



Consumerism Culture and its Impact on Employees' Work Effectiveness: The Case of a National Government Agency in the Philippines

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Abstract

The workplace environment is not spared by how consumerism culture (CC) influences the transformation of individual lifestyles and aspirations. This study investigated the impact of CC on the employees' work effectiveness of the subject national government agency (NGA) in the Philippines. This descriptive-quantitative research used a structured questionnaire to cover the impact of CC on the four dimensions of work effectiveness: work attitude, individual well-being, environmental sustainability, and social connections of employees within the organization. The data were gathered from 109 employees of the subject NGA. The study found that among the dimensions of work effectiveness, only environmental sustainability appeared to be affected by CC. Moreover, the study conducted within the context of the subject NGA revealed that there is no statistically significant relationship between CC in terms of employees' shopping frequency and their perceptions of product or service brand reputation, and the four key dimensions of work effectiveness. This finding indicates that CC, as represented by these variables, does not significantly impact the critical aspects of employees' work effectiveness within the organization. This study can serve as baseline information for developing a comprehensive employee development program for enhancing work effectiveness and fostering a healthier workplace culture among the prevailing consumerism trends in society.

Keywords *Consumerism Culture; Employees' Individual Well-Being; Environmental Sustainability; Social Connections; Work Attitude; Work Effectiveness*

INTRODUCTION

Consumerism culture (CC) has evolved and is driven by various factors such as globalization, advertising, technological advancements, and changing societal norms. In contemporary society, individuals often find themselves in a perpetual cycle of consumption, where acquiring material possessions and indulging in luxury goods are perceived as markers of success and happiness (Hayes, 2022). This shift in values and priorities has not only altered personal lives but has also begun to seep into the workplace. CC remains a pertinent subject in today's generation as it continues to significantly influence various aspects of society, including psychology, social connectivity, and environmental sustainability, making it a relevant and dynamic area of study that warrants ongoing examination and analysis.

The study will dig into the CC extending beyond the realms of personal life and consumer choices, which seep into the workplace of the subject national government agency (NGA) in the Philippines. This NGA is responsible for the management and regulation of the country's water resources. Its primary role includes the allocation and distribution of water resources, ensuring the sustainability of water sources, and addressing water-related issues such as water scarcity and quality. Like many organizations, this NGA comprises employees who navigate the complexities of their values, societal expectations, and professional responsibilities. These employees are not immune to the influence of consumerism culture, which manifests in various ways that impact work effectiveness. In the Philippine setting, NGAs play a vital role in governance and upholding the rule of law while ensuring the welfare of the Filipino people. With the varied functions of NGAs,

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all are expected to have employees committed to performing their duties and responsibilities with honesty and integrity. As such, all employees should exhibit good behavior and cooperation in protecting the NGA with which they are affiliated and the government taxpayer funds used for operations. The work effectiveness of these employees would eventually matter in stimulating the country's economic growth. Therefore, the public always expects NGA employees to put forth their best efforts in performing their work responsibilities with excellence.

Various studies have pointed out that CC can affect work effectiveness in several ways. First, it may influence individual well-being. A study by [Relojo-Howell \(2022\)](#) stated that the constant pursuit of material possessions and the associated pressures can lead to stress, anxiety, and dissatisfaction, all of which can spill over into one's professional life. He further confirmed that employees who are grappling with personal financial concerns or unfulfilled desires may find it challenging to concentrate on their work, leading to decreased productivity and engagement. Thus, the environmental consequences of CC cannot be ignored. According to [Alnajar \(2023\)](#), as individuals strive for more, there is an increase in demand for goods and services. Lastly, according to [Desmichel and Rucker \(2023\)](#), CC can affect social connections within the workplace. When employees prioritize personal gain over collaboration and teamwork because of consumerism desires, it can create tension and hinder effective communication and cooperation among colleagues. Consumerism encourages the acquisition of goods and services, which can lead to a focus on individual materialistic goals rather than collective goals.

As a result, employees may become more self-centered and less willing to work together toward common objectives. This can lead to a breakdown in social connections and a lack of synergy within the workplace. The pursuit of consumerism can also contribute to a competitive environment where employees may view each other as rivals rather than teammates, further damaging social connections. Based on these previous studies, this study will offer insights and potential solutions that can benefit both the subject NGA and the society at large. It will contribute to a deeper understanding of the complex relationship between CC and work effectiveness while paving the way for a more sustainable and socially connected workplace in an era of changing values and priorities.

Based on the knowledge of the researchers, there is no particular study regarding the impact of CC conducted in any of the Philippine work settings (either private or public organizational set-up), so this study is timely and relevant. This research study aimed to comprehensively examine the impact of CC on work effectiveness among NGA employees in the Philippines, with a focus on understanding how CC influences their work attitude, individual well-being, environmental sustainability, and social connections within the organization. Ultimately, this study intends to provide insights that can inform strategies for enhancing work effectiveness and fostering a healthier workplace culture among the prevailing consumerism trends in society, promote a more sustainable and effective work environment, and contribute to a better understanding of the challenges posed by CC.

According to [Hidayat and Latief \(2018\)](#), human capital management is the key factor driving an organization in achieving its vision and mission. Developing human capital management aims to achieve the company's human capital quality, and it is one of the most important company strategies. On the other hand, consumerism at work is a new phenomenon that might have an impact on the productivity of employees. In this regard, the researchers presumed that CC, in terms of shopping frequency and brand reputation of the product and services, has no significant impact on the work effectiveness of the employees of the subject NGA in terms of their work attitude, individual well-being, environmental sustainability, and social connections.

LITERATURE REVIEW

Aligned with the objectives of this research, the researchers conducted a comprehensive review of related literature obtained from diverse sources to furnish a clear understanding of the topic at hand. The following are presented in this section: the concept of CC; and its impact on work effectiveness.

The Concept of CC

CC is reshaping the way individuals perceive and pursue their personal well-being. Rooted in the fundamental human desire for possessions and material comfort, CC exerts a profound influence on the lives of individuals, altering their aspirations, values, and even their sense of self. [Dockendorff \(2023\)](#) postulated that consumerism has its roots in human nature, where individuals have a natural tendency to desire and acquire things. However, the problem arises when their wants and desires become excessive, and they start to define their self-worth and identity based on what they consume.

Another study conducted by [Lidgard \(2021\)](#) underscored the neurological impact of consumerism. The act of contemplating a purchase triggers the release of neurotransmitters, such as dopamine and endorphins, which are associated with feelings of pleasure and satisfaction. This neurochemical response intensifies when an individual makes a new acquisition. Although this phenomenon may initially appear positive, it can lead to a phenomenon known as tolerance, where individuals become desensitized to the pleasurable effects of consumption. Consequently, a compulsion to acquire more possessions emerges, shifting the focus from genuine necessity to an intense desire for new acquisitions.

Furthermore, within the realm of psychoanalysis, a body of research posits a persistent human inclination to seek emotional fulfillment through consumption. In essence, individuals often attempt to fill emotional voids in their lives with material possessions. In addition, consumer behavior covers various aspects, including perception, goals and motivation, interpersonal processes, and societal-level issues ([Joireman & Durante, 2016](#)).

The consumerism culture of employees is also affected by social media. Consumers nowadays are becoming technology savvy, as shown by how they use available social media platforms, and this generally affects their consumer purchasing behavior ([Lim et al. 2022](#)). According to [Chelvarayan et al. \(2021\)](#) and [Parilla and Abadilla \(2022\)](#), consumers generally prefer online shopping because of convenience and because they can save time and effort. Even in the workplace, purchasing via online becomes a practice of most employees for goods that they would like to acquire for personal and office use. In a separate study conducted by [Sirait and Purnama \(2022\)](#), they found that psychological factors such as personal risk, trust, and satisfaction of consumers have a significant influence on their online transactions.

CC and its Impact on Work Effectiveness

CC has not only transformed individual lifestyles and aspirations but also exerted a significant influence on the global economy. Rooted in the pursuit of material possessions and the continuous quest for more, CC has become an integral driver of economic growth in many countries. In general, people work for them to consume and fulfill their basic needs. However, not only are basic necessities satisfied, but they also consume or avail goods or services that are not actually necessary. [Gür and Omay \(2012\)](#) noted that this transformation is a new consumerism paradigm that changes the value of work.

[Karanouh's \(2021\)](#) study emphasized that consumerism has a positive societal impact, particularly through its significant contribution to economic growth. The study underscored that as people's incomes rise and their living standards improve, their spending power increases. This

increase in consumer spending drives greater production of goods, leading to increased employment rates and overall economic expansion. However, another study proposes a different viewpoint. [Rafi-Ul-Shan et al. \(2018\)](#) opined that the complex paradox between environmental awareness and purchase attitude becomes a barrier to green consumption and sustainability initiatives. The negative effects of consumerism include the depletion of natural resources and pollution. The way consumer society works is unsustainable. In addition, cultural consumerism is seen as a contributing factor to global poverty and has been linked to the persistence of hunger in a world marked by substantial wealth. This complex issue is also associated with various other social and ecological problems, further highlighting the challenges posed by consumerism in the modern era.

CC extends its influence beyond individual purchasing decisions to shape social connections and collaboration. In today's interconnected world, where products and services are readily accessible, consumerism has become a defining characteristic of modern life. This cultural phenomenon not only affects what and how individuals consume but also profoundly impacts how they interact, connect, and collaborate. According to [Steenkamp \(2019\)](#), consumerism exerts a psychological impact on individuals, which in turn can influence their performance and interpersonal connections within the workplace. There are instances where unfulfilled desires due to financial constraints can lead to a sense of reduced productivity and subsequently impact overall work performance. Its presence is not limited to dictating what and how individuals consume; rather, it exerts a profound influence on the very nature of their interactions, connections, and cooperative efforts with fellow members of society. Navigating this complex terrain requires acknowledgment that consumerism is more than a collection of shopping habits; it is a cultural force that shapes and reflects the way individuals live and interact in their increasingly interconnected global community.

According to [Piligrimiené, et al. \(2019\)](#), the workplace influences one's consumer behavior because of the experiences acquired by employees while at work, which becomes a factor for stimulating sustainable consumption at home. They found that work– life balance and sustainable consumption at home are positively related. In the context of the workplace environment of innovative companies, sustainable consumption is practiced through saving initiatives at work stations and avoidance of plastic dishes and fast food ([Banytè, et al., 2020](#)). According to them, the employees themselves consider enthusiasm and attention as the key dimension of sustainable consumption so that they can be more engaged in their sustainable consumption behavior at home and in the workplace environment.

RESEARCH METHOD

The study employed a descriptive-quantitative research method. This method provides a comprehensive understanding of consumerism's impact from various angles. The study considered a target sample size of 109 employees from the overall population of 149 employees of the subject NGA in the Philippines, with a 95% confidence level and 5% acceptable margin of error. These individuals were chosen as the most suitable participants for this research because of their proximity to the researchers' location. In addition, the sampled employees using the simple random technique are those who have been with the subject NGA for at least six months and are performing varied duties and responsibilities. Finally, these employees have experience in purchasing non-essential goods and services, whether for personal or office consumption.

The researchers' structured questionnaire was designed to be straightforward and devoid of complex questions for ease of response. The questionnaire draft was validated by two marketing professionals who are experts in consumerism culture. Their suggestions were considered when finalizing the questionnaire. The questionnaire was then pilot tested with a group of 15 employees

from another NGA where an acceptable Cronbach Alpha was established. The distribution and collection of data from the respondents were conducted using a Google form. The questionnaire is composed of 20 items to gather information on the respondents' perspectives on the four dimensions. The researchers employed the 5-point Likert scale: 1.00-1.49 = Strongly disagree; 1.50-2.49 = Disagree; 2.50-3.49 = Neutral; 3.50-4.49 = Agree; and 4.50-5.00 = Strongly Agree. The questionnaire underwent validity testing by experts in the field of consumerism.

A confidentiality note was indicated in the survey questionnaire to assure the respondents that the information provided will be used only for the study. To interpret the survey responses, the researchers analyzed the gathered data using frequency, percentage, weighted mean, and Pearson correlation coefficients.

FINDINGS AND DISCUSSION

This part of the study presents the interpretation of data obtained from the survey questionnaires distributed to the employees of NGA. A detailed discussion of the tabulated responses was presented and examined based on the objectives of the study.

Respondents' Profile and CC

The 109 employees who served as respondents to this study were affiliated with the NGA. Table 1 presents the profile of the study respondents and their CC. The profile of respondents revealed that the majority of respondents were female permanent employees. Moreover, most of them are in the age bracket of 26-35 years and employed with the subject NGA for more than 10 years. As for their CC, the majority of them are buying non-essential items monthly for personal reasons, sales and discounts, and other reasons such as additional items to their collections, unique product designs and features, etc. The respondents also considered brand reputation when they were buying non-essential items. This agrees with the study of [Agmeka et al. \(2019\)](#) that brand reputation and brand image are drivers influencing purchase intentions.

Table 1. Respondents' Profile and CC

| | Frequency | Percentage |
|--------------------------------|------------|---------------|
| A. Respondents' Profile | | |
| <i>Age</i> | | |
| 18-25 | 11 | 10.10 |
| 26-35 | 34 | 31.20 |
| 36-45 | 26 | 23.90 |
| 46-55 | 19 | 17.40 |
| 56-65 | 19 | 17.40 |
| Total | 109 | 100.00 |
| <i>Gender</i> | | |
| Male | 49 | 45.00 |
| Female | 60 | 65.00 |
| Total | 109 | 100.00 |
| <i>Employment Status</i> | | |
| Permanent | 90 | 82.60 |
| Contract of Service | 19 | 17.40 |
| Total | 109 | 100.00 |
| <i>Employee Tenure</i> | | |
| Less than 1 year | 14 | 12.80 |
| 1-5 years | 29 | 26.60 |
| 6-10 years | 22 | 20.20 |
| Over 10years | 44 | 40.40 |

| Total | 109 | 100.00 |
|---|------------|---------------|
| B. CC/Consumer Behavior | | |
| <i>How often do you shop for non-essential items?</i> | | |
| Daily | 0 | 0.00 |
| Weekly | 2 | 1.80 |
| Monthly | 59 | 54.10 |
| Rarely | 48 | 44.00 |
| Never | 0 | 0.00 |
| Total | 109 | 100.00 |
| <i>What motivates you to make non-essential purchases? *</i> | | |
| Desire for the latest trends | 28 | 25.69 |
| Peer Pressure and Social Influence | 13 | 11.93 |
| Personal satisfaction | 68 | 62.38 |
| Sales and discounts | 56 | 51.38 |
| Other | 82 | 75.23 |
| *Multiple responses are allowed | | |
| <i>Do you often buy products or services based on brand reputation?</i> | | |
| Yes | 97 | 89.00 |
| No | 12 | 11.00 |
| Total | 109 | 100.00 |

CC and its Impact on Work Effectiveness

The impact of CC on work effectiveness along the four dimensions was assessed on the basis of the researchers' structured questionnaire.

Work Attitude

Table 2 presents the five statements related to the impact of CC on the work attitude of the employees. Responses revealed that they do not believe that CC has a strong impact on their work attitude. The average descriptive rating states a disagreement with the idea that consumerism heavily affects their work attitude. This finding reveals that their dedication to their work is not only a result of their aspirations for material possessions but also due to other personal factors. According to [Alessandri et al. \(2018\)](#), employees' work engagement and their subsequent job performance in the workplace are greatly influenced by their psychological capital, which includes their hope, efficacy, resilience, and optimism.

Table 2. CC and Work Attitude

| No. | Statement | Weighted Mean | Std. Deviation | Descriptive Rating |
|------------|--|----------------------|-----------------------|---------------------------|
| 1 | I feel that my work attitude is influenced by my consumption habits and desire for material possessions. | 1.80 | 1.034 | Disagree |
| 2 | Consumerism has a positive impact on my work attitude, motivating me to work harder | 2.79 | 1.010 | Neutral |
| 3 | Consumerism harms my work attitude, causing distractions and reducing my productivity. | 1.53 | 0.617 | Disagree |
| 4 | I feel pressure to earn more money to support my consumption habits. | 2.39 | 0.794 | Disagree |

| | | | | |
|-----------------------|---|------|-------|----------|
| 5 | My desire for material possessions affects my work performance. | 1.85 | 1.185 | Disagree |
| Average Weighted Mean | | 2.07 | | Disagree |

Individual Well-Being

Table 3 presents the five statements related to the impact of CC on individual well-being. Responses revealed that the employees do not believe that CC significantly contributes to their well-being. They believe that their workplace well-being is not affected by their material possessions. As characterized by Wallace (2022), workplace well-being relates to how employees consider themselves fit for work and how they are able to successfully achieve their prevalent social concerns.

The findings of the study further support the work of Brown and Vergragt (2016), who claimed that materialistic cues and consumer orientation can lead to lower well-being for individuals and society as a whole. Therefore, there may be other factors that can influence the employee's well-being other than their CC. As opined by some of the respondents during informal interviews, their being more comfortable with their co-workers and the nature of their daily routines are what make them happier in their workplace, thus contributing to influence significantly to their individual well-being.

Table 3. CC and Individual Well-Being

| No. | Statement | Weighted Mean | Std. Deviation | Descriptive Rating |
|-----------------------|--|---------------|----------------|--------------------|
| 1 | CC often makes me feel pressured to acquire more material possessions. | 2.07 | 0.889 | Disagree |
| 2 | I find that my well-being and happiness are closely tied to my ability to make consumer purchases. | 2.16 | 1.011 | Disagree |
| 3 | Engaging in CC contributes positively to my overall sense of well-being. | 2.49 | 1.160 | Disagree |
| 4 | I often feel stressed or anxious because of the pressures of CC. | 1.91 | 0.764 | Disagree |
| 5 | I believe that reducing my consumption of material goods would improve my overall well-being. | 2.41 | 0.584 | Disagree |
| Average Weighted Mean | | 2.21 | | Disagree |

Environmental Sustainability

Table 4 presents the five statements related to the impact of CC on environmental sustainability.

Table 4. CC and Environmental Sustainability

| No. | Statement | Weighted Mean | Std. Deviation | Descriptive Rating |
|-----|--|---------------|----------------|--------------------|
| 1 | CC places excessive strain on the environment through excessive consumption and waste. | 4.20 | 1.104 | Agree |
| 2 | I make a conscious effort to reduce my consumption of single-use plastics (e.g., bags, bottles, utensils) to minimize their impact on the environment. | 4.47 | 0.948 | Agree |
| 3 | I prioritize buying products labeled as | 4.54 | 0.877 | Strongly Agree |

| | | | | |
|---|---|------|-------|----------------|
| | environmentally friendly or sustainable. | | | |
| 4 | I believe that consumer choices, such as reducing waste and supporting sustainable brands, can positively impact the environment. | 4.50 | 0.939 | Strongly Agree |
| 5 | I am actively involved in or support environmental conservation efforts or initiatives in my community. | 4.53 | 0.898 | Strongly Agree |
| | Average Weighted Mean | 4.45 | | Agree |

As one of the agencies mandated to manage natural resources and support environmental sustainability, respondents agree with the statements related to environmental consciousness and actions to mitigate the negative impact of consumerism on the environment. It can be noted that the respondents being employees who are supporting environmental sustainability, their consumer behavior toward the environment tends to adhere to the vision of the organization with which they are affiliated. It is not surprising that they generally buy and use environmentally friendly products for use in their offices and for personal use. Likewise, the data reveals that the respondents are supporting the environmental initiatives of the community with which the NGA is cooperating. Their positive attitude and concern for the environment strongly influence their intention to buy environmentally friendly products.

This finding jibes with the study of [Ling et al. \(2022\)](#), who also found that consumers who are supporters of environmental sustainability tend to purchase environmentally friendly products. As further supported by [Shifali and Amarjit \(2022\)](#), individuals who are working professionals and have higher educational qualifications have significantly higher levels of awareness of green or environmental consumerism compared with other sectors of society. Overall, the findings of this study adhere to those of [Goyal and Grewal \(2021\)](#), who confirmed that environmental awareness plays a crucial role in shaping consumer attitudes and behaviors toward the environment. Thus, the workplaces of the subject NGA that promote environmental awareness for sustainable consumption and environmental protection have practices being imbibed by employees to influence their personal purchasing behavior.

Social Connections

Table 5 presents the five statements related to the impact of CC on the social connections of employees within the workplace. The responses indicate that respondents disagree that CC greatly hinders their social connections with co-employees. This means that their aspirations for material possessions do not affect how they deal with their co-employees in the workplace. Material possessions in this regard cannot initiate and strengthen social connections with co-employees at work. This finding confirms that there can be other factors that can influence social connections at work that would eventually lead to improvement of employees' job performance in the workplace. According to [Syardsansah and Afanin \(2023\)](#), effective interpersonal relations significantly influence employee performance. This further supports the claim of [Briones et al. \(2023\)](#) that collaboration among employees and with other stakeholders of the organization is a relevant entrepreneurial practice of any organization.

Table 5. CC and Social Connections

| No. | Statement | Weighted Mean | Standard Deviation | Descriptive Rating |
|-----------------------|--|---------------|--------------------|--------------------|
| 1 | Consumerism harms my social connections with co-employees. | 1.61 | 0.802 | Disagree |
| 2 | I feel pressured to participate in CC (e.g., buying expensive items, and keeping up with trends) to fit in with my co-employees. | 2.01 | 0.726 | Disagree |
| 3 | I believe that CC promotes competition and comparison among co-employees. | 2.23 | 1.127 | Disagree |
| 4 | I find it challenging to connect with co-employees who have significantly different spending habits because of CC. | 2.17 | 0.803 | Disagree |
| 5 | I believe that our workplace would have stronger social connections among co-employees if CC was less prevalent. | 2.46 | 1.316 | Disagree |
| Average Weighted Mean | | 2.10 | | Disagree |

In summary, Table 6 presents an insightful analysis of CC and its impact across various dimensions of work effectiveness, each assessed through the average weighted mean and a corresponding descriptive rating. The overall average across these dimensions is 2.71, which is characterized as neutral. With the overall finding, considering all dimensions collectively, the respondents have a somewhat balanced perspective regarding the impact of CC on their work effectiveness. This implies that respondents have mixed opinions about CC and how it affects their work effectiveness. CC may not align well with employees' work attitude, social connections, and individual well-being, but it appears to have a strong influence on environmental sustainability. The latter is being influenced probably by the nature of operations of the subject NGA. According to the study of [Fontes et al. \(2021\)](#), it is important to stress that consumers tend to value their behavior strongly, emphasizing inward environmental attitudes that have a great influence on environmental behavior. It can be noted that the strong commitment of employees toward environmental sustainability pushes them to perform better.

Table 6. CC and its Impact on Work Effectiveness (Summary)

| No. | Dimension | Average Weighted Mean | Descriptive Rating |
|-----------------------|------------------------------|-----------------------|--------------------|
| 1 | Work Attitude | 2.07 | Disagree |
| 2 | Individual Well-being | 2.21 | Disagree |
| 3 | Environmental Sustainability | 4.45 | Agree |
| 4 | Social Connection | 2.10 | Disagree |
| Overall weighted mean | | 2.71 | Neutral |

Relationship Between the Frequency of Shopping for Non-essential Goods and Brand Reputation and the Four Dimensions of Work Effectiveness

Shopping for non-essential goods and their preference for branded products are the consumer habits of some employees for their personal satisfaction of their intrinsic goals. This concern is generally motivated by their personal or self-concept as economically stable employees. Tables 7 and 8 show the correlation test between CC (shopping frequency of non-essential goods and brand reputation of the products or services) and the four dimensions of work effectiveness: work attitude, individual well-being, environmental sustainability, and social connections among co-employees within the organization.

Table 7. Correlation between Shopping Frequency and Four Dimensions of Work Effectiveness

| Dimensions | Pearson correlation coefficients (r-values) | p-values | Conclusion (at $\alpha=0.05$) |
|------------------------------|---|----------|--------------------------------|
| Work attitude | 0.166 | 0.840 | Not significant |
| Individual well-being | 0.159 | 0.100 | Not significant |
| Environmental sustainability | 0.124 | 0.198 | Not significant |
| Social Connections | 0.390 | 0.689 | Not significant |

Table 8. Brand Reputation of Products or Services and Four Dimensions of Work Effectiveness

| Dimensions | Pearson correlation coefficients (r-values) | p-values | Conclusion (at $\alpha=0.05$) |
|------------------------------|---|----------|--------------------------------|
| Work attitude | 0.150 | 0.505 | Not significant |
| Individual well-being | 0.126 | 0.193 | Not significant |
| Environmental sustainability | 0.153 | 0.112 | Not significant |
| Social Connections | 0.190 | 0.414 | Not significant |

As can be gleaned from Tables 7 and 8, the test of relationship using the Pearson correlation technique between the variables employed in the study obtained r-values and p-values greater than the tabular values at 0.05 level of significance. Therefore, these results confirm that there is no significant relationship between the variables employed in this study. The findings indicate that both the shopping frequency of non-essential goods and the brand reputation of the products or services do not influence how employees perceive their work effectiveness in any of the four dimensions employed in this study. Therefore, CC does not significantly influence the four dimensions of work effectiveness. Therefore, the null hypothesis is accepted. In this context, CC at work is not related to their satisfaction of their intrinsic goals as employees. This result may be because the NGA with which they are affiliated presumably provides their employees with relevant and adequate support systems to keep them motivated in their jobs. When employees are motivated in their workplace, they tend to perform better. This finding relates with the finding of [Godlewska-Werner et al. \(2021\)](#), who proved that consumerism at work is not related to their employee's self-concept but rather influenced by their extrinsic goals. However, the findings of the present study negate the claim of [Wijaya et al. \(2021\)](#) that the self-concept of consumers is positively correlated with the intention of purchasing a product.

CONCLUSIONS

The study confirmed that among the four dimensions of work effectiveness, CC had no effect on employees' work attitude, their individual well-being, or social connections among co-employees. This implies that consumerism at work is not a driver that can influence employees to improve their work ethics and behavior, workplace well-being, and group belongingness. However, CC appeared to have a strong influence on the environmental sustainability of employees, considering that they are affiliated with an agency mandated to manage natural resources and support the environmental conservation of the country. Moreover, the survey results revealed that within the subject NGA, CC in terms of employees' shopping frequency and their perception of the brand reputation of product or services, had no statistically significant relationship with all dimensions of work effectiveness in this study. This finding suggests that other factors may have more influence on the work effectiveness of employees.

Even though the studied factors of work effectiveness do not show a significant relationship with CC, it is essential to continue monitoring and addressing them as they might still have practical implications. To enhance the work effectiveness of the employees of the subject NGA, the agency should shift its focus to identify factors other than those studied. Qualitative research, such as

interviews, focus group discussions, and employee surveys, can provide deeper insights to gather strategies aimed at improving employees' overall well-being and organizational sustainability. Furthermore, investing in employee development and training programs and maintaining efforts to promote environmental sustainability within the organization will contribute to a positive and productive work environment. Finally, this study can serve as baseline information for all NGAs in developing a comprehensive employee development program to enhance work effectiveness and foster a healthier workplace culture among the prevailing consumerism trends in society.

LIMITATION & FURTHER RESEARCH

The researchers suggested that future research should include a more diverse representation of NGAs in the country to widen its scope. One of the limitations of the study during data collection is the lack of consideration for tenured employees only with longer years of work experience with the subject NGA. Further research can also focus on dimensions of work effectiveness other than those employed in this study. Different aspects of environmental sustainability affecting the work effectiveness of employees can also be explored. Likewise, to reduce self-report bias, methods other than surveys can be employed to collect data, such as interviews, focus group discussions, or observations.

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