

Anti-consumption and self-identity: How does anti-consumption transformation contribute to self-identity construction?

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Table 1: Respondents' profile

Respondent	Age	Gender	Place of living	Civil status	Job position	Highest educational qualification obtained	Committed to anti-consumption since
A	29	Female	Urban	Married	Assistant manager - operations	Postgraduate diploma	2019
B	38	Male	Urban	Married with children	Regional sales manager	Master's degree	2018
C	34	Female	Urban	Married with children	Assistant manager - sales and marketing	Bachelor's degree	2018
D	55	Female	Semi-urban	Married with children	Head of a government department	Vocational qualifications	2015
E	23	Female	Urban	Unmarried	Management trainee	Bachelor's degree	2019
F	30	Female	Semi-urban	Married	Teacher	Bachelor's degree	2017
G	35	Female	Urban	Married with children	Manager - quality assurance and accreditation	Master's degree	2019
H	43	Female	Urban	Married with children	Medical officer	Postgraduate diploma	2016
I	47	Male	Urban	Married	Freelance consultant	Master's degree	2017
J	51	Female	Semi-urban	Married	Lawyer	Bachelor's degree	2017
K	36	Female	Urban	Married	Manager – sales and marketing	Master's degree	2017
L	35	Female	Urban	Married with children	Accountant	Master's degree	2018
M	29	Female	Urban	Married	Teacher	Bachelor's degree	2012
N	45	Female	Semi-urban	Married with children	Freelance consultant	Master's degree	2016
O	27	Male	Urban	Unmarried	Management trainee	Bachelor's degree	2018
P	30	Female	Semi-urban	Married with children	Teacher	Bachelor's degree	2017
Q	41	Female	Urban	Married with children	Human resource manager	Master's degree	2019
R	43	Female	Urban	Married	Surveyor	Bachelor's degree	2015
S	37	Female	Semi-urban	Married with children	Freelance consultant	Postgraduate diploma	2019
T	51	Female	Urban	Married	Lawyer	Bachelor's degree	2019
U	29	Female	Semi-urban	Married	Manager - operations	Postgraduate diploma	2019
V	38	Male	Urban	Married with children	Senior manager – sales and marketing	Master's degree	2016

Source: Table created by authors