What About Change? An Old Theory in a New Light

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Change is a constant part of our life…It is almost a klisé. It is everywhere, and we should know, how it can happen to us, and how to act it. This article is the first part of a year-long study, that aims to find, which factors can be a part of a successful lifestyle change, especially for conscious consumption. We consume ridiculously much, over the level, we need. Half of the world is hungry, and the other half is trying to lose some weight. If we can create a model, like an equation f.e. Double self confidence and one good family background are equal to 10 percent of success lifetime change, which is probable not, but if we can find something like that, it would change the theory of lifestyle changing in modern consumption society. This article shows our lifestyle changing model theory, and a study, which presents, its appearance in practise.

Keywords: lifestyle changes, conscious consumption factors, decision making, Prochaska, business changes

The Model's Theory

Changing is difficult, because the brain essentially would like to be in the most energy-efficient state. This can be achieved if the brain reduces the number of external and internal factors to the minimum of the state. This also implies that the brain tries to avoid the unnecessary innovations, so stick to the old habits, which means that brain likes to do everything in the same way (Kahneman, 2012). This leads to habits. This is practically equivalent to the comfort zone, which is a physical "space bubble" and if other people are "penetrating" into this, it feels uncomfortable (Pease, 2000). All of this must be added to the discovery of Duhigg (2012), that a habit has its phases. At first, the brain receives a signal then the routine starts which is followed by the reward. After a short time the signal appears again and the usual loop has closed. With enough repetition, these mechanisms become automatic after a while (Duhigg, 2012). If someone wants to change a habit, first he should be aware of it, and control it with his future decisions (Velencei, 2013). First, the difference between data, information, and knowledge is necessary to be separated. The data are detected effects, but they do not include any meaning for us. When the data are interpreted in some aspect, they become information. Knowledge has been confirmed by a true belief, it already has value (Davenport & Prusak, 2001). "Heterogeneous and constantly changing mix of experiences, values, and associated information." Knowledge is complex, its roots cannot be expressed verbally. The Commissioner's conviction is usually a mistake, because he/she excludes the unknown we do not know (Szeghegyi, 2011, p. 61). In addition, other

factors can distort the perception of reality. These are the filters which are based on our own experiences, which are called selective perception; what is more, the settlement schemes, stereotypes, halo-effect, and the searching of causality can be also an influencing factor. The cognitive dissonance is when an internal event contradicts the intrinsic value of the system, and in this way the contradiction appears (Zoltayné Pepper, 2005).

The Combined Changing Model Theory

The main component of the authors' changing model's research has been recognised in psychology, the trans-theoretical model (Prochaska, Norcross, & DiClemente, 2009). It is important to note that this model is already 30 years old, and although it is constantly being researched, the original scheme is still the most popular one, if not the only changing model that is universally applicable to all kinds of changes. The model has been successfully applied to quitting smoking and other diseases, or in combination with several changes of behavior, coaching and other programs over the decades (Pro-change behavior systems, inc., 2016). The model itself consists of six phases:

• Pre-contemplation: The main feature of this section is that we are not aware of the change we need. What we do not see, but the environment has been detected and often will also get to let us know.

• Contemplation: At this stage we recognize the problem and it lets us want to change. However, so far we cannot talk about engagement or doable activation. At this stage, we know which way we should go, but we do not know how to start, or just do not know what to do, but we want to do something.

• Decision: This is not necessarily a long period but it is important for the floor plan of a house which is to be built. Of course, it is necessarily also decided that we will do well after the preparation.

• Active change: This is a stage where changes are developed and made by act.

• Maintenance: At this stage, we have achieved successes, and the wanted state is no longer as far away as the early phase of the action. However, there are throw-backs. Most people are rarely able to keep the change for the first time. Therefore, a plan is needed that can be followed.

• Relapse: This change is the most coveted stage. When the new habit has been entrenched and the new behavior has been self-sustaining. There is disagreement about the part that it cannot be clearly defined by this point, which would be universally valid for everyone.

These are the steps, but not every single one will be reached by the change. There are throw-backs, and each step can be a possible entering or exiting point. These steps are paradigms which mean second order changes and every paradigm contains first-order changes too. It is important to note that this is a spiral phase, so stage one of the road leads to another non-linear, and not necessarily only upward. The other model is based on the group theory, which is a framework that describes the change within the system, while the system itself is unchanged. The theory of logical types provides a framework that is how the relationship between the class and the member of it, and pictures of the transformation when a class enters from one level to another higher logical one. This arises from two types of change. The first order change describes changes in one system while the system is permanent, such as the Matrix. Movie, when the actors do whatever they can, within the matrix, but they are connected to the machine. The second order change is when Neo disconnects from the machine or in this case, takes a different paradigm, and this is dramatical change. Sometimes, this change may seem illogical, because it is there in one moment and the next, there is no. The second order change, is the changing of change (Watzlawick, Weakland, & Fisch, 1990).

In Figure 1, three changing models have combined. The Prochaska one's (2009) and the Watzlawick one's

(1990) are used for describing people's behaviors. The third one is Derek de Solla's (1979) logistics development theory. The process of change is represented by the blue line. In the graph, it is followed by the convergent oscillation, if throw-backs have not become. Every stage can be possible entering or exiting points. Every new stage, like Contamplation, or Relapse, is paradigm. A paradigm shift has been seen, in allocations indicate, while first order change can be talked about. Minor changes within the logical paradigms are second order changes. (Watzlawick, 1990). What is even more, Kurzweil's singularity theory (2013) can not be contradicted, it just investigates a much minor scale. Two changing spirals can support or obstruct each other (Pro-change behavior, systems, inc, 2016).
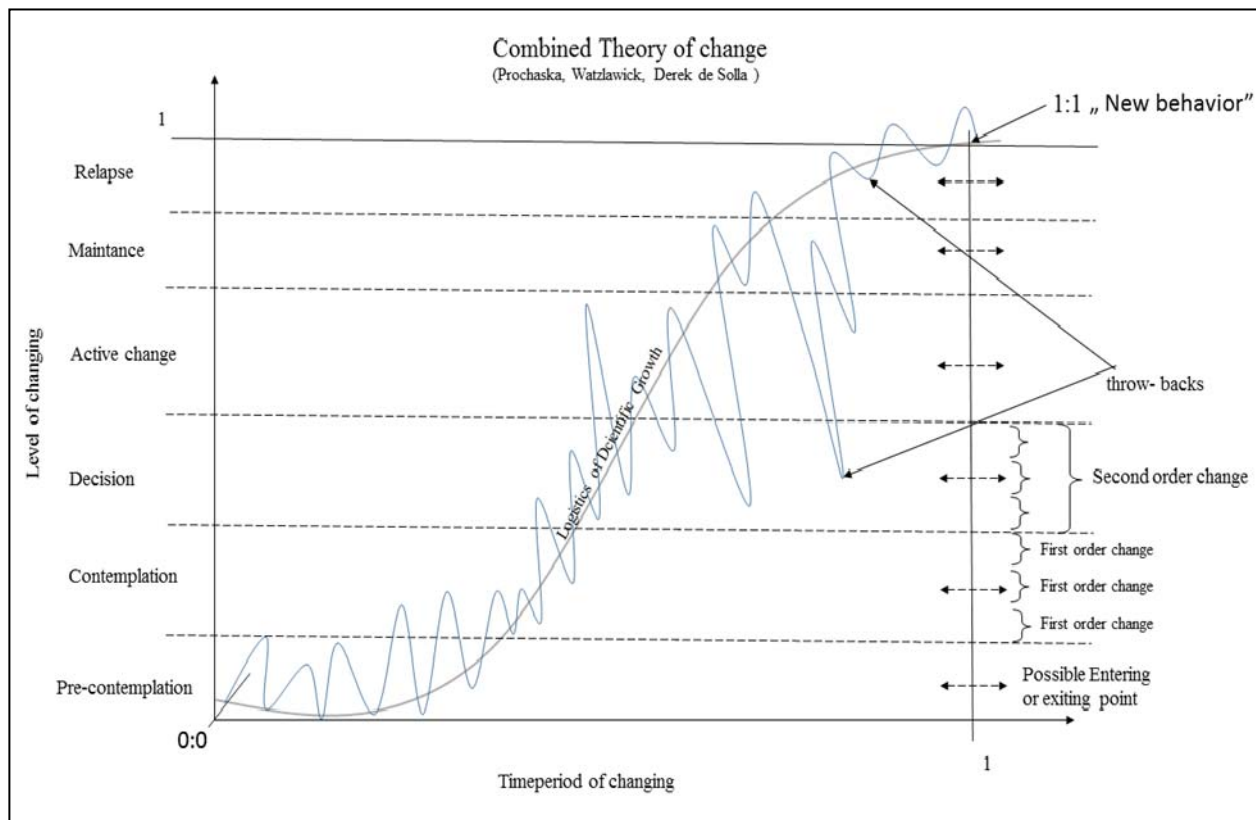

Figure 1. Combined theory of change by Prochaska and Watzlawick.

In Figure 2, there is relation because of the change in the company life's process (Szeghegyi, 2011), which consists of two participation waves. A negative one to that is a denial and a positive to that is through raising awareness of the integration culminates. If we compare this with the events described in Prochaska's (2009) model, during the change, what happens to the individual, the similarities are conspicuous. The denial can be solved with raising awareness of long displayed a willingness to test, and then with self-re-evaluation. Commitments and self-rewards can drive the change to the maintenance by integration. Helper relations, and substitutions, and environment—checking can be very helpful to facilitate the process. Another parallel is that consideration, is a passive state what is well illustrated in the company's first reaction to change, Paralysis.
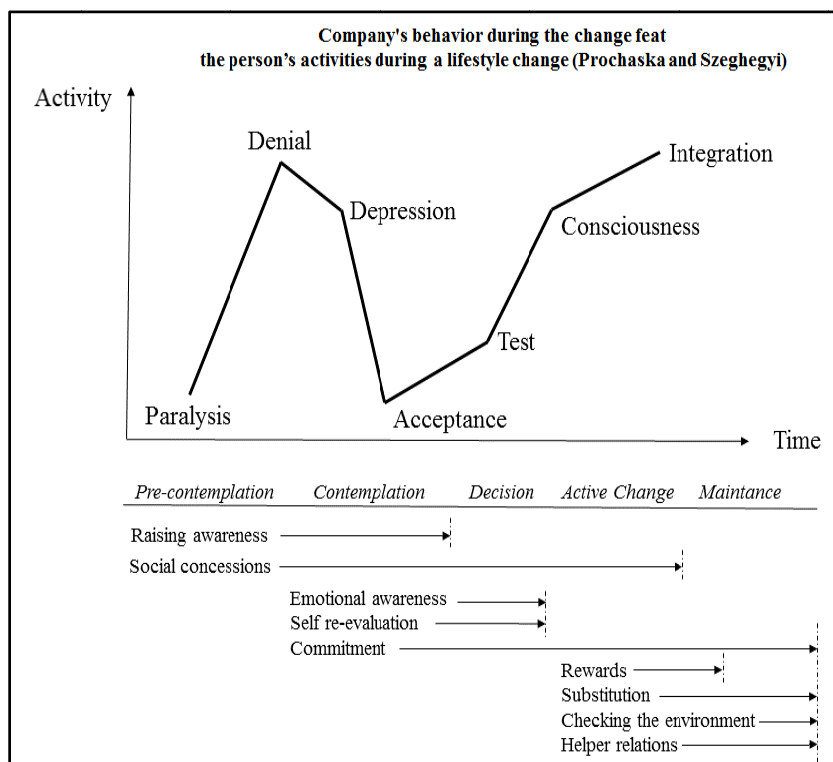
Figure 2. Company's behavior during the change feat the person's activities during a lifestyle change (Prochaska, 2009; Szeghegyi, 2011).

Primary Research

During the preliminary research on the subject similar survey was not found. Questionnaire survey forms were researched. The Hungarian sample counts 133. We assume normal distribution, because we measure human attitude (Németh & Simon, 2011). For the research it is an important pillar to test the change model. For this we thought factor analysis which is the best method to find out how respondents feel about these change stages has been on above-mentioned (pre-contemplation stage, contemplation stage, etc.). In order to investigate this, a list of 56 statements were created, and were evaluated in a five-scale Likert scale by the subjects, where 1 meant "Absolutely not typical", and 5 was "Absolutely typical" (Fabian, 2014; Kehl, 2012). The Kaiser-Meyer-Olkin criterion of KMO is of very great range, because the value is above 0.8. This means the items of inadequate factor (see Table 1). The Bartlett test is successful, because the Sig. is less than 0.05, that there is a correlation between the initial claims (Sajtos & Mitev, 2007).

Table 1

KMO Test (Own Resources)

KMO and Bartlett's test		
Kaiser-Meyer-Olkin measure of sampling adequacy		0.816
Bartlett's test of sphericity	Approx. chi-square	2,141,493
	df	666
	Sig.	0.000

The reliability test (Cronbach's alpha) also brought good results (Table 1) of the examined claims consistency of 0.886 (over 0.8 is very good), while the piece related to standardized value is 0.884. In total, this

means that the statements and answers are also suitable for factor analysis. Table 2 shows that the respondents (those who experienced or planned changes in their lives) make the allegations that we have listed their answers into what factors can be grouped. The specific analysis is shown in Table 3.

Table 2

Reliability Test (Own Resources)

Reliability statistics		
Cronbach's alpha	Cronbach's alpha based on standardized items	N of items
0.886	0.884	36

Table 3

Factor Analysis of Change in Claims (Own Resources)

Rotated component Matrix[a]

	Component				
	1	2	3	4	5
(Dec) I have decided, that I will change my lifestyle.	0.812	0.164	0.191	-0.091	-0.053
(Act) It is easy to talk about changing, I make the change.	0.746	-0.179	0.219	-0.056	0.108
(Dec) I want to act, no matter what it takes.	0.712	-0.134	0.055	-0.107	0.151
(Rel) I feel better myself since I have made the change on this habit.	0.702	-0.144	0.341	0.096	0.063
(Dec) I have made a plan for this changing.	0.698	0.048	-0.215	0.027	0.151
(Cont) I have thought that I have to change my life/habits.	0.680	0.239	0.289	-0.057	-0.170
(Maint) I have a plan after I managed to reach the changing.	0.648	-0.302	0.010	-0.018	0.145
(Maint) I have made a change not only on one habit, but my whole life.	0.642	-0.247	0.076	0.066	0.064
(Act) I think about what would be the results of the acts for the changing.	0.621	-0.139	0.183	0.079	0.334
(Rel) I am proud that I have made a change on one of my bad habits.	0.608	-0.014	0.508	0.104	0.036
(Act) In the past few weeks everyday I have been doing something for the changing.	0.605	-0.318	0.121	0.188	-0.005
(Dec) I know exactly how I will be after the changing.	0.583	0.004	-0.051	0.375	0.206
(Dec) I was thinking about what I would like to be and what it needs.	0.580	-0.261	0.230	0.076	-0.008
(Act) Changing can be reached by an immediate action.	0.573	0.129	0.271	-0.047	-0.057
(Dec) I am determined by the changing and nothing can dissuade me.	0.568	-0.453	0.086	0.182	-0.003
(Maint) I try to avoid everything which is connected with my old lifestyle.	0.509	-0.083	-0.030	0.216	0.010
(Pre-cont) Just others can change easily.	-0.118	0.707	-0.087	0.202	0.100
(Maint) If I managed to reach the changing, I can lay back down.	-0.199	0.640	-0.007	-0.059	0.121
(Bef) I am afraid that I will be again like I was before the hanging, that is why I would like to ask help from others.	-0.017	0.609	0.047	0.202	0.010
(Pre-cont) I would like to change something in my life, but my surroundings do not help me.	-0.140	0.535	0.284	0.169	0.014
(Cont) As soon as I will be ready, the changing will be available.	0.013	0.058	0.709	0.039	0.184
(Maint) I pay attention to not flipping back to the state before the changing.	0.473	-0.204	0.511	0.220	-0.133
(Act) Changing = I doing something important instead of doing something that I would not like to do.	0.190	-0.079	0.076	0.556	-0.004
(Rel) I thought if I solve a problem, I can get rid of it forever, but sometimes it still attempts me.	0.144	0.457	0.114	0.506	0.039
(Dec) I tell my plans everybody.	0.269	0.419	-0.058	-0.057	0.670
(Dec) I tell my friends what I will do.	0.269	0.043	0.289	-0.021	0.643
(Act) If I am in a hard situation, I ask for help easily.	0.105	-0.250	0.322	0.129	0.561

Notes. Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization; a. Rotation converged in 13 iterations. (Pre-cont = Pre-contemplation, Cont = Contemplation, Dec = Decision, Act = Active change, Maint = Maintenance, Rel= Relapse)

For the factor analysis, Varimax rotation is used, which is looking for a very highly or non correlating variable pairs. This is the most stable and the best factoring separation method, the program knows. Also, it is important to note that because of the sample including 133 people, weight factor should be applied, which means that 0.50 or less weight statements are not typical of the explanations given to factors such as a clearer interpretation, they must be removed (Sajtos & Mitev, 2007). In the analysis, we found five factors that order of magnitude follows such as:

[1] Active change and activity-based preparing;

[2] Contemplation;

[3] Maintenance;

[4] Activity-based maintenance;

[5] Decision.

The six-stage model we set is finally found in the analysis, which means that in practice it works, the theory. What is interesting is that even though the various other allegations were meant to be for other stages, and yet the meaning of the respondents also became the grouping relevant sense. Finally, the model we developed a phase 6, which is hidden in the four phases 5 and 6 because they were supposed to act based on the preparation (which we called activity based preparing) and the act in maintaining (we called: activity based maintenance) a two-section section. Our hypothesis is, that the transitions are not clearly separated, because being changed is not easy. By the time the commitment has to be made, and selfre-evaluation has to be done. Entering each paradigm has needed time. They cannot enter from one phase to another, they needed, some kind of preparation, which is both times activity based. This is illustrated in Figure 3. This fact suggests that this model is suitable for use and can be adapted for further research.
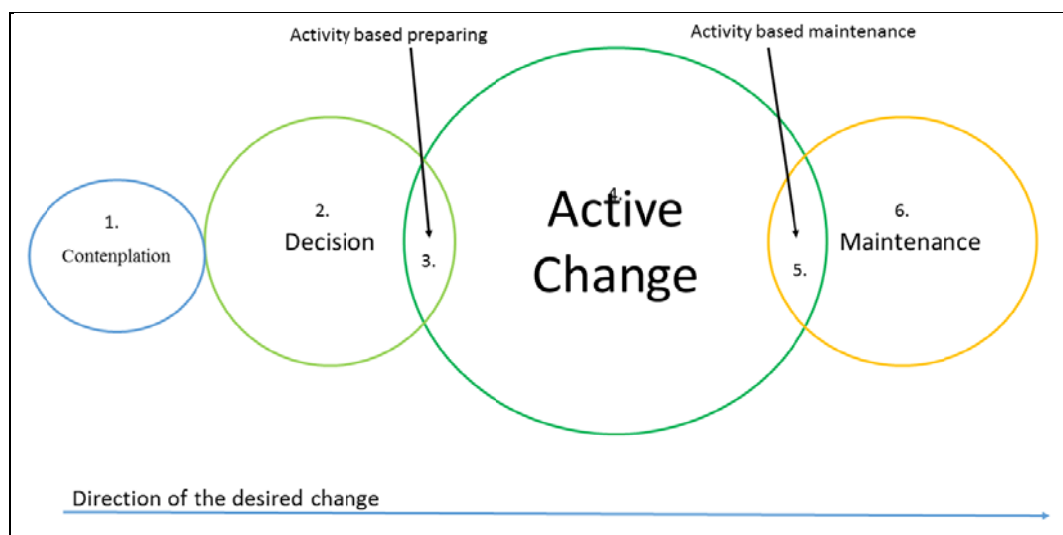

Figure 3. Changing factors in practise. Source: Our elaboration.

Conclusions

However consumption chioses' connections had not expanded in this article, some older research of ours suggested that there might have connection, like in conscious communication (Torda, 2015) But that connection cannot be explored without a usable change model which works in practise. The paper set up a theoretical model in which the pre-contemplation, you can reach the relapse throw contemplation, decision,

active change and maintenance stages. The purpose of this work was to justify these theoretical stages, which are hard to separate in practice sections, which can be also successfully completed. However, there is difference between theory and practice, that the respondents action-oriented factors have been identified. The contemplation stages, followed by a decision phase, which followed by an activity-based preparing, active change and an activity-based maintenance, which finally ends the maintenance (Figure 3). The comparison shows that the sections can be adapted. However pre-contemplation and relapse, can not be measured directly. It is not surprising, becasue if those, who do not know that, they would need to change, cannot ask them for what they need to change. And the stage for the relapse is not defined in usual for the changes.

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