in selfish manners and engage in less altruistic behavior. Coherent with this concept, there is experimental confirmation that supports the demonstration of individuals experiencing a substantial cost to them when it comes to helping others (Camerer and Thaler, 1995; Batson, 1991). However, even in large gatherings in which people cannot earn social benefits or materials, one may be motivated towards the good deeds ambitious by selfish desires instead of being motivated to reduce an individual's suffering. For example, hunger; individuals may be motivated intrinsically, such as feeling good for empathizing for another person. This motivation allows an individual with high emotional intelligence to resist commodities and so to behave in an entitled manner (Arménio, 2010; Andreoni, 1990; Cialdini *et al.*, 1987). However, due to the lack of evidence it is unclear whether there is a relationship between the level of emotional intelligence and the affect it has on Diffusion of Entitlement in consumption of scarce commodities. Nevertheless, studies done on emotional intelligence which includes a lab setting has drawbacks. Individuals will tend to be dishonest when answering the questionnaires as they are uncomfortable to answer truthfully, if the answers are not socially desirable (Andreoni, 1990). This causes unreliable results. Taking into consideration previous literature, this study will aim to explore out predictions between Emotional Intelligence and the extent of Diffusion of Entitlement.

1.4 Culture and Entitlement

Research also highlights the differences in culture and contribution to the different levels in entitlement

(Achacoso, 2002). An individual from an individualistic culture is more likely to focus on the rights and concerns of each person, whereas a collectivistic culture stresses on the significance of community (Parks and Vu, 1994). When in social situations, culture can have varying effects on individuals in their behavior including eating behavior. People's consumption behaviors are different when they are with other people compared to when eating alone. Norms of suitable behavior are arranged by the behavior of other individuals as well as shared cultural experiences and cultural etiquettes (Higgs, 2015). Individuals are quick to follow norms if it is perceived to be suitable based on social comparisons. However, this depends on other factors such as, how concerned an individual is on social acceptance and judgments (Vartanian, 2015). There is clear evidence that there are differences in individuals from collectivistic and individualistic cultures, in wanting to be socially accepted and liked (Vartanian, 2015). Instead, people in individualistic cultures show more independent attitudes (Parks and Vu, 1994) and less consideration on social acceptance. Taarof is known as an Iranian etiquette and an Old Persian tradition. This explains Iranian behavior when they lower themselves in order to put others needs first as a sign of respect (Pana, 2020). From very small days' Iranian kids are taught to share. However, when equal divisibility becomes problematic they engage in self-lowering to respect the other person (Pana, 2020). Even when equal divisibility is possible the cultural norm is such that they refuse to eat anything offered till everyone else has their chance (Pana, 2020). The German word *and standreste* or *Höflichkeitsgesteis* used to refer to Diffusion of Entitlement in a German cultural setting. It phrases as the piece which out of decency one does not take or the polite piece (Mumford, 2020; Presbyterian Blues, 2020). This is referred to as *trivselbit* in the Swedish community, meaning the comfort and security piece (Mumford, 2020; Presbyterian Blues, 2020). In countries like Hong Kong and Chile an individual does not take the final piece due to superstitious beliefs. It is believed that unmarried people will be cursed to certainly not marry if one takes the last piece (Presbyterian Blues, 2020). Furthermore, Minnesotans believe this etiquette strongly, in fact small children are punished if seen reaching for the last piece (Mumford, 2020). Cultural

studies seem to state such varying behavior and norms, yet there is no direct evidence as to where it all began. The roots to such behavior have been attended to be traced down by evolutionary psychologists, wherein they show altruism and empathy as attractive and desirable traits when in a group which leads to higher number of sexual partners and mating (University of Nottingham, 2008). The human brain triggers when it comes to the cost of raising children so it would have been considerably important for ancestors to choose mates who are considerate about others which lead to superstitious beliefs in the current world. In view of the previous literature on different norms being discussed, the present study aims to explore out predictions between Culture orientation and the extent of Diffusion of Entitlement.

1.5 Current Study

The present study is looking to expand the currently underdeveloped research area into factors affecting Diffusion of Entitlement in an individual. The current study seeks to explore out respondents' attitudes towards Diffusion of Entitlement and whether emotional intelligence, self-esteem and culture orientation can predict outcomes related to Diffusion of Entitlement through analysis of validated scales responded by undergraduate students in an online survey. The inhibitory effect of this case in scarcity prevents commodities from being used efficiently. This identified gap in research helps understand behavior to recognize factors related to Diffusion of Entitlement which can benefit to guide social marketing for behavior change in areas such as climate change focused on food wastage and obesity. Based on literature discussed the final analysis of the scales will hypothesize that:

- 1) Low self-esteem will significantly predict Diffusion of Entitlement as lower self-worth can reduce feelings of being entitled to available commodities (Efron and Miller, 2011; Greenberger *et al.*, 2008; Chowning and Campbell, 2009).
- 2) High emotional Intelligence will significantly predict Diffusion of Entitlement as higher awareness leads to consideration of others emotions (Arménio, 2010; Andreoni, 1990; Cialdini *et al.*, 1973; Cialdini *et al.*, 1987).

- 3) Collectivistic cultures will significantly predict Diffusion of Entitlement as individuals in collectivistic cultures are individuals brought up amidst the thought of “we” rather than “I” (Parks and Vu, 1994). They work as a community and are taught to put others needs before theirs, thus more likely to resist taking scarce commodities.

2. METHODOLOGY:

2.1 Design

The current study used a cross sectional correlational design. This study looked into the relationships between variables with 3 separate constructs of interest, these Independent Variables (IV) were; the scores on Emotional Intelligence, Self Esteem and Culture Orientation. The Dependent Variable (DV) was a measure of the number of participants who were affected by Diffusion of Entitlement when answering the decision vignette. To control any response bias; which arose when respondents did not wish to answer the questions frankly; the survey was conducted anonymously, and non-leading questions were used in the vignette.

2.2 Sample and Procedures

Respondents were recruited via opportunity sampling on SONA system in exchange of 30 research credits as well as through volunteer sampling for non-psychology students on Bristol Online Surveys. 96 Coventry University undergraduate students; 21 males and 75 females, (mean age = 21.1, SD = 4.72) was included for the data analysis of the study. The frequencies and percentages of respondents' ethnicities can be viewed in Appendix A. The exclusion criteria for the present study were that respondents should be above 18 years of age. Prior to data collection, ethical approval by the Coventry University ethics committee was obtained.

All materials were administered digitally via Bristol Online Survey, in which scales and questions were presented in order. At the start of the online survey, respondents were presented with the participant information sheet and informed consent. In which complete anonymity was confirmed as well as their right to withdraw was explained with instructions. The

respondents were deceived by the aim of the study in the participant information sheet; this was to prevent them from providing biased, unreliable results. However, upon completion of the survey respondents were provided with a debrief sheet explaining why they have been deceived. If they felt uncomfortable, they were given information on how to withdraw their responses by quitting the survey at any given occasion.

The lead researcher's and supervisor's email address was mentioned for any queries or complaints. This survey had no risks to the respondents. The respondent was then presented with the demographic sheet followed by the first scale; The Schulte Self Report Emotional Intelligence Test (SSREI) structured by Salovey and Mayer, (1990) testing Emotional Intelligence. This was then followed by the Rosenberg Self Esteem Scale and the Triandis Culture Orientation scale respectively. At the end of the survey the respondent was provided with a vignette on a dilemma scenario and allowing the respondent to choose which scenario he or she is more likely to agree with; this measured Diffusion of Entitlement.

2.3 Measures

Firstly, respondents completed a basic demographic questionnaire, obtaining information on their age, gender, and ethnicity and whether they study psychology or not. Due to the study's focus being on Diffusion of Entitlement in adult gatherings, the exclusion criteria was 18 years and less. Data from any respondent under 18 years of age was removed by the researcher due to exclusion criteria. Gender was included to observe any relationship among gender and the extent of Diffusion of Entitlement as an internal factor affecting the results and as there is a known relationship between emotional intelligence in terms of empathy and gender (King, 1999; Sutarso, 1999; Wing and Love, 2001; and Singh, 2002).

Ethnicity was included to differentiate out the individualistic and collectivistic countries that have taken part in the study to find significance in the third aim; to predict outcomes of Diffusion of Entitlement through Culture orientation. In order to measure biases, the objectives of the study were guessed, it was important to know the frequency of respondents who

studied psychology. The Schutte Self Report questionnaire (SSREI) consists of a 5 point Likert type scale of 33 questions from 1 being strongly agree to 5 being strongly disagree for example, “When I experience a positive emotion, I know how to make it last” (Schutte and Malouff, 1998). It is based on Salovey and Mayer’s, (1990) scale that comprises of three aspects in Emotional Intelligence including appraisal of self and other, regulation of emotion in self and other and utilization of emotion of self and other. The SSREI has been used widely in literature for the conciseness and availability (Perez *et al.*, 2005).

Internal Consistency in the SSREI in the study done by Schutte *et al.*, (1998) examined to have a Cronbach’s alpha value of 0.90. Further studies have also reported the mean alpha across samples to be 0.87 (Ciarrochi *et al.*, 2001, 2002). Schutte *et al.* (1998) also report test re- test reliability within two weeks of a score of 0.78). The scale also shows no relationship to cognitive abilities and personality dimensions except for openness to experience thus representing good validity (Brackett and Mayer, 2003; Schutte *et al.*, 1998). Rosenberg Self-Esteem Scale (RSE) is a scale for accessing self-esteem in individuals. It consists of a 4 point Likert type scale of 10 questions, ranging from strongly agree to strongly disagree (e.g. I feel that I have a number of good qualities). The RSE scale showed high values in reliability, with an internal consistency of Cronbach’s alpha .89 (Carroll and Coetzer, 2011).

Independent studies with varying samples showed alpha coefficients from .72 to .87 which is high. Test re-test for 2 weeks was measured to be .85, representing good test re-test reliability (Cooper-Evans *et al.*, 2008). The Culture Orientation Scale (Triandis and Gelford, 1998) consists of a 9 point Likert type scale with 16 questions ranging from 1 as never or definitely no and 9 as always or definitely yes. Triandis, (1995) shows two attributes that further differentiates culture known as horizontal and vertical. Horizontal is when group members show cohesion and have the feeling of oneness. Whereas, vertical he mentions a sense of service to the group, members sacrificing only for the benefit of the group. The results on the Culture orientation scale displays as Horizontal Individualism;

perceived as equal status as other individuals whilst maintaining individualism. Horizontal Collectivism; considered equal status and is interdependent. Vertical Individualism; autonomous and displaying inequality between individuals and Vertical Collectivism; all individuals are diverse from each other but self is defined in terms of the group. This is one of the few scales that adhere to multi- dimensional constructs. Studies shows that the Culture orientation scale has a coefficient alpha reliability for the subscales as follows $r = .60$ for Horizontal Individualism, $r = .62$ for vertical individualism, $r = .68$ for Horizontal Collectivism and $r = .65$ for vertical collectivism (Bearden et al 2006 and Shavitt *et al.*, 2006).

The vignette used, describes a simple and relatable scenario that eliminated gender and name biases as well as food preferences to make sure such variables will not be interfering. The scenarios contrasted between a high demands low supply situations to arise Diffusion of Entitlement and then provided with three possible reactions. The final reaction which “serving regardless the situation” was aimed at respondents who have an average score in self-esteem and emotional intelligence. The vignette is a replica of the vignette used by Efron and Miller, (2011) in their study to measure Diffusion of Entitlement.

3. RESULTS:

3.1 Descriptive Statistics

96 Coventry University undergraduate students; 21 males and 75 females, (mean age = 21.1, SD = 4.72) was included for the data analysis of the study. Power analysis for a Binomial logistic regression was conducted using the guidelines recognized in Lipsey and Wilson (2001) and G*Power (Faul *et al.*, 2013) to determine a sufficient sample size using an alpha of 0.05, a power of 0.95, a large effect size (odd ratio = 2.02) and two-tailed test. The desired sample size was calculated to be 42 (see Appendix B).

66.70% of the respondents reported a European ethnicity, 25% with an Asian ethnicity and 7% with an African Ethnicity (see Appendix A). Whilst out of all the respondents 93.80% were psychology students and 6.30% were non- psychology students. For Emotional Intelligence, the respondent frequency for High

Emotional Intelligence was 54% and 46% calculated as Low Emotional Intelligence (see Appendix A).

3.2 Data Analysis

The current study comprised of an Emotional Intelligence scale which provided outputs of low and high emotional intelligence, Self Esteem scale which was analyzed on raw scores to provide more power over the analysis and Culture Orientation which provided raw scores for each of the sub categories; Horizontal collectivism (HC), Horizontal Individualism (HI), Vertical Collectivism (VC) and Vertical Individualism (VI).

The DV measurement vignette provided binary output as to whether the respondent was affected by Diffusion of Entitlement or not. Hence a Binomial Logistics Regression was conducted on the screened data.

3.3 Assumptions

Prior to conducting Binomial Logistics Regression, 4 assumptions were tested. Testing of assumptions showed that DV is measured on a dichotomous scale, current model has more than one IV, data has independence of observations whilst being mutually exclusive and in exhaustive categories. The Box Tidwell Test conducted to test the model interactions between continuous predictors and logs showed (Table 1) that neither of the interaction terms are significant thus not violating linearity ($p > 0.05$).

3.4 Inferential Statistics

Direct Binary Logistic Regression was implemented to assess the impact of a number of factors on the likelihood that respondents would report being prone to Diffusion of Entitlement. The model contained three independent variables (Emotional Intelligence, Self Esteem and Culture Orientation).

The full model containing all predictors was statistically significant, $\chi^2(3, N=96)=108.20, P < 0.001$, indicating that the model was able to distinguish between respondents who were prone to Diffusion of Entitlement and respondents who were not. The model was as a whole explained between 68.0% (Cox and Snell R square) and 90.7% (Nagelkerke R squared) of

the variance affected by Diffusion of Entitlement and not and correctly classified 93.7% of cases. Contrary to the first hypothesis, $H_0 =$ There was no prediction of Diffusion of Entitlement from the category of Low self-esteem. $H_1 =$ There was a prediction of Diffusion of Entitlement from the category of Low Self Esteem. The alternative hypothesis was rejected and the null hypothesis was accepted. This means there was no significant prediction of Diffusion of Entitlement by Low Self- Esteem, ($p=0.601, P < 0.05$). Indicating no difference in the score on self-esteem in predicting outcomes of Diffusion of Entitlement.

Self Esteem reports a weak odds ratio of 1.120. Contrary to the second hypothesis, $H_0 =$ There was no prediction of Diffusion of Entitlement from the category of High Emotional Intelligence. $H_1 =$ There was a prediction of Diffusion of Entitlement from the category of High Emotional Intelligence. The alternative hypothesis was accepted and the null hypothesis was rejected. This means Emotional Intelligence made a statistically significant contribution to the model.

The strongest predictor of reporting Diffusion of Entitlement being High Emotional Intelligence recording an odds ratio of 321.57. This indicated that respondents who have High Emotional Intelligence were 321 times more likely to be prone to Diffusion of Entitlement than respondents with Low Emotional Intelligence, controlling for all other factors in the model. Contrary to the third hypothesis, $H_0 =$ There was no prediction of Diffusion of Entitlement from the category of Collectivism. $H_1 =$ There was a prediction of Diffusion of Entitlement from the category of Collectivism.

The alternative hypothesis was rejected and the null hypothesis was accepted. This means there was no significant prediction of Diffusion of Entitlement by Collectivistic Cultures. Horizontal Collectivism ($p = 0.111, P < 0.05$), Horizontal Individualism ($p = 0.152, P < 0.05$) and Vertical Individualism ($p = 0.512, P < 0.05$). Vertical Collectivism showed a very close significance level of ($p = 0.061, P < 0.05$), yet showing insignificance in the findings.

Table 1: Variables in the equation for Model interactions for logs of continuous predictors

	B	S.E.	Wald	df	Sig.	Exp(B)
SelfEsteem_LN	64.262	1261.961	.003	1	.959	8.104E+27
HorizontalCollectivism_LN	-561.121	139736.305	.000	1	.997	.000
HorizontalIndividualism_LN	235.670	19577.185	.000	1	.990	2.240E+102
VerticalIndividualism_LN	-25.289	22818.968	.000	1	.999	.000
VerticalCollectivism_LN	6854.668	136571.833	.003	1	.960	.000
Constant	-14788.553	269248.245	.003	1	.956	.000

Table 2: Variables in equation

95% C.I. for EXP(B)

	B	S. E	Wald	df	Sig.	Exp(B)	Lower	Upper
Emotional Intelligence	5.773	2.576	5.023	1	.025	321.567	2.064	50096.599
Horizontal Collectivism	.487	.305	2.545	1	.111	1.628	.895	2.962
Horizontal Individualism	.360	.251	2.050	1	.152	1.433	.876	2.344
Vertical Collectivism	.582	.311	3.497	1	.061	1.790	.972	3.297
Vertical Individualism	.130	.198	.430	1	.512	1.138	.773	1.677
Self Esteem	.114	.217	.273	1	.601	1.120	.732	1.715
Constant	-41.703	25.599	2.654	1	.103	.000		

4. DISCUSSION:

The present study has discovered significant prediction between High Emotional Intelligence and Diffusion of Entitlement, each of which has various levels of support from literature as well as implications for intervention and future research.

4.1 Self Esteem and Diffusion of Entitlement

The first hypothesis of the present study was not supported by the study’s research findings; there was no significant prediction of low self-esteem on Diffusion of Entitlement. This implies that feelings of entitlement do not come along with an individual’s self-worth (Lessard *et al.*, 2016). This differs with previous research which suggested a negative relation-

ship with self-esteem and entitlement in general (Greenberger *et al.*, 2008; Chowning and Campbell, 2009). However, even in a more practical study done by Effron and Miller, (2011) it was reported that when individuals were given the feeling of entitlement they were less affected by Diffusion of Entitlement. If this is the case, this could mean that feelings of entitlement could be affected by other factors. For example, size of the commodity affecting self-esteem in a social situation and not depend ending solely on self-esteem. Another factor could also be instability of self-esteem (Jordan and Hill, 2013; Islam, 2020). This is a situation in which an individual does not have consistent self-esteem. Self Esteem seems to fluctuate from context specific situations. This can be affected by factors such as body image, knowledge, social skills and much more (Jordan and Hill, 2013).

In this case, the respondent may have had instability in self-esteem and when answering the vignette the level of self-esteem they previously had may have changed. Since the measurement of Diffusion of Entitlement was done online as a response for a vignette situation, it would have caused the results to be much different in comparison to a real-life situation. This could be explained by the theory Person Situation Interactionism. This explains how behavior occurs in response to the meaning of a stimulus and uses active cognitive processes. Without being exposed to the situation in person with the context and cues it could be difficult to measure a decision and thus the respondent would have behaved in a different manner in comparison to what the respondent thought would have happened.

4.2 High Emotional Intelligence and Diffusion of Entitlement

Strong predictions between High Emotional Intelligence and Diffusion of Entitlement is consistent with previously stated research showing reference to individuals being faster to pick up social signals (Leigberg, 2006). The faster individuals are to pick up social signals in social situations the more likely they are to understand the scarcity of commodities which inhibits from feeding everyone and thus being prone to Diffusion of Entitlement. Furthermore, this situation could be explained by Social obligation as stated previously (Greenberger *et al.*, 2008). When individuals feel like they are responsible for others wellbeing they are likely to display high emotional intelligence. In addition to this, they will also act responsibly for others wellbeing. This shows that they would avoid taking scarce commodities in such a situation because others would not be able to have the commodities (Greenberger *et al.*, 2008). At the same time individuals showing low emotional intelligence also displayed less social obligation (Jackson *et al.*, 2011).

According to the analysis it can also be observed that a higher percentage of women reported higher scores in emotional intelligence that was in turn affected by Diffusion of Entitlement; thus, selected to consume from the situation with less demand than more demand. As previous studies report females having higher emotional intelligence than males; this could

mean that more females will be affected by Diffusion of Entitlement than males. This questions a possibility of the significance of this variable; gender, as the sample was high in the number of females in comparison to the number of males.

4.3 Culture Orientation and Diffusion of Entitlement

The third hypothesis of the present study was not supported by the study's research findings; there was no significant prediction of collectivistic culture on Diffusion of Entitlement. This implies that culture does not affect an individual's feelings of collectivism and individualism in a certain situation. Nevertheless, there was a very close significance for vertical collectivism and the prediction on Diffusion of Entitlement. To refresh, vertical collectivism refers to considering the self as a part of a collectivistic culture and being willing to acknowledge hierarchy and inequity within that collective. Due to perceived hierarchy and knowledge that everyone is not treated the same; such individuals are more affected by Diffusion of Entitlement. They are more prone to avoid equal division during scarcity of commodities. Furthermore, individuals who have scored higher on vertical collectivism are mostly individuals from Asian ethnicities and a few from European ethnicities. This shows close resemblance of rituals from collectivistic cultures such as from Hong Kong, Japan, Iran and some parts of Germany. As a whole, explanation of the insignificance could be due to absence of a realistic situation or even effects from parental upbringing regardless of the country they are born in and nurture effects.

The study was conducted on a sample of undergraduate students at Coventry University who have been studying in their born country or different to their born country. Being in a different country could change their values, thinking patterns and behavior and it could arise back when they are with people who are familiar with such norms. Furthermore, in reference to the present study's use of Triandis Culture Orientation scale which were one of the few scales that adhere to multi-dimensional constructs showed to have a coefficient alpha reliability of $r=0.60$ to $r=.068$ for all the subscales (Bearden *et al* 2006 and Shavitt *et al.*, 2006). Since there is no viable alternative multi-

dimensional self-report method for measuring culture orientation at the time, it indicates a possible questionable consistency in the scale which may have resulted in insignificance of the results.

4.4 Limitations and Strengths

The current study's findings must be considered in line with some limitations. Firstly, the sample consists of a majority of Psychology students who are familiar with the scales and the scoring. This could have resulted in avoiding honesty due to knowledge of the outcome and being effected by social desirability bias when responding to the questionnaires. Even though the scales might have been familiar the ultimate outcome would have been hard to guess. This was aided by deception of the aim as well as an identified strength of the current study, which was originality; this research is the first to study factors affecting Diffusion of Entitlement. Diffusion of Entitlement being a novel concept in the research world and society must have made it difficult to guess the aim to provide bias responses.

Furthermore, the sample collected is Gynocentric; this causes the results to be less generalizable to the male population. Furthermore, there could be gender differences in the scores provided by the varying scales. Even though, this was one internal variable which was ought to be measured, the limited sample size from males restricted the analysis from making an effective comparison. However, the sample size of 96 respondents makes the study generalizable to a whole population. Thirdly, decisions made in the vignette can change when faced in the same situation but in the real world due to situation specificity and social cues provided in the context (Patry, 2011).

This means a covert observation in such a situation would be the most effective technique to achieve an unbiased result. Even though conducting an online survey causes reduction in ecological validity, respondents are more comfortable when responding to the scales due to lack of social pressure around them or having any biases such as social desirability bias. Participants submitted their responses in complete anonymity which saves them from social desirability biases. Furthermore, the study was planned in a

manner where participants will not display any order effects such as fatigue effect therefore, the study was kept short and provided them with their own time and space to respond to the questions. Biases that could have affected the decision in the vignette was removed such as a name for the individual which reveals gender and any specific food type that could create preferences in food. The vignette was of the same format and situation as Effron and Miller, (2011). All this increasing reliability of the study, furthermore, the study analyzed raw data scores to gain greater power over the data. However, this was not the case in all the variables as they were categorical. The study could be developed using greater power of interval data to gain more control over the data.

4.5 Future Research and Practical Implications

In light of the strengths and limitations, the current study is able to successfully give future research some direction when exploring Diffusion of Entitlement. Using a scale of higher reliability to measure culture orientation as well as conducting a covert Observation to measure real life decisions in such situations will make the results much valid by eliminating biases. It will also be interesting to see if there is a relationship between conformity and Diffusion of Entitlement in individuals. This would suggest that social marketing simply benefits from conformity. This research helps identify the individuals who are more likely to be affected by Diffusion of Entitlement. Thus, enabling Social Psychologists to make these individuals aware of the specific characteristic that leads to this behavior.

The inhibitory effect of this case in scarcity prevents commodities from being used efficiently. This is when the last few portions are being thrown away when none of the hungry guests consumes them. Therefore, this research hopes to contribute towards the betterment of the environment by helping to understand factors related to Diffusion of Entitlement which can help to guide social marketing for behavior change in areas such as climate change. Food wastage is a rising issue in the growing world (Reynolds *et al.*, 2020; Moreno *et al.*, 2020) especially the ongoing situation of the great food waste which has been reported in Paris (Shaw, 2019).

This study will help individuals who are more likely to not serve for themselves in social gatherings to be aware of their behavior and reduce food wastage. Food waste worldwide emits greenhouse gases and favors climate change. As the Inter-governmental Panel on Climate Change reported that humans are been given 12 years to save the planet from a complete climate change (McGrath, 2019) it is essential that research helps deplete the situation arising. Further to this, this research helps understand typical unattended human behavior to understand why people behave the ways they do in order develop the field of Social Psychology and Social marketing.

5. CONCLUSION:

In conclusion, the current study aimed to find a significant prediction on High Emotional Intelligence and Diffusion of Entitlement. The results from this study reveal otherwise, as Self Esteem and Culture Orientation are not able to predict behavior shown by Diffusion of Entitlement, thus failing to explain why some individuals are affected by Diffusion of Entitlement and some are not. Future researchers are encouraged to develop this topic by extending the current study's findings and considering the suggestions made, in order to potentially help improve social marketing and help deplete the current food wastage crisis leading to global warming.

6. ACKNOWLEDGEMENT:

I would first like to thank my advisor Dr. Karen Maher of the Faculty of Health and Life Sciences, School of Psychological, Social and Behavioral Sciences at Coventry University; UK. Furthermore, I would like to thank Dr. Darshan Perera; Director of Colombo International Institute of Higher Education Sri Lanka, for providing the foundation, knowledge and motivation for my journey. Last but not the least, I must express my profound gratitude to my family and friends for providing me with constant inspiration and unflinching support. This completion would not have been possible without them.

7. CONFLICTS OF INTEREST:

The author declares there's no conflict of interest in the present study.

8. REFERENCES:

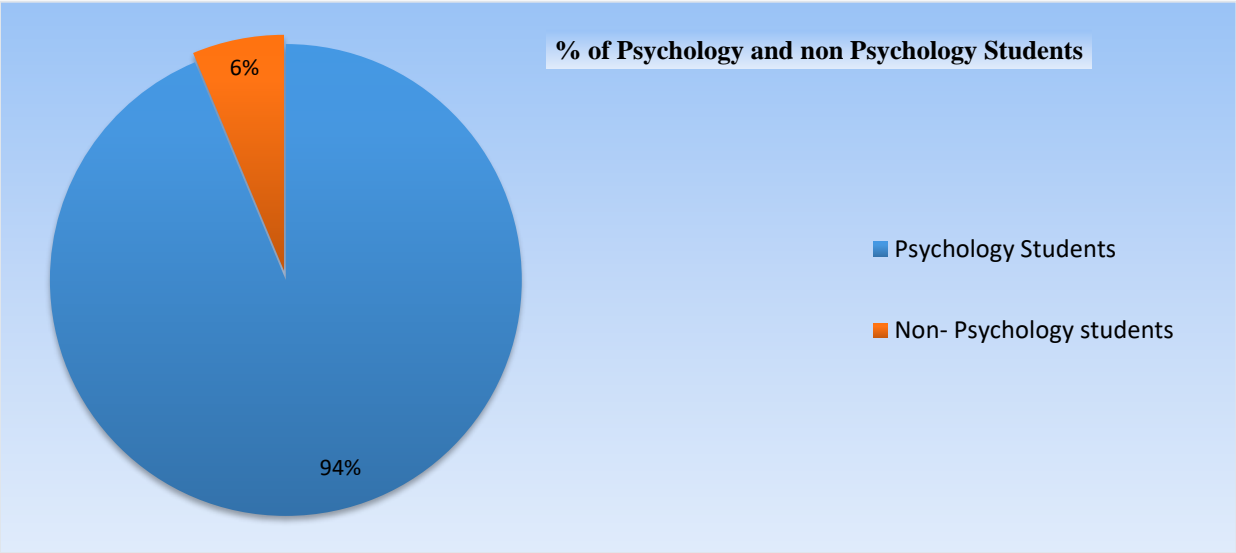
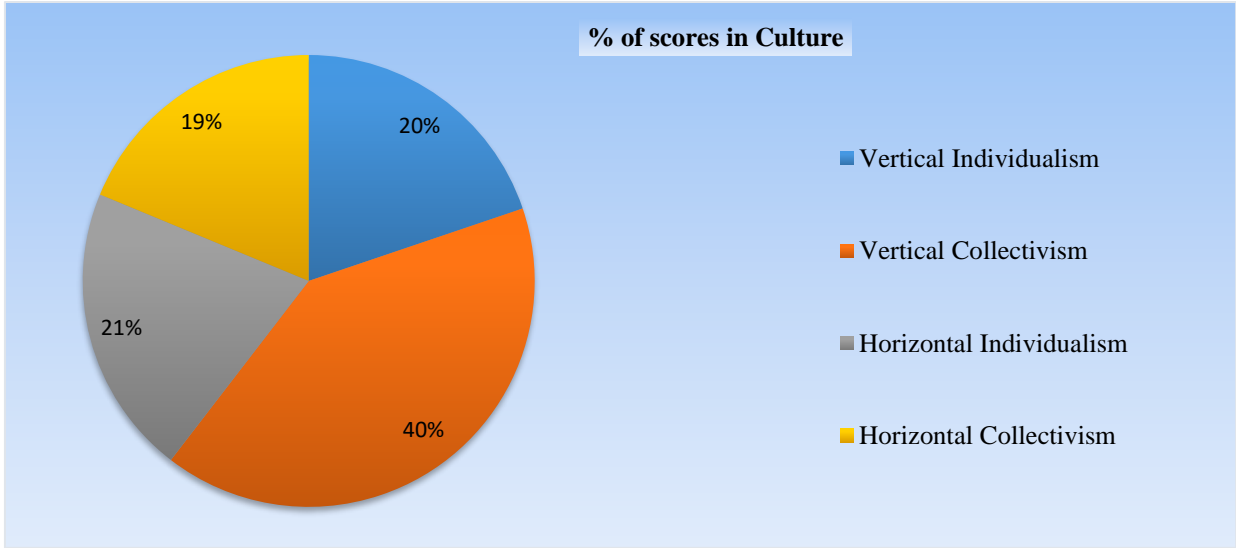
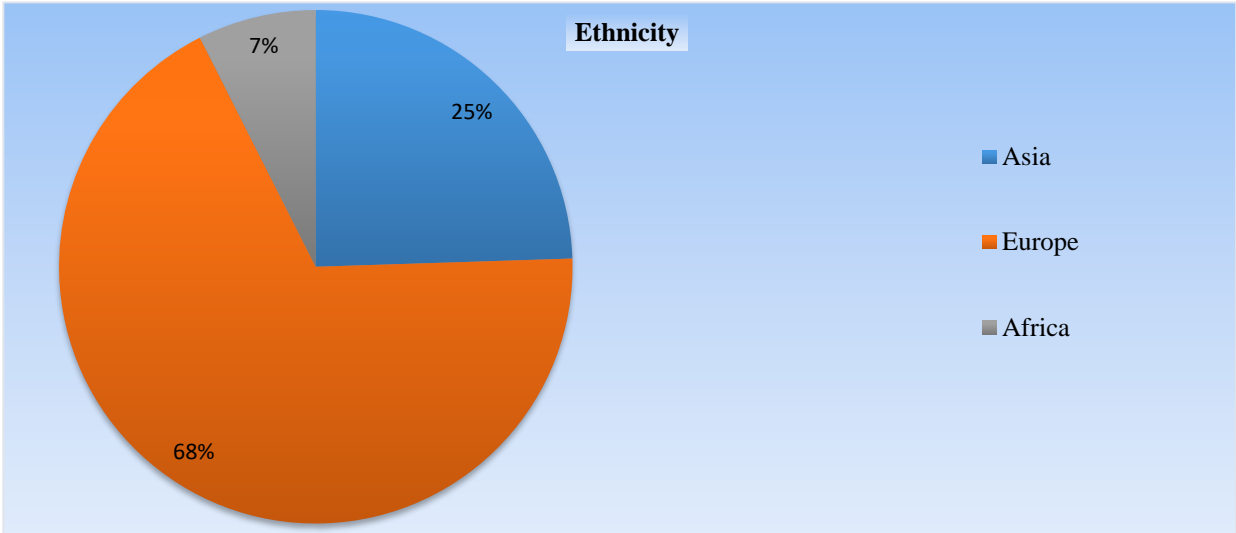
- 1) Aggarwal, P., Jun, S. Y., and Huh, J. H. (2011). Scarcity messages: A consumer competition perspective. *Journal of Advertising*, **40**, 19–30.
<https://doi.org/10.2753/JOA0091-3367400302>
- 2) Allison, S. T., and Messick, D. M. (1990). Social decision heuristics in the use of shared resources. *Journal of Behavioral Decision Making*, **3**, 195–204.
- 3) Allison, S. T., McQueen, L. R., and Schaerfl, L. M. (1992). Social decision making processes and the equal partitionment of shared resources. *Journal of Experimental Social Psychology*, **28**, 23–42.
- 4) Andreoni, J. (1990). Impure altruism and donations to public goods: A theory of warm-glow giving. *Economic Journal*, **100**, 464-477.
<https://doi.org/10.2307/2234133>
- 5) Apple, C. (2006). *Garage band*. Cupertino, CA.
- 6) Arménio Rego, Lucinda Godinho, Anne McQueen and Miguel P. Cunha (2010). Emotional intelligence and caring behaviour in nursing, *The Service Industries Journal*, **30**(9), 1419-1437,
<https://doi.org/10.1080/02642060802621486>
- 7) Balachander, S., and Stock, A. (2009). Limited edition products: When and when not to offer them. *Marketing Science*, **28**, 336–355.
- 8) Banister, E. and Hogg, M. (2004). "Negative symbolic consumption and consumers' drive for self-esteem", *European Journal of Marketing*, **38**(7), pp. 850- 868.
<https://doi.org/10.1108/03090560410539285>
- 9) Barasch, A., Levine, E. E., Berman, J. Z., and Small, D. A. (2014). Selfish or selfless? On the signal value of emotion in altruistic behavior. *Journal of Personality and Social Psychology*, **107**(3), 393–413.
<https://doi.org/10.1037/a0037207>
- 10) Batson, C. D. (1991). *The altruism question: Toward a social psychological answer*. Hillsdale, NJ: Erlbaum.
- 11) Bearden, W. O., Money, R. B., and Nevins, J. L. (2006a). Multidimensional versus unidimensional measures in assessing national

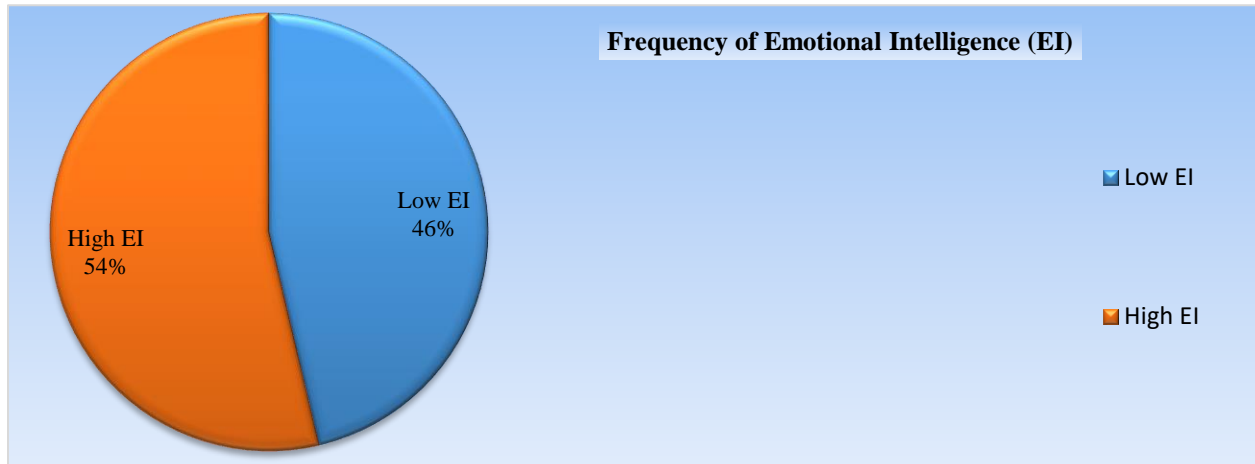
- culture values: the Hofstede VSM 94 example. *Journal of Business Research*, **59**, 195–203.
- 12) Berman, J. J., Murphy-Berman, V., and Singh, P. (1985). Cross-Cultural Similarities and Differences in Perceptions of Fairness. *Journal of Cross-Cultural Psychology*, **16**(1), 55–67. <https://doi.org/10.1177/0022002185016001005>
 - 13) Brackett, M. A., and Mayer, J. D. (2003). Convergent, discriminant, and incremental validity of competing measures of emotional intelligence. *Personality and Social Psychology Bulletin*, **29**(9), 1147–1158.
 - 14) Brock, T. C., and Brannon, L. A. (1992). Liberalization of commodity theory. *Basic and Applied Social Psychology*, **13**, 135–144.
 - 15) Camerer, C., and Thaler, R. H. (1995). Anomalies: Ultimatums, dictators and manners. *Journal of Economic Perspectives*, **9**, 209-219. <https://doi.org/10.1257/jep.9.2.209>
 - 16) Carroll, E., and Coetzer, R. (2011). Identity, grief and self-awareness after traumatic brain injury. *Neuropsychological Rehabilitation*, **21**(3), 289-305. <https://doi.org/10.1080/09602011.2011.555972>
 - 17) Chendroyaperumal and Chendrayan (2010) 'The First Laws in Economics and Indian Economic Thought' Thirukkural, Available at <http://dx.doi.org/10.2139/ssrn.1545247>
 - 18) Chowning, K., and Campbell, N. J. (2009). Development and validation of a measure of academic entitlement: Individual differences in students' externalized responsibility and entitled expectations. *Journal of Educational Psychology*, **101**(4), 982–997. <http://dx.doi.org/10.1037/a0016351>
 - 19) Cialdini, R. B., Darby, B. L., and Vincent, J. E. (1973). Transgression and altruism: A case for hedonism. *Journal of Experimental Social Psychology*, **9**, 502-516. [https://doi.org/10.1016/0022-1031\(73\)90031-0](https://doi.org/10.1016/0022-1031(73)90031-0)
 - 20) Cialdini, R. B., Schaller, M., Houlihan, D., Arps, K., Fultz, I., and Beaman, A. L. (1987). Empathy-based helping: Is it selflessly or selfishly motivated? *Journal of Personality and Social Psychology*, **52**, 749-758. <https://doi.org/10.1037/0022-3514.52.4.749>
 - 21) Ciarrochi, J., Chan, A. Y. C., and Bajgar, J. (2001). Measuring emotional intelligence in adolescents. *Personality and Individual Differences*, **31**, 1105–1119. <https://psycnet.apa.org/record/2001-05152-007>
 - 22) Ciarrochi, J., Deane, F. P., and Anderson, S. (2002). Emotional intelligence moderates the relationship between stress and mental health. *Personality and Individual Differences*, **32**, 197–209.
 - 23) Cooper-Evans, S., Alderman, N., Knight, C., and Oddy, M. (2008). Self-esteem as a predictor of psychological distress after severe acquired brain injury: An exploratory study. *Neuropsychological Rehabilitation*, **18**(5-6), 607-626. <https://doi.org/10.1080/09602010801948516>
 - 24) Davies M, Stankov L, Roberts RD (1998). Emotional intelligence: In search of an elusive construct. *Journal of Personality and Social Psychology*, **75**:989–1015.
 - 25) Dougal Shaw (2019) ' Parisians fight climate change with a surprising weapon' *BBC News*, 27th September, Available at - <https://www.bbc.co.uk/news/av/business-49844490/parisians-fight-climate-change-with-a-surprising-weapon>
 - 26) Efron, D.A., and Miller, D.T. (2011) 'Diffusion of Entitlement': An inhibitory effect of scarcity on consumption'
 - 27) Faul, F., Erdfelder, E., Buchner, A., and Lang, A.-G. (2013). G*Power Version 3.1.7 [computer software]. Universität Kiel, Germany. Retrieved from - <http://www.softpedia.com/get/Science-CAD/G-Power.shtml>
 - 28) Gardner, H. (1993). *Frames of mind: The theory of multiple intelligences* (10th Anniversary ed. New York: Basic Books.
 - 29) Gierl, H., and Huettl, V. (2010). Are scarce products always more attractive? The interaction of different types of scarcity signals with products' suitability for conspicuous consumption. *International J. of Research in Marketing*, **27**, 225–235
 - 30) Greenberger, E., Lessard, J., Chen, C., and Farruggia, S. P. (2008). Self-entitled college

- students: Contributions of personality, parenting, and motivational factors. *Journal of Youth and Adolescence*, **37**(10), 1193–1204.
<http://dx.doi.org/10.1007/s10964-008-9284-9>
- 31) Herman, C. (2015). The social facilitation of eating. A review. *Appetite*, **86**, pp.61-73.
- 32) Higgs, S. (2015). Social norms and their influence on eating behaviours. *Appetite*, **86**, pp.38-44.
- 33) Islam MJ. (2020). Factors influencing family size: a critical study on Khulna district of Bangladesh, *Br. J. Arts Humanit.*, **2**(4), 73-81.
<https://doi.org/10.34104/bjah.020073081>
- 34) Jackson, D. L., Singleton-Jackson, J. A., and Frey, M. P. (2011). Report of a Measure of Academic Entitlement. *American International J. of Contemporary Research*, **1**(3), 53–65.
- 35) Jang, W.E., Ko, Y.J., Morris, J.D. and Chang, Y. (2015), Scarcity Message Effects on Consumption Behavior: Limited Edition Product Considerations. *Psychol. Mark.*, **32**: 989-1001.
<http://dx.doi.org/10.1002/mar.20836>
- 36) Jordan C.H., Zeigler-Hill V. (2018) Self-esteem Instability. In: Zeigler-Hill V., Shackelford T. (eds) *Encyclopedia of Personality and Individual Differences*. Springer, Cham.
- 37) Kashima, Y., Siegal, M., Tanaka, K. and Kashima, E.S. (1992), Do people believe behaviours are consistent with attitudes? Towards a cultural psychology of attribution processes. *British J. of Social Psychology*, **31**: 111-124.
<http://dx.doi.org/10.1111/j.2044-8309.1992.tb00959.x>
- 38) Keen S (2007). *Empathy and the Novel*. Oxford University Press, UK.
- 39) King, M. (1999). Measurement of differences in emotional intelligence of preservice educational leadership students and practicing administrators as measured by the multifactor emotional intelligence scale. *Dissert. Abst. Int.* **60**(3): 606
- 40) Kopp, J. P., Zinn, T. E., Finney, S. J., and Jurich, D. P. (2011). The development and evaluation of the Academic Entitlement Questionnaire. *Measurement and Evaluation in Counseling and Development*, **44**(2), 105–129
- 41) Leiberger S, Anders S (2006). The multiple facets of empathy: a survey of theory and evidence. *Understanding Emotions*, **156**:419–440. <https://pubmed.ncbi.nlm.nih.gov/17015094/>
- 42) Lessard J. and Greenberger E., Chen C (2016). ‘Sense of Entitlement. In: Levesque R’. (eds) *Encyclopedia of Adolescence*. Springer, Cham.
- 43) Lipsey, Mark W. (1990). *Design Sensitivity: Statistical Power for Experimental Research*. Newbury Park, CA: SAGE.
- 44) Lynn, M. (1991). Scarcity effects on value: A quantitative review of the commodity theory literature. *Psychology and Marketing*, **8**, 43–57.
- 45) Matt McGrath (2019) ‘Climate Change: 12 years to save the planet? Make that 18 months’ *BBC News*, 24th July, Available at - <https://www.bbc.co.uk/news/science-environment-48964736>
- 46) McLean Parks, J., Boles, T. L., E., Gatewood, W and Gibson, K (1996). Distributing adventurous outcomes: Social norms, egocentric martyrs, and the effects on future relationships. *Organizational Behavior and Human Decision Processes*, **67**, 181–200.
- 47) O’Dea, J. A. (2012). Body image and self-esteem. In T. F. Cash (Ed.), *Encyclopedia of body image and human appearance*, Elsevier Academic Press, pp. 141–147.
- 48) Pana, (2020). "Persian Tarof" | (Persian Art of Etiquette) | Definition and Many examples • PANA. [online] Available at: <https://www.persiansarenotarabs.com/persian-tarof/>
- 49) Parks, C. D., and Vu, A. D. (1994). Social Dilemma Behavior of Individuals from Highly Individualist and Collectivist Cultures. *Journal of Conflict Resolution*, **38**(4), 708–718.
<https://doi.org/10.1177/0022002794038004006>
- 50) Patry J. L. (2011). Methodological consequences of situation specificity: biases in assessments. *Frontiers in psychology*, **2**, 18.
<https://doi.org/10.3389/fpsyg.2011.00018>

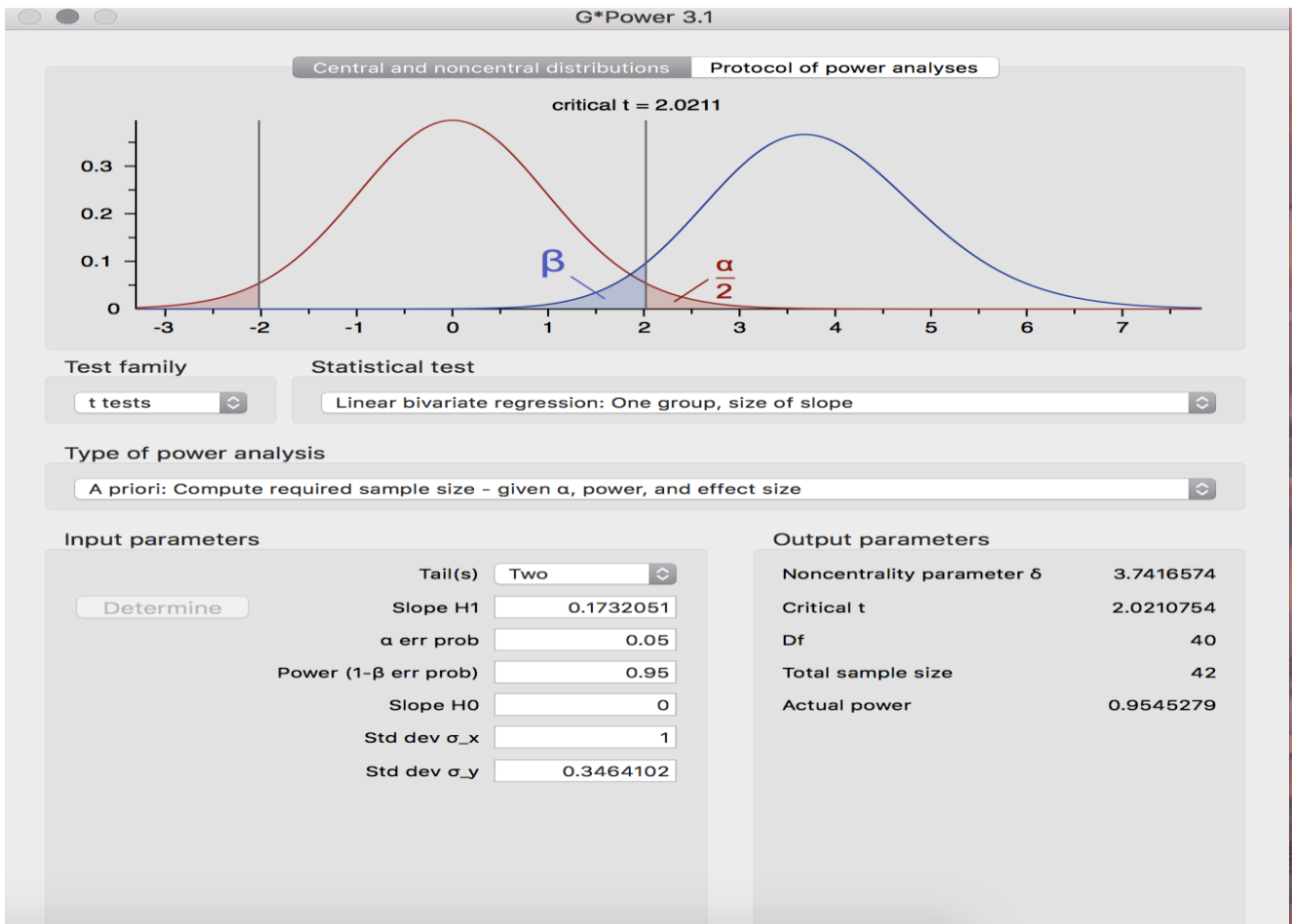
- 51) Pérez, J. C., Petrides, K. V., and Furnham, A. (2005). Measuring trait emotional intelligence. In R. Schulze and R. D. Roberts (Eds.) *Emotional intelligence: An international handbook* (pp. 181-201). Cambridge, MA: Hogrefe and Huber
- 52) Presbyterian Blues. (2020). The International Phenomenon of “The Last Piece”. <https://presbyterianblues.wordpress.com/2013/05/25/the-international-phenomenon-of-the-last-piece/>
- 53) Reynolds, C, Soma, T, Spring, C and Lazell, J. (2020). ‘Food waste 4.0: An Introduction to Contemporary Food Waste Studies’. in C Reynolds, T Soma, C Spring and J Lazell (eds), *Routledge Handbook of Food Waste*. 1 edn, Routledge, pp. (In-Press).
- 54) Salovey, P., and Mayer, J. D. (1990). Emotional intelligence. *Imagination, Cognition, and Personality*, **9**, 185–211
- 55) Schutte, N. S., Malouff, and Dornheim, L. (1998). Development and validation of a measure of emotional intelligence. *Personality and Individual Differences*, **25**, 167–177. <https://psycnet.apa.org/record/1998-10376-001>
- 56) Schutte, N.S. and Malouff, J.M. (1998) Measuring emotional intelligence and related constructs. Levinston: Mellen Press.
- 57) Shavitt, S., Lalwani, A. K., Zhang, J., and Torelli, C. J. (2006). The horizontal/vertical distinction in cross-cultural consumer research. *Journal of Consumer Psychology*, **16**(4), 325–342.
- 58) Silber, E., and Tippett, J. S. (1965). Self-esteem: Clinical assessment and measurement validation. *Psychological Reports*, **16**(3, Pt. 2), 1017–1071. <https://doi.org/10.2466/pr0.1965.16.3c.1017>
- 59) Singh, D. (2002). *Emotional Intelligence at Work: A Professional Guide*. New Delhi: Sage Publications.
- 60) Triandis, H. C. and Gelfland, M. J. (1998) ‘Converging measurement of horizontal and vertical individualism and collectivism’. *Journal of Personality and Social Psychology*, **74**, 118-128.
- 61) University of Nottingham (2008) ‘*Being Altruistic May Make You Attractive*’. Science Daily. [January 26 2020] from - www.sciencedaily.com/releases/2008/10/081014134027.html
- 62) van Dijk, E., and Wilke, H. (1995). Coordination rules in asymmetric social dilemmas: A comparison between public good dilemmas and resource dilemmas. *J. of Experimental Social Psychology*, **31**, 1–27.
- 63) van Dijk, E., Wilke, H., Wilke, M., and Metman, L. (1999). What information do we use in social dilemmas? Environmental uncertainty and the employment of coordination rules. *Journal of Experimental Social Psychology*, **35**, 109–135.
- 64) Vartanian, L. (2015). Impression management and food intake. Current directions in research. *Appetite*, **86**, pp.74-80. <https://doi.org/10.1016/j.appet.2014.08.021>
- 65) Whiteman, V. L., and Shorkey, C. T. (1978). Validation testing of the Rational Behavior Inventory. *Educational and Psychological Measurement*, **38**(4), 1143–1149. <https://doi.org/10.1177/001316447803800435>
- 66) Wiedmann, K., Hennigs, N., and Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology and Marketing*, **26**, 625–651.
- 67) Wing, E. and G.D. Love. (2001). *Elective Affinities and Uninvited Agonies: Mapping Emotions with Significant Others onto Health. Emotion, Social Relationships and Health Series in Affective Sci.* Oxford Univ. Press, New York. <https://psycnet.apa.org/record/2001-06669-007>
- 68) Young, H. P. (1995). Dividing the indivisible. *The American Behavioral Scientist*, **38**, 904–920.

Appendix A: Graph representations of Descriptive Statistics





Appendix B: Power Analysis



Citation: Weerakoon T. (2020). Factors affecting diffusion of entitlement in consumption of scarce commodities: a psychological approach, *Br. J. Arts Humanit.*, 2(6), 113-128.

<https://doi.org/10.34104/bjah.02001130128>

