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Resolving the complexity in Gen Z's envy occurrence: A cross-cultural perspective

Nazan Colmekcioglu[1] | Bekir Bora Dedeoglu[2] | Fevzi Okumus[3]

[1]Department of Marketing and Strategy, Cardiff Business School, Cardiff University, Cardiff, UK

[2]Department of Tourism Guding, Tourism Faculty, Nevsehir Haci Bektas Veli University, Nevsehir, Turkey

[3]Department of Hospitality Services, Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida, USA

Correspondence
Nazan Colmekcioglu, Department of Marketing and Strategy, Cardiff Business School, Cardiff University, Aberconway Bldg, Colum Rd, Cathays, Cardiff, CF10 3EU, UK.
Email: Colmekcioglun@cardiff.ac.uk

Abstract

Envy is an impactful emotion on consumer behaviors, yet envy is quite complex to be comprehended due to its two different forms (malicious and benign). Therefore, it is significant to find out the factors occurring envy to consume to understand the impact and consequences of envy. This empirical study improves our understanding of envy occurrence (malicious or benign) in Generation Z (Gen Z) consumers by comparing two countries (the United States and Mexico) as representing individualistic and collectivistic cultures. We apply complexity theory as a basis for the configurational model, which we test using fuzzy-set qualitative comparative analysis. We use three configurations—personality, attitudes, and attached importance to participants on social networking sites—to explore causal recipes leading to malicious and benign envy. The findings of this study highlight the differences in Gen Z consumers' envy occurrence regarding configurational factors. In addition to said factors, this research indicates that culture plays a significant role in Gen Z's envy occurrence, thus contributing to the current knowledge set.

KEYWORDS

complexity, envy, perceived deservingness, personality, social comparison, social networking sites

1 | INTRODUCTION

Envy is a potent emotion that drastically influences human behavior. Despite being a common human experience (Foster et al., 1972), envy is a complex emotion (Hill et al., 2011). The psychology literature posits two forms: malicious (negative) and benign (positive) (Van de Ven et al., 2009). Benign envy refers to positive thoughts and the expression of praise and goodwill toward someone else's admirable talent or achievement (D'Arms & Kerr, 2008), while malicious envy involves negative thoughts (e.g., hostility, animosity, and resentfulness) toward the envied person or object (Lange & Crusius, 2015).

Scholars agree that social comparison (SC) leads to envy in a social environment (DelPriore et al., 2012; Foster et al., 1972). Thus, social media provides sufficient conditions for people to compare themselves with others (Krasnova et al., 2013). Social networking sites create suitable environments for SC by sharing happy moments, achievements, possessions, and product/service experiences across various platforms (e.g., Facebook, Twitter, Instagram, TikTok, company websites, forums, etc.).

Because travel experiences are the most envied objects of consumption on social media (Krasnova et al., 2015), tourism-related posts on social networking sites contribute to snobbish behaviors. Existing studies confirm that posts on social networking sites trigger

envy in consumers and create a desire to visit the same vacation destinations (Carlin, 2018; Hajli et al., 2018; Krasnova et al., 2013; Liu et al., 2019; Taylor, 2020). However, significant gaps still remain in travel envy literature. Previous studies do not consider that an envious desire to travel might depend on the importance one attaches to who shares the posts and when and where they share them or that said desire might take different forms (i.e., malicious vs. benign) and at different levels (i.e., low vs. high). Moreover, most scholars support the relationship between SC and envy occurrence (Appel et al., 2015; Chae, 2018; Charoensukmongkol, 2018; Hajli et al., 2018; James et al., 2017; Jin, 2018; Jin et al., 2019; Jin & Ryu, 2020; Latif et al., 2021) and utilize SC theory in their studies to understand envy occurrence among consumers. However, no studies to date approach envy from a complexity perspective, although the emergence of envy in consumers is quite unpredictable and complex (Ferreira & Botelho, 2021; Hill et al., 2011). While SC theory is highly relevant and useful, it is not sufficient alone to make sense of the configurations and interrelations of envy with other dynamics influencing envy occurrence (Cohen-Charash & Larson, 2017; Van de Ven, 2016), especially in a particular age group of consumers such as Generation Z (Gen Z). Previous studies stress some significant and influential factors triggering envy to travel through social networking sites. Examples include perceived enjoyment and conspicuousness (Xiong et al., 2022), SC and self-presentation (Hajli et al., 2018), narcissism as a personality disorder (Taylor, 2020), SC via a cross-generational analysis (Sharma et al., 2021), perceived prestige (Sung & Phau, 2019), and trait self-esteem and self-other similarity (Liu et al., 2019). These studies adopt correlational and conventional approaches (e.g., structural equation modeling) to analyze the relationships between variables as linear and symmetrical. However, the above studies examine the impact of these antecedents of envy in isolation, thus presenting an overly simplistic view of the issue at hand. Seemingly isolated factors may work in tandem, and the relationships between variables may not be linear and symmetrical. Therefore, this research applies an innovative method that combines different configurations leading to the same or different outcomes. This research adopts complexity theory (Woodside, 2014) as it aids in resolving the complex relationships of envy occurrence with influencing factors. The application of complexity theory advances theoretical reasoning regarding how complex interactions of causal factors combine to explain high/low and malicious/benign envy scores. This study aims to develop and test a configurational model for predicting envy occurrence using complexity theory with fuzzy-set qualitative comparative analysis.

Members of Gen Z have many titles, including "Neo-conservatives," "Facebook Generation," "Digital Natives," "Instant Online," "Net Generation," and "iGeneration" (Garai-Fodor, 2019). They spend considerable time on social networking sites by reading, liking, and sharing content on their devices daily (Adobe, 2019). Although the literature acknowledges their high engagement with social networking, no studies investigate how Gen Z consumers might be benignly or maliciously envious of travel in light of self-presentation, perceived deservingness, or destination prestige. Differences in culture and personality are also impactful factors for SC (I. Kim et al., 2021). Recent studies emphasize the gap in envy literature across cultures (Ahn et al., 2021) and personality traits within a generation to evaluate the behavioral patterns of consumers (R. Lin, 2018; Sharma et al., 2021). However, no study to date attempts to understand the roles of culture and personality traits in envy to travel, although culture and personality traits can play a significant role in the type and level of envy occurrence and, ultimately, customer intention to travel.

This research aims to (1) identify the factors affecting travel envy occurrence among Gen Z consumers from a complexity perspective and (2) investigate whether the malicious or benign travel envy emotions of Gen Z consumers from disparate cultural structures (in this case, the United States vs. Mexico) differ. Responding to the gaps in the literature, this is the first study investigating envy occurrence as malicious or benign among Gen Z consumers via the impacts of specified factors. The current research brings together attitudes and attaches importance to consumer-generated content, culture, and personality traits in a single model that produces valuable inputs to resolve the complexity of envy to travel.

To achieve the objectives of this research, we first employ confirmatory factor analysis to determine underlying structures in the study variables, illuminate the factor structure of item measurement, and examine internal reliability. Furthermore, we employ fuzzy-set qualitative comparative analysis to build a richer view of the data in conjunction with complexity theory. Fuzzy-set qualitative comparative analysis is a set-based theoretical approach that enables the recognition of casual element configurations leading to a consequence and goes a step beyond a set of empirical cases between dependent and independent variables (Ageeva et al., 2018; Woodside et al., 2011). Figure 1 presents the variables and indicators for predicting envy occurrence. We provide a literature review in the next section, followed by our methodology and a presentation of the results. Final part presents discussion and conclusion including theoretical and practical implications, research limitations, and future directions.

2 | ENVY OCCURRENCE AND DIGITAL NATIVES

2.1 | The concept of envy

Envy relies on human experience (Foster et al., 1972) and is a complex emotion in the literature (Ferreira & Botelho, 2021; Hill et al., 2011). Scholars agree that envy can result from SC (DelPriore et al., 2012; Foster et al., 1972; Hareli & Weiner, 2002; Hill et al., 2011; R. H. Smith et al., 1999) in a social environment (Hareli & Weiner, 2002). Unlike jealousy, researchers often associate envy with a perceived social threat (Vecchio, 2000). Whereas jealousy refers to losing a valued social connection (e.g., a romantic relationship) to a rival, envy manifests a desire for others' possessions (DelPriore et al., 2012; Parrott & Smith, 1993; Vecchio, 2000).

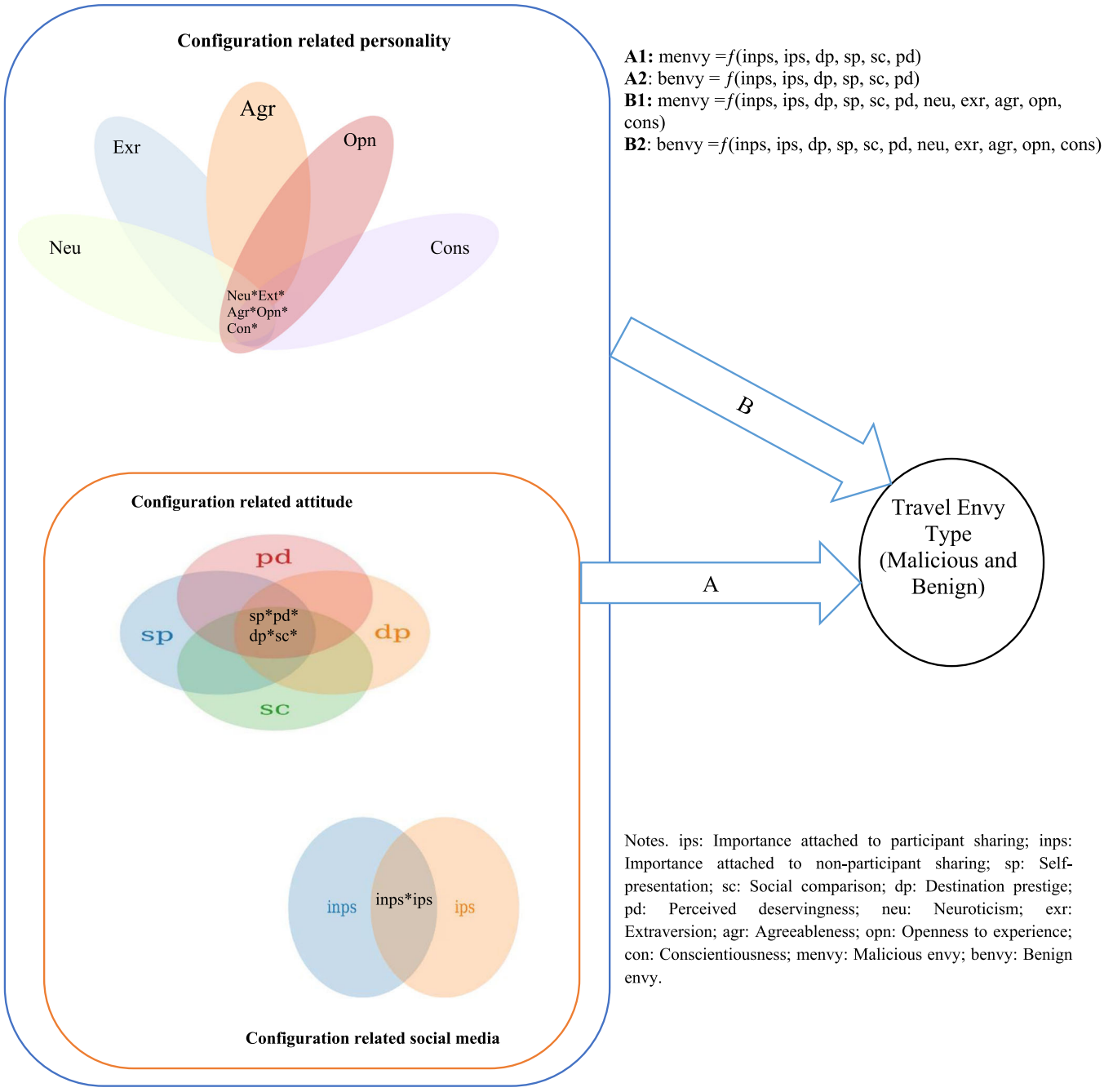

FIGURE 1 Conceptual model

There are two types of envy: positive (benign) and negative (malicious) (Belk, 2008; Van de Ven et al., 2009). Benign envy occurs when the envier evaluates another person's advantage as subjectively deserved and perceives high control over personal outcomes (Van de Ven et al., 2011). Benign envy may take the form of praise, goodwill, or admiration of someone's achievement or talent (D'Arms & Kerr, 2008). However, maliciously envious people "feel frustrated and try to level the difference with superior others by pulling them down," looking upon the envied with hostility because they perceive the benefit as unfair (Van de Ven et al., 2011, p. 985). Malicious envy is the negative side of envy, which society deems socially undesirable or immoral (Cohen-Charash & Larson, 2017). Thus, individuals do not disclose or mostly hide their envy (Cohen-Charash & Larson, 2017; Fischer, 1989).

2.2 | Travel envy occurrence among digital natives

Members of Gen Z are known by various monikers, including "Digital Natives," "iGeneration," "Post-Millennials," "NextGen," and "Gen Wii," as this is the first generation to have grown up with digital communication (Adeola et al., 2020; Reinikainen et al., 2020; K. T.

Smith, 2019) and Internet technology from Day 1 (Kebritchi & Sharifi, 2016; Turner, 2015). Gen Z refers to those born after 1997 (Dimock, 2019) who spend considerable time on social media by reading, liking, and sharing content on smart devices (Adobe, 2019). This virtually connected generation posts videos or photographs on social networking sites at least once a week (King, 2019), preferring to communicate through images rather than texts (Prakash Yadav & Rai, 2017; Priporas et al., 2017). Research supports that viewing photographs or videos, especially of travel destinations, on social networking sites can generate envy in individuals (Hajli et al., 2018). Therefore, we expect that envy toward traveling is more prevalent in Gen Z than in other generations because their engagement with social networking sites is higher. However, there are two dimensions of envy—malicious and benign—that might influence Gen Z consumers' desire to have the same or similar travel experiences at different levels. Moreover, envy relates to conspicuous consumption, another motivation for consumers' interactions with touristic activities (Belk, 2011; Campbell, 1995; Hammond, 1989; Zizzo, 2008). For instance, individuals' participation in touristic activities might rely on the desire to exhibit snobbish behaviors and conformity (Correia et al., 2016). Because Gen Z members are the most materialistic consumers (Flurry & Swimberghe, 2016), the development of envy among Gen Z consumers toward traveling depends on the activation of many different factors that we discuss in subsequent sections.

2.3 | Social networking sites and the travel envy of digital natives

Consumer-generated content on social networking sites significantly affects consumption behaviors. However, the impact of consumer-generated content on social networking sites is even more visible in tourists' behaviors (Dedeoğlu et al., 2020). There are two types of consumer-generated content: participant sharing and nonparticipant sharing. Nevertheless, consumers may attach importance to these shares at different levels (Colmekcioglu et al., 2022; Dedeoğlu et al., 2020). Participant-shared content refers to any content that individuals share on company websites or other social media platforms (e.g., Tripadvisor) for the purposes of product evaluation, sharing experiences, and providing information for others (Dedeoğlu et al., 2020). Such posts may include negative or positive information, feedback, and reviews about a brand, product, or organization. However, nonparticipant content sharing refers to content posted by individuals with hedonic or social motivations (e.g., desire to be liked, self-expression, or recognition) on their social media accounts (e.g., Facebook, Twitter, and Instagram) (Alsufyan & Aloud, 2017). Depending on the type of platform, these posts can be visual (e.g., a photograph or video from a vacation destination, luxury hotel, or shared location of the destination) or nonvisual (e.g., texts including information about the travel experience or tourism activities).

Participant-generated content aims to share opinions or vacation experiences with friends or family members, whereas nonparticipant content aims to interact with organizations, brands, or products to share information or evaluations about vacation experiences with others. Factors affecting envy occurrence among Gen Z consumers can differ according to the importance they attach to those two types of consumer-generated content. However, the lack of research on the possible differences in envy occurrence among Gen Z consumers via the importance they attach to consumer-generated content is surprising. One group of scholars agrees that social networking sites can evoke SC, which results in envy among individuals (Elejalde-Ruiz, 2015; Khanna, 2016; Liu et al., 2019) either negatively (Wert & Salovey, 2004) or positively (Crusius & Mussweiler, 2012; Van de Ven et al., 2011) depending on the type of envy (R. Lin et al., 2018; Van de Ven, 2016). Another plausible reason for the differences in envy occurrence among Gen Z consumers involves the importance attached to participant and nonparticipant sharing of consumer-generated content.

2.4 | Configuration-related attitudes

2.4.1 | Self-presentation

Self-presentation is a common phenomenon in social networking sites referring to interpersonal communication. Self-presentation is a conscious process in which people control or manage the impression they wish to convey to others about themselves (Fan et al., 2019). Self-presentation theory supports that customers share their consumption experiences with others to gain prestige or positive social recognition (Amatulli et al., 2015; Bian & Forsythe, 2012). The tourism literature shows that self-presentation is seen mostly in tourists and travelers (J. Kim & Tussyadiah, 2013; Lo & McKercher, 2015; Lyu, 2016) who share their travel-related experiences with others on social networking sites to present themselves favorably (Park et al., 2016). Indeed, social networking sites provide a convenient platform—especially for active users, such as Gen Z consumers—to present themselves idealistically to their friends, family members, or strangers. Research further highlights that the technological features and capabilities of some social media platforms (e.g., Facebook, Instagram) that enable modifications of photographs through lighting, cosmetics, or editing support users' development of self-presentation (Qiu & Benbasat, 2005). While this can be a contributing factor to envy occurrence, it also might make Gen Z consumers envious to travel more to generate content and share posts on their social media accounts, thus enhancing their self-presentation to others.

2.4.2 | Perceived deservingness

Deservingness is a justice-related concept that refers to negative and positive outcomes regarding the degree of responsibility in personal causation (Feather et al., 2013). In other words, individuals perceive themselves or others as deserving of positive outcomes when these result from positive or responsible actions. However, positive

outcomes resulting from negative or less responsible actions create the perception of undeservingness. For instance, "I worked very hard this year and deserve a holiday" indicates someone who treats a vacation (a positive outcome) as a reward for his/her hard work throughout the year (a responsible or positive action). Perceived deservingness is a significant driver of each type of envy (Crusius et al., 2020; Van de Ven, 2016) insofar as it relates to SC (Van de Ven et al., 2009). Malicious envy occurs when the envier perceives that the envied person does not deserve the superiority, whereas benign envy supports the advantage of the envied person as the envious person perceives it as deserved (Crusius et al., 2020; Lange & Crusius, 2015; Van de Ven, 2016; Van de Ven et al., 2011). For instance, seeing a friend's vacation photograph on social networking sites might activate perceived deservingness in consumers and encourage them to travel to have the same or even better experiences or posts to share on social networking sites. This is very likely among Gen Z consumers, who often share vacation experiences on social networking sites (Slivar et al., 2019). Studies support the travel motivation and intention of consumers with a high perceived deservingness (e.g., Feng et al., 2021; Li & Yu, 2020). However, the complex relationship between self-perceived deservingness and envy occurrence for traveling is still unknown in the literature.

2.4.3 | Destination prestige

In the tourism literature, destination prestige is a significant factor motivating individuals to improve their status through vacation experiences in select destinations for themselves or others (Correia & Moital, 2009). Although the perceived prestige of destinations can vary based on the price, reputation, or cultural background of the individuals involved (Choe & Kim, 2018; Kucukergin et al., 2020), studies support the role of friends or family in individuals' perceptions of destination prestige (Chang et al., 2010; Dedeoglu, 2019; Y. G. Kim et al., 2009). On the one hand, visiting a destination desired or suggested by family, relatives, or friends can impact the prestige perception of individuals (Dedeoglu, 2019). On the other hand, sharing a photograph from a destination on social networking sites might convey a prestigious image about the sharer through the message of having "been there" (Choe & Kim, 2018). Travel entails experiential consumption, causing more envy occurrence than material consumption, especially on social networking sites (R. Lin et al., 2018). Owing to the influence of others on social networking sites, individuals tend to engage in conspicuous consumption (Cheng & Fu, 2019; Liu et al., 2019; Taylor & Strutton, 2016). These photographs, videos, and posts about a destination on social networking sites can arouse feelings of envy in individuals (Hajli et al., 2018) based on the impact of perceived destination prestige. In other words, individuals perceive these destinations as prestigious since their friends visit them and share posts about them on social networking sites. Consequently, they might feel envious of traveling to such destinations to gain prestige and attention from others (McIntosh et al., 1995). However, envy occurrence over traveling may develop differently among Gen Z consumers depending on the type of envy occurrence and perceived destination prestige.

2.4.4 | SC

SC is a psychological process referring to thoughts of individuals about themselves or others (Corcoran et al., 2011). According to the theory of SC, this psychological process begins with thinking about or evaluating one or more individuals based on information and relations (Wood, 1996) in a comparative manner (Collins, 1996). Regarding the availability and accessibility of information about others, social media outlets are suitable for SC (Haferkamp & Krämer, 2011; Lim & Yang, 2015; Vogel et al., 2014). SC assumes downward and upward forms. Downward SC is about comparing oneself with an inferior individual on social media, whereas upward SC involves comparison with a superior individual on social media (Gerber et al., 2018). SC on social media is an underlying mechanism of envy occurrence (Krasnova et al., 2015; Lim & Yang, 2015). Whereas benign envy links with downward SC (i.e., wishing for the same advantage as the comparison target), malicious envy relates to upward SC (i.e., wishing for the comparison target to lose the advantage) (Lange & Crusius, 2015; Van de Ven et al., 2009). For instance, sharing travel experiences on social media creates upward SC (Machado et al., 2021), consequently generating malicious envy in individuals. Siegel and Wang (2019) found that Instagram and Facebook are the most prevalent social media platforms engendering SC among Millennials, the generation before Gen Z. This is mostly due to the photographic and visual qualities of travel-related posts. However, SC for Gen Z consumers can take place differently through travel images or posts on social networking sites. The underlying reasons behind Gen Z's SC with friends likely have to do with popularity, success, or superiority on social media, which can also impact envy occurrence.

2.4.5 | Role of personality

Personality links with individuals' psychological characteristics (Schiffman & Kanuk, 2004). Thus, it varies from individual to individual (Ashton, 2013). Personality traits impact individuals' emotions, reactions, and ways of handling stress (Carver & Scheirer, 2009). Personality is vital to understanding consumer behavior (Faullant et al., 2011; Jani & Han, 2015; I. Y. Lin & Worthley, 2012; Tan et al., 2004). The psychology literature evokes key personality traits through the Big Five or Five-Factor Model, which breaks down as follows: extroversion, agreeableness, conscientiousness, neuroticism, and openness (McCrae et al., 1986). Various studies have agreed on the role of personality traits in the SC process (Bergagna & Tartaglia, 2018; Jang et al., 2016; Lee, 2014; Ozimek et al., 2018; Schmuck et al., 2019), thus setting the stage for envy occurrence (Chae, 2018). Habimana & Massé (2000) suggest that we might understand why some are more envious than others through personality traits. Others associate differences in the type of envy

occurrence with personality traits (Chae, 2018). For instance, researchers characterize extroverted individuals as talkative, optimistic, warm, and friendly (Mhlanga, 2019), while introverts are calm, shy, and partial to self-isolation (Hachana et al., 2018; İrengün & Arıkboğa, 2015).

Agreeableness refers to the attitudes or behaviors of individuals toward others (Tonetti, 2011). Agreeable individuals are cordial, helpful, and modest (Ercan, 2017; Hao Zhao et al., 2010) and prefer cooperation to competition (Burger, 2019). Conscientiousness concerns discipline and self-control (Burger, 2019; Nakaya et al., 2006). Individuals with high conscientiousness tend to be more achievement- and perfectionism-oriented, whereas individuals with low conscientiousness are reckless and relaxed (irengün & Arıkboğa, 2015). Neuroticism is an emotional imbalance or instability (Llewellyn & Wilson, 2003). The more neurotic individuals are, the more insecure, anxious, or depressed they will feel (Ercan, 2017; Hao Zhao et al., 2010). Openness is about being receptive to new experiences or ideas (McCrae & Costa, 2006). Individuals with an open personality are known as flexible, innovative, and capable of adapting to change (Mhlanga, 2019).

Studies confirmed the relationship between social media use, personality traits, and destination choice (Dedeoğlu et al., 2019; Peco-Torres et al., 2020)—looking, for example, at the impact of social networking sites and personality traits on the envy occurrence of female consumers (Chae, 2018). However, Gen Z consumers, who are already highly engaged with social media, might have different types of envy occurrence (malicious vs. benign) to travel, considering the role of personality traits.

3 | METHODOLOGY

3.1 | Fuzzy-set qualitative comparative analysis

To understand the formation of envy with complex relationships, we must evaluate the key tenets of complexity theory (Woodside, 2015). We examine (1) the necessity-sufficiency tenet, (2) the recipe principle, (3) the equifinality tenet, (4) the causal asymmetry tenet, and (5) the positive-negative-zero tenet. According to necessity-sufficiency tenet, a simple antecedent condition is rarely sufficient for a high-score outcome (i.e., malicious envy or benign envy) (Woodside, 2015). In the formation of an outcome condition, a situation in which there are more conditions than a simple antecedent condition is ideal. One expects that "a complex antecedent condition of two or more simple conditions is sufficient for a consistently high score in an outcome condition" to achieve the recipe principle (Woodside, 2014, p. 2499). Therefore, the existence of complex antecedent conditions formed by two or more simple conditions contributes to the formation of an outcome condition. In accordance with the equifinality tenet, there must be more than one recipe for forming an outcome condition. Therefore, we examine whether there is more than one recipe causing the same outcome. According to the causal asymmetry tenet, a recipe that creates an outcome (i.e., high malicious envy) is unique. This recipe is not the mirror opposite of a different outcome (i.e., low malicious envy). Therefore, we examine whether such a conflict situation has occurred or not. According to the positive-negative-zero tenet, the particular feature in the recipe that causes an outcome condition should negatively and positively contribute to the formation of this outcome condition (Woodside, 2014). Thus, we examine cases in which an individual feature (i.e., self-presentation) results in both a negative and a positive contribution to a particular outcome condition (i.e., high malicious envy).

3.2 | Instrument

We distributed a questionnaire to collect data. All the measurement scales in the questionnaire draw on existing reliable measures from previous research. The measurements of importance attached to participant sharing and importance attached to nonparticipant sharing (INPS) follow the study of Dedeoğlu et al. (2020). We measured the importance attached to participant sharing and the INPS with four items per construct. The self-presentation on the social media scale consists of six items from the studies of Bodroža and Jovanovic (2016) and Ng (2016). We measured SC on social media with five items following Hajli et al. (2018) and destination prestige with three items from Baek et al. (2010). We measured malicious envy with five items and benign envy with four items from Lange and Crusius (2015) and Liu et al. (2019), respectively. We measured perceived deservingness with four items based on the studies of Cavanaugh (2014) and Van de Ven et al. (2012) and personality traits according to the Big Five personality factors following Goldberg (1999). All items follow a seven-point Likert scale (see Appendix A1).

We prepared the questionnaire in English and Spanish using the back-translation method (Brislin, 1976). To avoid any possible mistakes in the questionnaires finalized according to the back-translation method, we carried out pretests with 20 people for each questionnaire in different languages. English was the original language of the questionnaire. A native Spanish speaker from Mexico translated the English original into Spanish. An external researcher, also a native Spanish speaker, then reviewed the translation for accuracy.

3.3 | Data collection and sampling

We collected data via an online survey we built and distributed using Qualtrics. The population of this study consists of Gen Z adults between 18 and 24 years old. We select a sample of 400 American and 400 Mexican Gen Z adults. The national cultural characteristics of individuals living in the United States and those living in Mexico differ. For example, while power distance, indulgence, and uncertainty avoidance are higher for those living in Mexico, individualism is higher among individuals living in the United States (Hofstede, 2022). These cultural differences are crucial in terms of individual

consumption attitudes and behaviors (Colmekcioglu et al., 2022; De Mooij & Hofstede, 2002; Reisinger & Crotts, 2010). Considering that national cultural dimensions are also determinants of individuals' envy formations (Wu & Srite, 2015), we expect that the conditions of envy formations of individuals with different cultural characteristics will also differ. For this reason, we selected individuals living in the United States and Mexico as participants. We recruited participants with the help of Prolific, an easy, fast, and reliable tool to access myriad survey participants. The company prescreens participants to ensure they match the study's target sample and can provide high-quality data (Prolific, 2021). To check the latter, the questionnaire also includes qualifying questions and three attention checks. We retained only complete responses with no missing data and no indication of straightlining. We employed an additional speed check to ensure data quality. Specifically, we eliminated surveys that took less than half the median completion time to complete. This left a total of 789 responses. Of these, 393 participants were from the United States, and 396 were from Mexico.

3.4 | Data analysis and procedure

This study aims to identify the complex structure of potential consumers' envy occurrence. Therefore, we prefer the fuzzy-set qualitative comparative analysis approach, which stems from complexity theory. Fuzzy-set qualitative comparative analysis is distinct from net effect models (Rihoux & Ragin, 2008) and enables the assessment of causal relationships, which are highly complex and involve different combinations of intersecting causal conditions capable of generating the same outcome (Akhshik et al., 2021). Because we are comparing American and Mexican consumers, we analyzed the data from the two groups of samples separately. First, we examined the measurement model to ensure the validity and reliability of the scales. Regarding the two-group comparison, we examine configural invariance first to test the measurement invariance. Then, we examined the full-metric invariance (Hair et al., 2009). We employed analysis of moment structures software to analyze the measurement model and measurement invariance.

Finally, we examined the configurational model by applying fuzzy-set qualitative comparative analysis to each sample. We followed the steps suggested by Ragin (2008) into account in the fuzzy-set qualitative comparative analysis application. Thus, we performed three steps of fuzzy-set qualitative comparative analysis: data variable calibration, fuzzy truth table algorithm analysis, and counterfactual analysis of the causal conditions that lead to consumers' travel envy type. Calibration creates a fuzzy-set score that relates to the degree of membership in a set based on theoretical and practical knowledge. We defined three distinct anchors as fuzzy-set values specifying the degree of membership of each score (Ragin, 2008): 0.95 for full membership, 0.5 for the crossover point of membership ambiguity, and 0.05 for full nonmembership. We used fuzzy-set qualitative comparative analysis for automatic calibration (Ragin, 2008). After the calibration process, we conducted a necessary conditions analysis, following Ragin (2008). The necessary conditions analysis determines whether any of the 11 conditions are necessary for causing the outcome. Second, we generated algorithms for fuzzy truth tables using two criteria to refine the truth table. This table depicts all the conditions that could result in the study's outcome. Third, we conducted counterfactual analyses to refine consistent and sufficient causal configurations for predicting the presence (high) and absence (low) of malicious travel envy and benign travel envy.

Before starting the analysis, we optimized the data for analysis through data screening following the steps recommended by Hair et al. (2009). In the first step, we checked for missing data and find none. In the second step, we checked for outliers and identify none. In the third step, we controlled the normal distribution assumption. Since each sample is higher than 300, we check the skewness and kurtosis values (H. Y. Kim, 2013). The data present a normal distribution since the skewness and kurtosis values for both the United States and Mexico samples do not exceed the recommended thresholds (Curran et al., 1996).

4 | FINDINGS

4.1 | Demographic findings

4.1.1 | Testing of measurement model

When comparing two samples (in this case, the United States vs. Mexico), it is necessary to examine metric invariance. To do so, we must first determine configural invariance (Hair et al., 2009). For this reason, we take the measurement model into account to provide configural invariance for the examination of the model. In this context, we examined the measurement model for the data obtained from the United States and Mexico samples separately. We arranged the structures for uniform measurement to provide configural invariance. Our analyses show that one item from importance and two items from agreeableness attach to participant sharing. We excluded two items from openness to experience, one item from perceived deservingness, and one item from conscientiousness from the measurement model analyses because of low factor loadings and the need to create a configural invariance model. See Table 2 for a summary of the results.

The measurement models for both the United States and Mexico demonstrate a good fit (Mulaik et al., 1989; Schermelleh-Engel et al., 2003). As we show in Table 1, as Composite reliability (CR) is between 0.77 and 0.93 for the United States and between 0.75 and 0.92 for Mexico, and the lowest Cronbach's α values are 0.74 for the United States and 0.72 for Mexico, our findings meet CR. All average variance extracted (AVE) values exceed 0.50 for the United States and Mexico, and all factor loadings are between 0.41 and 0.94 for the United States and between 0.40 and 0.96 for Mexico, thus achieving convergent validity. As the square root of the AVE values is higher than the correlations of the related constructs, discriminant validity is

TABLE 1 Demographic findings

		United States		Mexico	
Demographic	**Group**	***f***	**%**	***f***	**%**
Gender	Male	197	50.1	191	48.2
	Female	182	46.3	199	50.3
	Nonbinary	14	3.6	6	1.5
Marital	Single	6	1.5	2	0.5
	Married or domestic partnership	336	85.5	361	91.2
	Not prefer to answer	51	13.0	33	8.3
Education	High school	191	48.6	133	33.6
	Associate degree	43	10.9	28	7.1
	Undergraduate	137	34.9	227	57.3
	Postgraduate	22	5.6	8	2.0

also met (see Appendix A2) (Fornell & Larcker, 1981). To provide measurement invariance, we compared the configural invariance and metric invariance models using the χ^2 test, thus obtaining partial metric invariance ($\Delta\chi^2(36) - 43.8$; $p = 0.174$; see Table 2). There is no obstacle to the group comparison.

4.2 | Results of configural model

First, we examined contrarian cases to determine whether asymmetrical conditions are present (Woodside, 2014). We then investigate the presence of contrarian cases using Cramer's *V* test and cross-tabulation analysis. Appendices A3 and A4 show the incidence of contrarian cases that go against the main effect between SC and malicious travel envy (Menvy) development. The Cramer's *V* value implies a substantial small to medium effect size (Cohen, 1977). We find 44 negative contrarian cases (which have high Menvy but low SC) and 47 positive contrarian cases (which have low Menvy but high SC), along with 60 negative contrarian cases (which have high Benign Envy [Benvy] but low INPS) and 54 positive contrarian cases (which have low Benvy but high INPS), as we show in Appendices A3 and A4, respectively. The rate of these cases is approximately 23% for the United States and 26% for Mexico. Accordingly, we expect an asymmetric relationship between the antecedent condition and the outcome condition. Moreover, according to the necessary conditions analysis, any conditions indicate the presence/absence of Menvy and the presence/absence of Benvy because the consistency threshold is below 0.8 (see Appendix A5).

After these steps, we conducted counterfactual analyses to refine consistent and sufficient causal configurations for predicting the presence (high) and absence (low) of malicious/benign travel envy. In our interpretation of the counterfactual analysis, we consider the intermediate solution as it includes only simplifying assumptions and yields greater interpretability (Ragin, 2008). Table 3 shows that high levels of malicious envy may result from five different recipes for American participants. According to the first recipe (RUH1), high malicious envy can occur if consumers have high levels of SC, high destination prestige perception, high self-presentation, and high perceived deservingness. This recipe has a consistency of 0.74 and explains a good number of cases (coverage = 0.41). According to the second recipe (RUH2), when consumers have high levels of SC, high destination prestige perception, and high self-presentation and attached high importance to nonparticipant and participant sharing, high levels of malicious envy can occur. On the other hand, according to the third recipe (RUH3), consumers have high levels of malicious envy if they have high levels of SC but attach low importance to nonparticipant and participant sharing and have low levels of SC, low destination prestige perception, and low self-presentation.

Low levels of malicious envy may result from three different recipes for American participants (refer to Table 3). Thus, for the first recipe (RUL1), low malicious envy can occur if consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach low importance to participant sharing. According to the second recipe (RUL2), when consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach high importance to nonparticipant sharing, low levels of malicious envy can occur.

High levels of malicious envy may result from four different recipes for Mexican participants (refer to Table 3). According to the first recipe (RMH1), high malicious envy can occur if consumers have high levels of SC, high destination prestige perception, high self-presentation, and high perceived deservingness and attach low importance to participant sharing. This recipe has a consistency of 0.89 and explains a good number of cases (coverage = 0.29). According to the third recipe (RMH3), although consumers attach low importance to nonparticipant and participant sharing and show low destination prestige and low perceived deservingness, high levels of malicious envy can occur when they have high levels of SC and self-presentation. Low levels of malicious envy may result from two different recipes for Mexican participants (refer to Table 3). According to the first recipe (RML1), low malicious envy can occur if consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach low importance to nonparticipant sharing but high importance to participant sharing.

As we show in Table 4, high levels of benign envy may result from five different recipes for American participants. According to RUH1, high benign envy can occur when consumers have high levels of SC, high destination prestige perception, and high self-presentation and attach high importance to nonparticipant sharing. This recipe has a consistency of 0.86 and explains a good number of cases (coverage = 0.42). According to RUH2, when consumers have high levels of SC, high destination prestige perception, high self-presentation, and high perceived deservingness, high levels of benign envy can occur. On

TABLE 2 Results of measurement models

Dimension	Items	Path coefficients		*t* values		CR		AVE		Cronbach α	
		United States	Mexico	United States	Mexico	United States	Mexico	United States	Mexico	United States	Mexico
IPS	Ips1	0.82	0.86	Fixed[a]	Fixed[a]	0.77	0.81	0.54	0.60	0.74	0.80
	Ips2	0.89	0.86	14.94	16.81						
	Ips3[b]	0.41	0.57	7.78	11.28						
INPS	Inps1	0.91	0.87	Fixed[a]	Fixed[a]	0.93	0.91	0.77	0.71	0.93	0.91
	Inps2	0.94	0.91	31.04	24.27						
	Inps3	0.81	0.79	22.43	19.39						
	Inps4	0.84	0.80	23.71	19.51						
Menvy	Menvy1	0.68	0.69	Fixed[a]	Fixed[a]	0.86	0.86	0.55	0.57	0.83	0.82
	Menvy2	0.83	0.85	14.38	15.39						
	Menvy3	0.84	0.91	14.47	16.17						
	Menvy4	0.84	0.78	14.46	14.26						
	Menvy6	0.45	0.43	8.22	8.12						
Ben	Benvy5	0.70	0.63	Fixed[a]	Fixed[a]	0.88	0.81	0.64	0.52	0.87	0.80
	Benvy6	0.85	0.79	15.26	11.83						
	Benvy7	0.86	0.79	15.41	11.78						
	Benvy8	0.78	0.67	14.17	10.64						
Selfpre	Selfpre1	0.86	0.89	Fixed[a]	Fixed[a]	0.87	0.88	0.54	0.56	0.86	0.87
	Selfpre2	0.87	0.89	21.93	24.52						
	Selfpre3	0.75	0.76	17.46	18.76						
	Selfpre4	0.49	0.58	9.97	12.57						
	Selfpre5	0.76	0.72	17.83	17.20						
	Selfpre6	0.59	0.57	12.63	12.37						
Socom	Socom1	0.78	0.82	Fixed[a]	Fixed[a]	0.91	0.92	0.66	0.68	0.91	0.91
	Socom2	0.79	0.80	16.58	18.20						
	Socom3	0.84	0.85	17.80	19.98						
	Socom4	0.87	0.86	18.69	20.22						
	Socom5	0.79	0.81	16.62	18.53						
Deser	Deser1	0.83	0.81	Fixed[a]	Fixed[a]	0.85	0.78	0.67	0.56	0.84	0.72
	Deser3	0.92	0.90	18.66	14.20						
	Deser4	0.68	0.48	14.43	9.27						
DePre	DePre1	0.88	0.85	Fixed[a]	Fixed[a]	0.93	0.92	0.82	0.79	0.93	0.92
	DePre2	0.94	0.96	27.20	25.07						
	DePre3	0.89	0.86	25.02	22.10						
Neu	Neu4	0.84	0.75	Fixed[a]	Fixed[a]	0.92	0.87	0.69	0.57	0.92	0.86
	Neu2[b]	0.88	0.74	21.73	14.16						
	Neu3	0.84	0.82	20.29	15.69						
	Neu1	0.83	0.70	19.80	13.27						
	Neu5	0.77	0.75	17.66	14.31						

(Continues)

TABLE 2 (Continued)

Dimension	Items	Path coefficients		*t* values		CR		AVE		Cronbach α	
		United States	Mexico	United States	Mexico	United States	Mexico	United States	Mexico	United States	Mexico
Ext	Ext1	0.79	0.75	Fixed[a]	Fixed[a]	0.88	0.86	0.60	0.56	0.88	0.84
	Ext2	0.80	0.80	16.90	15.83						
	Ext3	0.87	0.84	18.38	16.78						
	Ext4	0.80	0.86	16.68	17.10						
	Ext5[b]	0.61	0.40	12.23	7.44						
Agr	Agr1	0.76	0.78	Fixed[a]	Fixed[a]	0.78	0.75	0.55	0.51	0.77	0.74
	Agr2	0.85	0.80	12.90	12.22						
	Agr3	0.59	0.55	10.57	9.66						
Open	Open1	0.72	0.63	Fixed[a]	Fixed[a]	0.82	0.76	0.61	0.52	0.81	0.73
	Open2	0.74	0.66	13.20	10.33						
	Open3	0.87	0.85	13.85	10.94						
Cons	Cons1	0.67	0.75	Fixed[a]	Fixed[a]	0.77	0.79	0.53	0.56	0.77	0.79
	Cons3	0.81	0.71	11.18	12.20						
	Cons4	0.70	0.78	10.88	12.73						

Note: USA-Goodness-of-fit statistics $\chi^2 = 2108.3$, $df = 1196$, $\chi^2/df = 1.763$, RMSEA = 0.044 CFI = 0.93, IFI = 0.93 Mexico-Goodness-of-fit statistics $\chi^2 = 2085.0$, $df = 1196$, $\chi^2/df = 1.743$, RMSEA = 0.043 CFI = 0.92, IFI = 0.92 Configural model: $\chi^2 = 4193.4$, $df = 2392$, $\chi^2/df = 1.753$, RMSEA = 0.031, CFI = 0.92, IFI = 920.92 Metric invariance model: $\chi^2 = 4237.2$, $df = 2428$, $\chi^2/df = 1.745$, RMSEA = 0.031 CFI = 0.92, IFI = 920.92.

Abbreviations: Agr, agreeableness; con, conscientiousness; AVE, average variance extract; CFI, comparative fit index; CR, composite reliability; dp, destination prestige; exr, extraversion; IFI, incremental fit index; inps, importance attached to nonparticipant sharings; ips, importance attached to participant sharings; neu, neuroticism; opn, openness to experience; pd, perceived deservingness; RMSEA, root mean square error of approximation; sc, social comparison; sp, self-presentation

[a]Parameter fixed at 1.0 during maximum likelihood estimation.

[b]These items are freely estimated for partial metric invariance.

the other hand, according to RUH3, although consumers attach low importance to participant sharing and have low perceived deservingness, they have high levels of benign envy if they have high destination prestige perception and high self-presentation and attach high importance to participant sharing. Low levels of benign envy may result from six different recipes for American participants. According to RUL1, low benign envy can occur if consumers have low destination prestige perception, low self-presentation, and low perceived deservingness and attach low importance to nonparticipant sharing and participant sharing. According to RUL4, when consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach high importance to nonparticipant sharing, low levels of benign envy can occur.

High levels of benign envy may result from three different recipes for Mexican participants. According to RMH1, high benign envy can occur if consumers have high levels of SC, high destination prestige perception, high self-presentation, and high perceived deservingness, although they attach low importance to participant sharing. This recipe has a consistency of 0.90 and explains a good number of cases (coverage = 0.34). Low levels of benign envy may result from four different recipes for Mexican participants. According to RML1, low benign envy can occur if consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach low importance to participant sharing, although they attach high importance to nonparticipant sharing. RML2 shows that if consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach low importance to nonparticipant sharing, although they attach high importance to participant sharing, they have low levels of benign envy.

The results obtained by adding personality traits to the configural model reveal complex formations of malicious and benign envy. As we show in Table 5, high levels of malicious envy may result from two different recipes for American participants. According to RUH1, high malicious envy can occur if consumers have high levels of SC, high extraversion, and high conscientiousness and attach high importance to participant sharing and nonparticipant sharing, although they have low destination prestige perception, low self-presentation, low perceived deservingness, low neuroticism, low agreeableness, and low openness to experience. This recipe has a consistency of 0.85 and explains a good number of cases (coverage = 0.19). According to

TABLE 3 Antecedent conditions for malicious envy according to configuration A1

		Antecedent conditions						Coverage		
	Recipe	*inps*	*ips*	*sc*	*dp*	*sp*	*pd*	*Raw*	*Unique*	*Consistency*
United States										
High malicious envy	RUH1			●	●	●	●	0.412057	0.0679219	0.743778
	RUH2	●	●	●	●	●		0.332896	0.0183915	0.878192
	RUH3	●	●		●	●	●	0.3255	0.00836861	0.859345
	RUH4	○	○	●	○	○	○	0.266531	0.0463679	0.890442
	RUH5	○	○	○	●	○	○	0.269596	0.0494332	0.858538
	Solution coverage: 0.570136; solution consistency: 0.813976									
Low malicious envy	RUL1		○	○	○	○	○	0.412057	0.0679219	0.743778
	RUL2	●		○	○	○	○	0.332896	0.0183915	0.878192
	RUL3	●	●	○	●	●	●	0.3255	0.00836861	0.859345
	Solution coverage: 0.501787; solution consistency: 0.823298									
Mexico										
High malicious envy	RMH1		○	●	●	●	●	0.298367	0.0687169	0.898901
	RMH2	○	○	●	●	○	○	0.243625	0.0399662	0.929687
	RMH3	○	○	●	○	●	○	0.258935	0.0358716	0.915355
	RMH4	●	●	●	○	●	●	0.257822	0.0563442	0.90318
	Solution coverage: 0.46967; solution consistency: 0.882137									
Low malicious envy	RML1	○	●	○	○	○	○	0.308679	0.107641	0.827025
	RML2	●	○	○	○	○	●	0.2534	0.0523612	0.815364
	Solution coverage: 0.36104; solution consistency: 0.804395									

Note: Black circles (●) indicate the presence of a condition, and white circles (○) indicate its absence. Blank spaces indicate "don't care."

Abbreviations: Dp, destination prestige; inps, importance attached to nonparticipant sharing; ips, importance attached to participant sharing; pd, perceived deservingness; sc, social comparison; sp, self-presentation.

RUH2, when consumers have high levels of SC, high destination prestige perception, and high perceived deservingness and attach high importance to nonparticipant sharing, high levels of benign envy can occur, although they have low self-presentation, low extraversion, low agreeableness, and low openness to experience and attach low importance to participant sharing. Low levels of malicious envy may result from three different recipes for American participants. According to RUL1, low malicious envy can occur if consumers have low levels of SC, low destination prestige perception, low self-presentation, low perceived deservingness, low neuroticism, low openness to experience, and low conscientiousness, although they have high extraversion and high agreeableness and attach high importance to participant sharing and nonparticipant sharing.

As we show in Table 5, high levels of malicious envy may result from four different recipes for Mexican participants. According to RMH1, high malicious envy can occur if consumers have high levels of SC and high neuroticism, although they have low self-presentation, low perceived deservingness, low extraversion, low agreeableness, low openness to experience, and low conscientiousness and attach low importance to nonparticipant and participant sharing. This recipe has a consistency of 0.92 and explains a good number of cases (coverage = 0.18). Low levels of malicious envy may result from three different recipes for Mexican participants. According to RML1, low malicious envy can occur if consumers have low levels of SC, low destination prestige perception, low self-presentation, low perceived deservingness, low agreeableness, low openness to experience, and low conscientiousness and attach low importance to nonparticipant and participant sharing, although they have high extraversion. RML2 shows that if consumers have low levels of SC, low destination prestige perception, low self-presentation, low neuroticism, low extraversion, low agreeableness, and low openness to experience and attach low importance to nonparticipant and participant sharing, low levels of malicious envy can occur, although they have high perceived deservingness and high conscientiousness.

As we show in Table 6, high levels of benign envy may result from four different recipes for American participants. According to RUH1, high benign envy can occur if consumers have high levels of SC, high destination prestige perception, high self-presentation, and high perceived deservingness and attach high importance to participant sharing, although they have low neuroticism and low conscientiousness

TABLE 4 Antecedent conditions for benign envy according to configuration A2

		Antecedent conditions						Coverage		
	Recipe	*inps*	*ips*	*sc*	*dp*	*sp*	*pd*	*Raw*	*Unique*	*Consistency*
United States										
High benign envy	RUH1	●		●	●	●		0.423581	0.0136862	0.863533
	RUH2			●	●	●	●	0.474438	0.0785495	0.887616
	RUH3	●	○		●	●	○	0.266482	0.00596434	0.85247
	RUH4	●	○	●	●		●	0.306902	0.0160827	0.867269
	RUH5	●	●		●	●	●	0.373416	0.0153903	0.900706
	Solution coverage: 0.551869; solution consistency: 0.835591									
Low benign envy	RUL1	○	○		○	○	○	0.404152	0.0250464	0.920737
	RUL2	○	○	○	○	○		0.411948	0.0365949	0.902337
	RUL3	○	○	○		○	○	0.403859	0.0292857	0.919765
	RUL4	●		○	○	○	○	0.31878	0.0514571	0.911015
	RUL5	●	●	●	●	●	○	0.238525	0.0293344	0.854723
	RUL6	●	●	○	●	●	●	0.226196	0.0165191	0.863789
	Solution coverage: 0.615096; solution consistency: 0.832707									
Mexico										
High benign envy	RMH1		○	●	●	●	●	0.34878	0.0907314	0.909225
	RMH2	●	●	●		●	●	0.390083	0.0457259	0.905985
	RMH3	●	●		●	●	●	0.362411	0.0180537	0.896437
	Solution coverage: 0.498868; solution consistency: 0.874729									
Low benign envy	RML1	●	○	○	○	○	○	0.27096	0.0334857	0.916751
	RML2	○	●	○	○	○	○	0.290158	0.0499059	0.914764
	RML3	○	○	●	○	○	○	0.299881	0.0696501	0.908067
	RML4	○	○	○	●	○	○	0.256722	0.0328904	0.905353
	Solution coverage: 0.459422; solution consistency: 0.886814									

Note: Black circles (●) indicate the presence of a condition, and white circles (○) indicate its absence. Blank spaces indicate "don't care."

Abbreviations: Dp, destination prestige; inps, importance attached to nonparticipant sharing; ips, importance attached to participant sharing; pd, perceived deservingness; sc, social comparison; sp, self-presentation.

and attach low importance to nonparticipant sharing. This recipe has a consistency of 0.94 and explains a good number of cases (coverage = 0.17). Low levels of benign envy may result from five different recipes for American participants. According to RUL1, low benign envy can occur if consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach low importance to participant sharing yet exhibit high neuroticism. According to RUL3, when consumers have low levels of SC, low destination prestige perception, low self-presentation, and low perceived deservingness and attach low importance to nonparticipant sharing, low levels of benign envy can occur, although they have high extraversion and high openness to experience and attach high importance to participant sharing.

High levels of malicious envy can be formed by four different recipes for Mexican participants. According to RMH1, high benign envy can occur if consumers have high levels of SC, high destination prestige perception, high self-presentation, high neuroticism, high extraversion, high agreeableness, high openness to experience, and high conscientiousness and attach high importance to nonparticipant and participant sharing. This recipe has a consistency of 0.96 and explains a good number of cases (coverage = 0.22). RMH2 shows that if consumers have high perceived deservingness and high conscientiousness, high levels of malicious envy can occur, although they have low self-presentation, low destination prestige perception, low levels of SC, low neuroticism, low extraversion, low agreeableness, and low openness to experience and attach low importance to nonparticipant and participant sharing. Low levels of malicious envy can be formed by five different recipes for Mexican participants. According to RML2, low malicious envy can occur if consumers

TABLE 5 Antecedent conditions for malicious envy according to configuration B1

		Antecedent conditions											Coverage		
	Recipe	*inps*	*ips*	*sc*	*dp*	*sp*	*pd*	*neu*	*exr*	*agr*	*opn*	*cons*	*Raw*	*Unique*	*Consistency*
United States															
High malicious envy															
	RUH1	●	●	●	○	○	○	○	●	○	○	●	0.195835	0.0261275	0.853297
	RUH2	●	○	●	●	○	●	●	○	○	○	●	0.179925	0.015229	0.940488
	Solution coverage: 0.189364; solution consistency: 0.962175														
Low malicious envy	RUL1	●	●	○	○	○	○	○	●	●	○	○	0.174801	0.019203	0.95623
	RUL2	○	●	○	○	○	○	○	●	●	●	○	0.198165	0.033712	0.957228
	RUL3	●	○	○		○	○	○	●	●	●	●	0.175015	0.034938	0.956281
	Solution coverage: 0.252894; solution consistency: 0.946874														
Mexico															
High malicious envy	RMH1	○	○	●		○	○	●	○	○	○	○	0.181628	0.0044950	0.922885
	RMH2	○	○	●	○	○	○	●	○	○	○		0.181406	0.0064089	0.918638
	RMH3	●	●	●	●	●		●	●	●	●	●	0.178691	0.0607059	0.897207
	RMH4	●	●	●	●	●	●	●	○	○	○	○	0.166452	0.0311095	0.954325
	Solution coverage: 0.302061; solution consistency: 0.89787														
Low malicious envy	RML1	○	○	○	○	○	○		●	○	○	○	0.226198	0.0495009	0.854842
	RML2	○	○	○	○	○	●	○	○	○	○	●	0.179324	0.0238165	0.861952
	RML3	○	○	○	○	○	○	○	●	●	○	●	0.187204	0.0229409	0.873842
	Solution coverage: 0.277975; solution consistency: 0.82416														

Note: Black circles (●) indicate the presence of a condition, and white circles (○) indicate its absence. Blank spaces indicate "don't care."

Abbreviations: Agr, agreeableness; con, conscientiousness; dp, destination prestige; exr, extraversion; inps, importance attached to nonparticipant sharings; ips, importance attached to participant sharings; neu, neuroticism; opn, openness to experience; pd, perceived deservingness; sc, social comparison; sp, self-presentation.

have low self-presentation, low perceived deservingness, low extraversion, low agreeableness, low openness to experience, and low conscientiousness and attach low importance to nonparticipant and participant sharing, although they have high levels of SC and high neuroticism.

The tenets of complexity theory are worth examining to defend the complexity structure of the configurational model. We met the necessity-sufficiency tenet by the presence of more than one antecedent in both the high- and low-level conditions of malicious and benign envy. We met the recipe principle because the complex antecedent conditions explain high or low levels of malicious and benign envy. We met the equifinality tenet by obtaining more than one recipe in the formation of both high and low levels of malicious and benign envy. We met the causal asymmetry tenet because the configurations that make up high and low levels of malicious and benign envy are not mirror opposites. We met the positive-negative-zero tenet as a condition (e.g., perceived deservingness) that can positively or negatively contribute to an outcome (e.g., high benign envy for Mexico) depending on the presence or absence of the other conditions in the recipe (see Table 6). These findings prove that the formation of envy types in both American and Mexican participants in Gen Z echoes the complexity of social media attitudes and personality traits.

5 | DISCUSSION AND CONCLUSION

5.1 | Conclusion

This study investigates Gen Z consumers from two different cultures (the United States and Mexico) to understand how types of envy toward travel can emerge. In addition to the fact that social networking sites play a significant role in travel envy, the personality traits of consumers might also determine their envy levels. However, the extant literature does not sufficiently address what the interactions of these factors and the differences in envy occurrence can reveal through these cultural differences. Although the emotional states of consumers (i.e., envy) form as the results of complex relationships, the configurations in this study remain unaddressed in the context of complexity theory thus far. This study elucidates the

TABLE 6 Antecedent conditions for benign envy according to configuration B2

		Antecedent conditions											Coverage		
	Recipe	*inps*	*ips*	*sc*	*dp*	*sp*	*pd*	*neu*	*exr*	*agr*	*opn*	*cons*	*Raw*	*Unique*	*Consistency*
United States															
High benign envy															
	RUH1	○	●	●	●	●	●	○	●	●	●	○	0.174672	0.0246032	0.946335
	RUH2	●	○	●	●	○	●	●	○	●	●	●	0.171264	0.0151774	0.946439
	RUH3	○	●	●	●	●	●	●	●	●	○	●	0.163649	0.0114496	0.947872
	RUH4	●	●	●	●	●	●	●	○	●	●	●	0.190276	0.0218873	0.946992
	Solution coverage: 0.252902; solution consistency: 0.933556														
Low benign envy	RUL1		○	○	○	○	○	●	○		○	○	0.225611	0.0421987	0.950718
	RUL2	○	○	○	○	○	○	○	○		●	○	0.230435	0.0172497	0.95439
	RUL3	○	●	○	○	○	○	○	●		●	○	0.200614	0.0170061	0.97122
	RUL4	○	○	○	○	○	○	○	●		○	●	0.18546	0.0173959	0.965745
	RUL5	○	○	○	●	○	○	○	●		●	●	0.192282	0.0200759	0.962205
	Solution coverage: 0.353085; solution consistency: 0.933884														
Mexico															
High benign envy	RMH1	●	●	●	●	●		●	●	●	●	●	0.222147	0.0814731	0.96514
	RMH2	○	○	○	○	○	●	○	○	○	○	●	0.163923	0.0223742	0.89422
	RMH3	○	○	●	○	○	○	●	○	○	○	●	0.174005	0.0227344	0.872357
	RMH4	●	●	●	●	●	●	●	○	○	○	○	0.188663	0.0369304	0.935953
	Solution coverage: 0.343123; solution consistency: 0.875689														
Low benign envy	RML1	○	○	○	○	○	○	○	○	○	○		0.223584	0.0327413	0.927939
	RML2	○	○	●		○	○	●	○	○	○	○	0.207263	0.0271357	0.944821
	RML3	○	○		○	○	○	●	○	○	○	●	0.214605	0.0111122	0.943717
	RML4	○	○	○	○	○	○	●	●	○	○	○	0.186874	0.0096736	0.938934
	RML5	○	○	○	○	○	○	○	●	●	○	●	0.170206	0.022919	0.934878
	Solution coverage: 0.337683; solution consistency: 0.910879														

Note: Black circles (●) indicate the presence of a condition, and white circles (○) indicate its absence. Blank spaces indicate "don't care."
Abbreviations: Agr, agreeableness; Con, conscientiousness; Dp, destination prestige; Exr, extraversion; inps, importance attached to nonparticipant sharings; Ips, importance attached to participant sharings; Neu, neuroticism; Opn, openness to experience; Pd, perceived deservingness; Sc, social comparison; Sp, self-presentation.

contributions of both social networking sites and attitude-related configurations and the interactions of personality traits in Gen Z's envy occurrence to travel.

5.2 | Theoretical and practical implications

This study offers an empirically validated framework for investigating the antecedents and occurrence of travel envy. The results contribute fruitful theoretical discoveries to the fields of marketing, psychology, hospitality, and tourism. The study contributes to the academic literature in various ways. First, it pushes the boundaries of envy occurrence, integrating and consolidating previous studies on a complex and important topic in the literature. To the best of our knowledge, this study is the first attempt in travel literature to discuss and evaluate the occurrence of envy from a complexity perspective with the integration of various constructs in social psychology literature, including self-presentation, personality traits, and SC. Thus, it identifies the causal factors leading to both benign and malicious envy in different recipes. Unlike previous studies, this study shows how configurations and interrelations of envy with other dynamics can influence malicious or benign envy occurrence in Gen Z consumers. Therefore, we do not omit any causal elements in the occurrence of envy and consider all significant factors to resolve its complexity.

Second, previous researchers predominantly investigate the role of envy in different contexts such as service encounters (e.g., Anaya

et al., 2016), social media influencers (e.g., Jin & Ryu, 2020), luxury branding (e.g., Joo & Kim, 2021), conspicuous consumption (e.g., Taylor & Strutton, 2016), and travel (e.g., Hajli et al., 2018; Taylor, 2020). However, it is essential to identify and understand the dynamics of envy before examining its emotional role. Thus, this study adds to the contemporary awareness of envy occurrence to travel by showing how it is due to the impact of potential factors.

Third, this study responds to previous calls to investigate consumer envy across cultures (Ahn et al., 2021) and personality traits within a generation (R. Lin, 2018; Sharma et al., 2021) to evaluate behavioral patterns. This study also responds to the limitations of existing envy studies regarding cultural and personality-related underestimations. SC as an underlying psychological process of envy highlights a cultural gap (White & Lehman, 2005). Scholars support the development of SC in collectivistic and individualistic cultures in different ways (Heine et al., 1999; Markus & Kitayama, 1991; Singelis, 1994). In addition, differences in personality can significantly impact SC (I. Kim et al., 2021). This might affect self-presentation, perceived deservingness, destination prestige, and attached importance to consumer-generated content on social networking sites, as confirmed by our findings. Therefore, we apply this study to samples from individualistic and collectivistic cultures (i.e., the United States vs. Mexico) to provide a cross-cultural and comparative analysis of Gen Z's envy occurrence toward traveling.

This study yields an in-depth understanding of one of the most promising customer segments in the tourism industry: Gen Z. This generation of customers is highly engaged with social networking sites, often basing vacation decisions on social networking posts. Our findings show that the role of INPS is more obvious in the occurrence of high benign envy than high malicious envy among US consumers. On the other hand, both INPS and the importance attached to participant sharing are more crucial factors in the occurrence of high benign envy than high malicious envy among Mexican consumers. Accordingly, while attention to the increasing importance of nonparticipant sharing in developing the benign envy of US consumers is crucial, it is also necessary to increase both importance attached to participant sharing and INPS levels to develop the benign envy of Mexican consumers. The results of our study show that destination prestige is the most significant causal factor in both malicious and benign envy occurrence in individualistic (US) consumers. Accordingly, marketers should pay attention to developing digital advertising strategies regarding destinations to enhance perceived prestige. This could attract more young tourists to such destinations by increasing their popularity.

In addition, we suggest that organizations become more responsive or attribute more importance to customer reviews on their websites or other review platforms. Our results indicate that the INPS is more remarkable than the importance attached to participant sharing on social networking sites for individualistic (American) and maliciously envious customers. On the other hand, we see malicious envy in collectivistic (Mexican) consumers when neuroticism and SC are active. Along with the inclusion of personality traits in the configuration, the significance of importance attached to participant sharing in the occurrence of benign envy among US consumers is obvious, while we revealed the significance of importance of nonparticipant sharing in the occurrence of malicious envy. In addition, SC, destination prestige, perceived deservingness, and agreeableness are very significant determinants in the occurrence of high benign envy in American consumers. On the other hand, malicious envy in collectivistic (Mexican) consumers manifests when neuroticism and SC are active. This means that both marketers and tourism organizations should focus on generating or emphasizing customer value to positively affect consumers' perceived deservingness in collectivistic countries.

6 | LIMITATIONS AND FUTURE DIRECTIONS

Even though the present study makes significant contributions to the literature, it has several limitations. First, although this study selected participants living who claimed to have two different cultural characteristics based on Hofstede's cultural differences, both countries in this study are located on the American continent. Therefore, future studies should compare countries on different continents. Second, we examined personality traits following the framework of the Big Five Model. However, future studies could examine the complexity of different personality traits in traveling or different consumption contexts. Third, this study focused on consumers in a specific age group (Gen Z). However, factors such as age, gender, and income are very important in shaping consumer behavior. For this reason, configural models that include demographic factors could be useful for future analysis.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available from the corresponding author upon reasonable request.

ORCID

Nazan Colmekcioglu http://orcid.org/0000-0001-9041-4044

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APPENDIX

TABLE A1 Measurement Items

Construct	Items
IPS	When choosing a destination, comments of others on a destination website and/or on social media websites (Facebook, Instagram, etc.) about the destination are important to me.
	When choosing the destination, ratings of others on a destination website and/or on social media websites (Facebook, Instagram, etc.) about the destination are significant to me.
	When choosing a destination, ratings of other users on websites (e.g., TripAdvisor, booking.com) where travel evaluations are included and holiday packages are sold are important to me.
	When choosing a destination, comments of other users on websites (e.g., TripAdvisor, booking.com) where travel evaluations are included and holiday packages are sold are important to me.
INPS	Holiday related comments of other users on their own social media accounts (profiles) (Facebook, Twitter, blogs, etc.) are important to me.
	Holiday related sharing of other users on their own social media accounts (profiles) (Facebook, Twitter, blogs, etc.) are important to me.
	Holiday recommendations of other users on their own social media accounts (profiles) (Facebook, Twitter, blogs, etc.) are important to me.
	Holiday related sharing (photo, video) of other users on social media accounts of others (profiles) (Facebook, Twitter, blogs, etc.) are important to me.
Self-presentation on SM	I try to make a good impression on others on social media.
	I try to present myself in a favorable way on social media.
	Social media helps me to present my best sides to others.
	I post different contents on social media (statuses, links, photographs, etc.) to attract the attention of others.
	I try to present myself positively on my social media accounts especially for those people who do not know me well.
	Before I post anything on social media, I think about how others might perceive it.
Social comparison	I often compare myself with other friend with respect to what I have accomplished on social media.
	I often pay a lot of attention to how I do things compared with how others do things on social media.
	I often compare how my friends on social media are doing with how others are doing.
	I often compare how well I have done with other friends on social media.
	I often compare how I am doing socially (e.g., popularity) with other friends on social media.
Destination prestige	The destination that my friends on social media share about their holidays is very prestigious.
	The destination that my friends on social media share about their holidays has high status.
	The destinations that my friends on social media share about their holidays is very upscale.
Malicious envy	I dislike them having a holiday experience that I did not.
	I wish they had not experienced a holiday I did not
	I wish that people who have an opportunity to have the holiday I desire lose their advantage.
	If other people have a holiday that I desire, I wish to take it away from them.
	I hate to encounter people I envy.
Benign envy	When I envy others, I focus on how I can have the same holiday opportunity equally in the future.
	I strive to reach other people's holiday experiences.
	If someone has a great holiday experience, I try to attain it for myself.
	Seeing others having a great holiday experience motivates me to have the same or similar holiday experiences.

TABLE A1 (Continued)

Construct	Items
Perceived deservingness	I feel I deserve to reward myself with a holiday by traveling to X destination.
	I feel I deserve to have a nice holiday in X more than others.
	I feel I deserve to indulge myself a little with a holiday by traveling to X destination.
	I feel I deserve to have and share nice posts/pictures on social media from a holiday in X destination.
Personality-neu	I get stressed out easily
	I worry about things
	I fear for the worst
	I am filled with doubts about things
	I panic easily
Personality-exr	I talk a lot to different people at parties
	I feel comfortable around people
	I start conversations
	I make friends easily
	I don't mind being the center of attention
Personality-agr	I sympathize with others' feelings
	I am concerned about others
	I respect others
	I believe that others have good intentions
	I trust what people say
Personality-opn	I get excited by new ideas
	I enjoy thinking about things
	I enjoy hearing new ideas
	I enjoy looking for a deeper meaning in things
	I have a vivid imagination
Personality-con	I carry out my plans
	I pay attention to details
	I am always prepared
	I make plans and stick to them
	I am exacting in my work

Abbreviations: Agr, agreeableness; con, conscientiousness; dp, destination prestige; exr, extraversion; inps, importance attached to nonparticipant sharings; ips, importance attached to participant sharings; neu, neuroticism; opn, openness to experience; pd, perceived deservingness; sc, social comparison; sp, self-presentation.

TABLE A2 Discriminant validity for United States and Mexico

	IPS	INPS	Menvy	Benvy	Sp	Sc	Pd	DePre	Neu	Exr	Agr	Opn	Con
USA													
IPS	**0.74**												
INPS	0.55	**0.88**											
Menvy	0.07	0.14	**0.74**										
Benvy	0.26	0.23	0.16	**0.80**									
Selfpre	0.28	0.24	0.07	0.45	**0.74**								
Socom	0.24	0.29	0.37	0.42	0.56	**0.81**							
Deser	0.22	0.16	0.07	0.50	0.30	0.23	**0.82**						
DePre	0.08	0.23	0.27	0.27	0.32	0.34	0.25	**0.90**					
Neu	0.14	0.08	0.09	0.24	0.30	0.28	0.12	0.04	−0.**83**				
Ext	0.11	0.14	0.01	0.05	0.14	−0.02	0.11	0.17	−0.30	**0.78**			
Agr	0.10	0.06	−0.29	0.13	0.10	−0.04	0.15	0.09	−.16	0.18	**0.74**		
Open	−0.02	0.01	−0.18	0.11	0.13	−0.01	0.12	0.04	−0.08	0.21	0.38	**0.78**	
Cons	0.06	0.14	−0.01	0.10	0.16	0.15	0.24	0.23	−0.18	0.19	0.16	0.22	**0.73**
	IPS	**INPS**	**Menvy**	**Benvy**	**Sp**	**Sc**	**Pd**	**Dp**	**Neu**	**Exr**	**Agr**	**Opn**	**Con**
Mexico													
IPS	**0.77**												
INPS	0.61	**0.84**											
Menvy	−0.04	0.02	**0.75**										
Benvy	0.21	0.31	0.12	**0.72**									
Sp	0.24	0.36	0.18	0.49	**0.75**								
Sc	0.15	0.24	0.42	0.35	0.55	**0.83**							
Deser	0.23	0.31	0.04	0.43	0.32	0.17	**0.75**						
DePre	0.12	0.27	0.22	0.36	0.38	0.42	0.31	**0.89**					
Neu	0.17	0.26	0.11	0.18	0.23	0.35	0.10	0.16	**0.75**				
Ext	0.05	0.06	−0.02	0.11	0.13	0.01	0.09	0.09	−0.21	**0.75**			
Agr	0.13	0.17	−0.13	0.08	0.15	−0.02	0.14	0.15	0.04	0.43	**0.72**		
Open	0.19	0.13	−0.15	0.15	0.19	0.00	0.24	0.05	−0.10	0.26	0.42	**0.72**	
Cons	0.11	0.22	−0.04	0.19	0.14	−0.04	0.22	−0.07	−0.10	0.29	0.26	0.40	**0.75**

Abbreviations: Agr, agreeableness; Beny, benign envy; con, conscientiousness; dp, destination prestige; exr, extraversion; inps, importance attached to nonparticipant sharings; ips, importance attached to participant sharings; Meny, malicious envy; neu, neuroticism; opn, openness to experience; pd, perceived deservingness; sc, social comparison; sp, self-presentation.

TABLE A3 Result of contrarian case analysis for relationship between SC and Menvy for United States

Negative contrarian cases indicating~A → O

Cramer's $V = 0.193$, $p < 0.01$			Menvy 1	2	3	4	5	6	7	Total
SC	1	Count	17	18	16	3	3	3	3	63
		% in Menvy	37.8	21.2	30.8	7.0	5.0	6.0	5.2	16.0
		% of total	4.3	4.6	4.1	0.8	0.8	0.8	0.8	16.0
	2	Count	10	14	9	4	7	5	3	52
		% in Menvy	22.2	16.5	17.3	9.3	11.7	10.0	5.2	13.2
		% of total	2.5	3.6	2.3	1.0	1.8	1.3	0.8	13.2
	3	Count	6	18	4	11	9	4	7	59
		% in Menvy	13.3	21.2	7.7	25.6	15.0	8.0	12.1	15.0
		% of total	1.5	4.6	1.0	2.8	2.3	1.0	1.8	15.0
	4	Count	3	12	8	8	9	7	10	57
		% in Menvy	6.7	14.1	15.4	18.6	15.0	14.0	17.2	14.5
		% of Total	0.8	3.1	2.0	2.0	2.3	1.8	2.5	14.5
	5	Count	2	9	9	5	12	10	10	57
		% in Menvy	4.4	10.6	17.3	11.6	20.0	20.0	17.2	14.5
		% of total	0.5	2.3	2.3	1.3	3.1	2.5	2.5	14.5
	6	Count	3	6	2	6	11	10	8	46
		% in Menvy	6.7	7.1	3.8	14.0	18.3	20.0	13.8	11.7
		% of total	0.8	1.5	0.5	1.5	2.8	2.5	2.0	11.7
	7	Count	4	8	4	6	9	11	17	59
		% in Menvy	8.9	9.4	7.7	14.0	15.0	22.0	29.3	15.0
		% of total	1.0	2.0	1.0	1.5	2.3	2.8	4.3	15.0
Total		Count	45	85	52	43	60	50	58	393
		% in Menvy	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		% of total	11.5	21.6	13.2	10.9	15.3	12.7	14.8	100.0

Positive contrarian cases indicating A→~O

TABLE A4 Result of contrarian case analysis for relationship between INPS and Benvy for Mexico

Negative contrarian cases indicating~A → O

Cramer's $V = 0.166$, $p < 0.01$			Benvy 1	2	3	4	5	6	7	Total
INPS	1	Count	10	6	13	10	8	10	3	60
		% in Benvy	16.9	13.3	21.7	19.6	13.1	14.5	5.9	15.2
		% of total	2.5	1.5	3.3	2.5	2.0	2.5	0.8	15.2
	2	Count	11	7	13	12	7	4	2	56
		% in Benvy	18.6	15.6	21.7	23.5	11.5	5.8	3.9	14.1
		% of total	2.8	1.8	3.3	3.0	1.8	1.0	0.5	14.1
	3	Count	9	8	7	4	15	8	3	54
		% in Benvy	15.3	17.8	11.7	7.8	24.6	1.6	5.9	13.6
		% of total	2.3	2.0	1.8	1.0	3.8	2.0	0.8	13.6
	4	Count	12	9	5	4	9	7	7	53
		% in Benvy	20.3	20.0	8.3	7.8	14.8	10.1	13.7	13.4
		% of total	3.0	2.3	1.3	1.0	2.3	1.8	1.8	13.4
	5	Count	5	7	8	8	8	18	9	63
		% in Benvy	8.5	15.6	13.3	15.7	13.1	26.1	17.6	15.9
		% of total	1.3	1.8	2.0	2.0	2.0	4.5	2.3	15.9
	6	Count	7	5	7	6	6	5	10	46
		% in Benvy	11.9	11.1	11.7	11.8	9.8	7.2	19.6	11.6
		% of total	1.8	1.3	1.8	1.5	1.5	1.3	2.5	11.6
	7	Count	5	3	7	7	8	17	17	64
		% in Benvy	8.5	6.7	11.7	13.7	13.1	24.6	33.3	16.2
		% of total	1.3	0.8	1.8	1.8	2.0	4.3	4.3	16.2
Total		Count	59	45	60	51	61	69	51	396
		% in Benvy	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		% of total	14.9	11.4	15.2	12.9	15.4	17.4	12.9	100.0

Abbreviations: A, antecedent condition; INPS, importance attached to nonparticipant sharings; O, outcome condition.

Positive contrarian cases indicating A → ~O

TABLE A5 Results of analysis of necessary conditions

	Outcome							
	Presence of Menvy		Absence of Menvy		Presence of Benvy		Absence of Benvy	
Condition	Cons.	Cov.	Cons.	Cov.	Cons.	Cov.	Cons.	Cov.
IPS	0.60	0.69	0.60	0.63	0.66	0.69	0.56	0.64
~ IPS	0.67	0.65	0.70	0.62	0.66	0.57	0.73	0.70
INPS	0.63	0.69	0.62	0.60	0.69	0.68	0.57	0.62
~ INPS	0.63	0.64	0.68	0.63	0.61	0.57	0.70	0.71
SP	0.65	0.71	0.62	0.61	0.75	0.75	0.55	0.60
~ SP	0.64	0.65	0.71	0.65	0.59	0.55	0.76	0.77
SC	0.72	0.76	0.55	0.53	0.73	0.71	0.56	0.59
~ SC	0.56	0.58	0.75	0.71	0.58	0.55	0.72	0.74
DESER	0.67	0.69	0.66	0.62	0.78	0.74	0.56	0.58
~ DESER	0.64	0.67	0.68	0.65	0.56	0.54	0.75	0.79
DEPRE	0.66	0.73	0.58	0.59	0.68	0.69	0.59	0.65
~ DEPRE	0.62	0.62	0.73	0.67	0.65	0.59	0.71	0.71
NEU	0.65	0.71	0.60	0.59	0.68	0.68	0.58	0.63
~ NEU	0.63	0.63	0.71	0.65	0.63	0.58	0.70	0.71
EXT	0.63	0.65	0.66	0.63	0.67	0.64	0.62	0.66
~ EXT	0.64	0.67	0.64	0.61	0.64	0.61	0.65	0.68
AGREE	0.57	0.62	0.70	0.69	0.66	0.66	0.59	0.64
~ AGREE	0.71	0.72	0.61	0.57	0.64	0.58	0.68	0.69
OPENN	0.61	0.62	0.70	0.66	0.70	0.65	0.62	0.64
~ OPENN	0.66	0.70	0.60	0.59	0.62	0.60	0.66	0.70
CONS	0.59	0.66	0.63	0.640	0.65	0.66	0.58	0.65
~ CONS	0.68	0.66	0.67	0.60	0.66	0.59	0.69	0.68

Abbreviations: Cons, consistency; Cov, coverage; INPS, importance attached to nonparticipant sharings.