



## How emotions influence ethical consumption behavior: a quantitative study of Pakistani consumers

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### ABSTRACT

Advertising is the most important influence in influencing consumers. The goal of advertising is to influence people to behave or buy a product in the way that the company wants them to. Ethical consumption is becoming a more popular marketing strategy, and companies are employing a range of strategies to persuade customers to buy socially acceptable items. Consumers are more likely to purchase ethically-sound products if they feel guilty, proud, afraid, or happy about it, according to a new study. A descriptive study with a sample size of 400 clients was carried out utilizing convenience sampling as a non-probability sampling technique, and the results are presented here. When conducting the study, SEM analysis was performed to determine the study's hypothesis, and a questionnaire was employed to collect data. Emotional appeals are a surefire way to get a buyer to buy an ethically sound product, according to a study. so that they can attract clients who want to acquire products ethically. However, in the Pakistani context, pride appeal is irrelevant and will not compel Pakistani consumers to choose ethically decent goods. Using advertisements to evoke feelings of guilt, joy, and pride will be critical in persuading customers to behave in the way you want them to. As a result, we can confidently state that emotional appeals in advertising have the power to encourage people to make more ethical decisions.

### ARTICLE INFO

**Keywords:** ethical consumption, guilt appeal, fear appeal, happiness appeal

### Introduction

Consumption is at the heart of this investigation, and it should be underlined that it is closely tied to the concept of identity. The most crucial component is one's consumption habits. When a marketer successfully persuades a customer to consider buying and using a product, the customer develops a strong attachment to that product. Although some customers are unable to make

moral or ethical judgments about the products they consume or the brands they choose because of their daily routines, others are not. Everything we do has a moral and ethical component, whether we acknowledge it or not. It's critical to make purchases based on principles of social and environmental responsibility whenever possible. Fairtrade and ecologically friendly products are positive characteristics of ethical consumption; avoiding

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boycotting or ignoring specific brands and businesses is a bad aspect, as stated by (Burke, J., J., & Smith, 1993). A general theory of marketing ethics (Vitell & Muncy, 1992) (Marks & Mayo, 1991) (Vitell S. J., 2001) was established to discover and illuminate ethically sound marketing strategies. Deontology and teleology are two notions presented in the model. Deontology refers to obligations or laws that are based on teleology. The model has been utilized in several empirical studies, and it has been recognized as a theory (Vitell S. J., 2003). Ethical consumption refers to how a person acts or feels when consuming a product. Changing one's behavior from a choice to action is as simple as making a decision. If the customer feels that they are accountable for both human and non-human actions, then they will take action (Barnett, Cloke, Clarke, & Malpass, 2005).

The ability to captivate and elicit an emotional response from consumers is made possible in part by advertising, which is one of the primary drivers of product sales in the marketplace. To make a profit, the sole purpose of any company or organization is to market its products. Advertising can influence the choices and actions of customers daily. A lot of organizations perform comprehensive consumer research to learn more about what their customers want, where they are most likely to purchase it, how they will find it, how much they will spend, and when they are most likely to buy it. Questionnaires like these can alert a marketer to the possibility that an advertisement is affecting a customer's behavior by eliciting emotional responses from that person. In advertising, the use of emotion elicits positive, pleasurable, and persuading responses from consumers that either motivate or influence their purchasing decisions (Chang, 2006). Advertising research and other research on consumer attitudes and actions can be used to judge and innovate, improving consumer behavior by exhibiting the emotional aspects of advertising, as stated by (Derbaix, 2003) and (Zeelenberg, 2000). Unfavorable advertising sentiments such as regret and other concerns have been shown to affect customer behavior and intentions towards a product, according to (Hetts, 2000). The emotions of pride, guilt, mild respect, fear, and fury are used in advertising to promote energy-saving household equipment (Wang & Wu, 2016). By exhibiting the negative consequences of any form of consumer activity, consumers can use the guilt appeal strategy to

influence and motivate other consumers (Brennan & Binney, 2010).

#### **Problem statement:**

Market research is the most fundamental and crucial aspect of marketing, which analyzes customer demands and designs methods to influence their opinions and actions. Today's marketing businesses focus on consumer attitudes and behaviors. They established marketing and advertising strategies and planned marketing actions based on target market behaviors, but these activities became obsolete owing to innovations, customer awareness, education, consumer preferences, or other causes. To generate sustainable or ethical consumption by customers, marketers struggled to meet expected consumer behavior and that individuals purchased products but used them unethically (Haanaes, et al., 2011) coworkers (Haanaes, et al., 2011) knew it was important to target clients' emotions. They used emotional advertising to influence client behavior. Remorse, anxiety, delight, and pride were used. (Qaswa & Ahmed Siddiqui, 2019)

Pakistani customers show guilt, worry, excitement, and pride. Shame, pride, delight, and anxiety can affect consumer purchases. When these elements are present, people are more inclined to act and feel morally obligated to the product. Marketers can influence customers' ethical behavior by appealing to their guilt, fear, and pride. These elements can assist marketers to convince buyers to buy ethically. The study will evaluate how shame, pride, delight, and terror affect ethical consumption.

#### **Research objectives:**

The study's overarching purpose is to figure out how customers' ethical consumption is influenced by emotional appeals. Additionally, the study tries to determine the most effective emotional appeals to encourage ethical behavior. Finally, it looks at the links and impacts of the guilt, pride, fear, and happiness appeals on ethical consumption in Pakistan

#### **Research questions:**

Q1: Is there any impact of guilt Appeal on ethical consumption in the Pakistani context?

Q2: Is there any impact of pride Appeal on ethical consumption in the Pakistani context?



Q3: Is there any impact of fear Appeal on ethical consumption in the Pakistani context?

Q4: Is there any impact of happiness Appeal on ethical consumption in the Pakistani context?

Q4: which is the best factor of emotional Appeal to influence the ethical consumption of consumers?

Q: 5 what is ethical consumption?

#### **Scope and significance of the study:**

The research will give a brief knowledge and understanding of guilt, pride, and fear and their impact on the ethical consumption of consumers in Pakistan. It is beneficial for all those people and employees who are related associated with Marketing and advertising of any organization, it will give benefits to all future researchers and scholars on this topic, and it will also help business industry, organizations, and firms. It will also be beneficial for business society and students of bachelor's and master's in business administration; it will give some help to the senior executive of the marketing department to plan their strategies. This research will be valuable to all those marketers, new entrants, new manufacturers, exporters, and importers who are planning the marketing strategy and analyzing the characteristics of the market, they can also consider this factor and plan according to the perception and consumption behaviors of people. It is also a contribution to society to gain knowledge; it will be beneficial for manufacturers, research scholars, students of business management and administration (masters, bachelors), and employees as well. The study will give huge exposure to marketers to design their strategies according to the influential factors of consumer behavior to make sure ethical consumption by consumers. It will give them the knowledge that which appeal in advertising is best suited to influence the ethical consumption of consumers in the Pakistani context. It will help marketers to identify how guilt, fear, and pride in advertising influence Pakistani consumers to perform ethically.

#### **Literature review:**

Human behavior in ethical consumption is examined in the following literature, which includes various findings from various available studies that focus on the emotions relevant to guilt, fear, happiness, and pride appeal and how these emotions are triggered, and how these emotions influence human choices.

There are several different ways to think about marketing, but it's generally thought of as the most crucial and fundamental activity in the commercial world. Consequently, it supports firms in fulfilling client, customer, partner, community, and societal needs and expectations. Sociologists believe that personality, attitude, feelings, characteristics,

attributes, and features are the most essential and deserving of attention among the countless human behaviors and acts that can be utilized to forecast consumer behavior. based on (Kotler, 2000). For products that have both a hedonic and a modification aspect, as well as those that are FMCG products with minimal involvement, "emotions in advertising is very required," according to (Sproles & Sproles, 1990)(Hasan Bukhari, et al 2019) (AMA, 2013) and (Rossiter John R., 1991)), and Advertising, according to (Holbrook, 1982.) propels both the product and the organization to the top of the market. Emotion is still a weak and difficult-to-understand component of commercial advertisements and promotional campaigns, according to Holbrook. Consumers' favorable responses to hedonic and utilitarian items, low and high degrees of participation, and ads that appeal to their emotions all increased. Emotions in advertising have grown in popularity since the 1980s, as has an interest in the role of emotional advertising in marketing (Rashmi., 2001). (Allen Chris T., 2005) also asserted that there is a significant role in attitudes in advertising when it comes to using emotions.

#### **2.1 Guilt appeal:**

***“Ha1: there is an Impact of guilt appeal on ethical consumption in Pakistani context.”***

Essentially, guilt is a concept that has two parts: a moral gap and a reunion. Guilt, reproach, regret, remorse, transgression, apology, accusations, forgiveness, pleading, shame, repentance, vengeance, reparation, and reconciliation are only some of the possible reactions. Customers may experience a variety of feelings, including a sense of remorse (Singh, 2000). Guilt is a common and well-studied emotion among customers who claim to be moral and self-aware. Anxiety over being judged, shame, and embarrassment are all factors that influence what people choose to buy. For the sake of simplicity, we can argue that the condition of feeling humiliated, accountable, guilty, and responsible in a circumstance best describes the experience of guilt. It can also be based on how passionately people feel about a product or service (Katchadourian, 2010) Defined. As a result of comparing, one's current behavior to past behavior and expectations, many people experience feelings of guilt. As a result, individuals believe that their acts and behaviors do not conform to the ideals, norms, and standards of their society, religion, culture, and so on (Hibbert S., Smith, Davies, & Ireland, 2007).



## **2.2 Pride appeal:**

***“Ha2: there is an Impact of pride appeal on ethical consumption in Pakistani context.”***

Confidence that it helps and encourages consumers to take control of their health and well-being, (Tracy & Robins, 2007). Self-efficacy and pride are distinct emotions for consumers, but the researchers found that they often come together in daily life and influence their purchasing decisions. Customers' delight in their accomplishments and amazing experiences is infused into and amplified by every positive emotion and sensation they have (Bandura, 1982). In general, pride promotes perseverance, enhances one's sense of mastery, and heightens one's influence and impact. (Williams & DeSteno, 2008) claim that when the motivational effects of pride occur, they are usually the result of realizations made unconsciously or explicitly. These epiphanies then have the greatest impact on consumer behavior and produce the best outcomes. Two types of pride might arise from a feeling of accomplishment and self-worth, according to academics and research studies. In (Shariff's, 2010) words: When it comes to the positive side of pride, it is said to occur when a person accomplishes a goal or aspires to accomplish a goal that encourages them to act with integrity in the future. According to others, this is also referred to as sincere pride (Cheng, 2010) The term "genuine pride" refers to the satisfaction that comes from achieving one's standards and goals concerning one's values, motivations, reasons, and missions (Williams L. A., 2008).

## **2.3 Fear appeal:**

***“Ha3: there is an Impact of fear appeal on ethical consumption in Pakistani context.”***

He described fear as a negative emotion and an unpleasant sensation that often emerges when people are stressed or uncomfortable in any way. Additionally, the nervous system and some types of increased autonomic activity are involved. In addition, it is a feeling of dread and disbelief. Dread and alarm are seen as a result of it as well. To keep individuals safe from potentially life-threatening situations and occurrences, the feeling of fear evolved (Merriam-Webster, 2002). A person's chances of surviving in this world, as well as the evolutionary dominance of the brain's fear circuits, are among the most critical. As a result of its complexity and potency, fear possesses the strongest emotional circuitry of any other feeling. Fear can be

misunderstood or readily and dishonestly stoked by someone with ulterior motives (Begley, Underwood, Wolffe, & Smalley, 2007). Health product advertising around the world commonly uses scare tactics. According to theoretical and empirical studies, one of the most effective and successful ways to affect consumer behavior is to threaten and incite fear in them through advertising (Albarrac, Gillette, Earl, & Gla, 2005).

## **2.4 Happiness appeal:**

***“Ha4: there is an Impact of happiness appeal on ethical consumption in Pakistani context.”***

Each of the three dimensions in which human emotions are dispersed has distinct characteristics that determine how consumers feel about those emotions in general. Finally, he went on to describe how these three elements are interrelated: the customer's pleasure or discontent, their emotional response, and their dominance or subservience behavior. Arousal and non-arousal of feelings demonstrate the customer's mental activity and activeness toward the product, while dominance and submissive behavior demonstrate the degree of feeling about the product. Consumers' purchase intents for items are strengthened and encouraged by these three characteristics of emotional advertising, (Mehrabian & Russell, 1977). Following (Ambler & Burne, 1999) advertising with a happy appeal that is communicated often leads to the greatest level of engagement and influence among consumers. The most common definition of happiness is a feeling of well-being and contentment (Oishi, 2013) recommends focusing on pure pleasant feelings that generate happiness, fulfillment, and a deep sense of enjoyment in daily life. Natural cravings can keep it going for a long time.

## **2.5 Ethical consumption:**

An ethical consumer's attitude or behavior while purchasing and consuming things is referred to as "ethical consumption." Before taking any action, the consumer must first feel responsible for both people and non-humans before deciding to act. According to (Barnett, Cloke, Clarke, & Malpass, 2005) it is simply a feeling that occurs before intake of any product or consuming any product. An ethical consumer consumes any product in an environmentally and socially responsible manner (Hibbert S., Smith, Davies, & Ireland, 2007). For ethical consumption, fair trade, which promotes and aids producers of marginalized commodities, is an important component. The corporation used this



example to show how promoting and influencing customers' purchasing habits may help implement environmental responsibility and sustainability (Antonetti & Maklan, 2012) (Hibbert S., Smith, Davies, & Ireland, 2007). Both the negative and positive parts of feelings may have an impact on customer intentions and behavior. A remark about the consumption, purchase, and intention of a custom made by (Jackson, 2006). (Bagozzi, 2006) indicates that consumer research on consumer concerns for social sustainability and the environment has developed globally over the last 40 years.

### **2.6 Ethical consumption and emotional appeals (guilt, pride, fear, and happiness):**

Another study found that the emotional judgments in each pair of scenarios were generally consistent. However, there are a very small number of circumstances in which a customer makes an unintentional or misinformed purchase. In addition, we find that this has no discernible impact on the emotional mood or response of the responders. Numerous studies have found that people experience varying degrees of pride and guilt when they feel positively or negatively connected to and engaged in society. We found a huge and statistically significant difference between the two groups when looking at pride. When confronted with moral and ethical difficulties, consumers felt both pride and guilt, according to the results of the study. The study's findings showed that guilt and pride are adaptive emotions that can influence customers to make more responsible purchases of any kind of product or service, as evidenced by research. Buying ethical products in the future seems to be influenced by both guilt and pride in one's past actions. Researchers found that consumers participate in pride and guilt appeals even when they don't consciously choose to acquire something. (Antonetti & Maklan, 2012).

### **Research Methods:**

#### **3.1 Methods and procedures:**

Quantitative research is being used to find out the impact of guilt appeal, pride appeal, happiness appeal, and fear appeal on ethical consumption in the Pakistani context. The type of study we are using to investigate is basic quantitative to identify which appeal is best suited in the Pakistani context (Mary, 2009). The nature of the study is "descriptive study". It tells the whole characteristics of the problem, and it is answering the entire WH question but is not answering why (Creswell, 2008). (Qaswa & Ahmed Siddiqui, 2019) used the same method. The study defines every characteristic of the respondents in terms of age, gender, and other demographics of the selected population. The study has been conducted in

a cross-sectional time horizon because the data collection has taken place at the same time, there is no time gap in the study in terms of data collection, testing, writing, and analyzing, etc. It is because of the limited time for the researcher and according to the demand for research.

#### **3.2 Populations:**

The population is defined as the set of whole groups of people, individuals, objects, and events of interest that the researcher wants to study. The population is based on consumers from four metropolitan cities of Pakistan (Karachi, Hyderabad, Lahore, and Islamabad).it including the gender, age, occupation, and income level, education of the respondents who are from different areas of four metropolitan cities of Pakistan (Karachi, Hyderabad, Lahore, and Islamabad). We have chosen participants from different gender, income levels, and qualifications because we want people from different mindsets and thinking to get relevant findings.

#### **3.3 Sample Sizes:**

The sample is based on consumers. The size we have chosen is 400 respondents belonging to four metropolitan cities of Pakistan (Karachi, Hyderabad, Lahore, and Islamabad). We have chosen participants from different gender, income levels, and qualifications because we want diversified results (BRICK, 2011)

#### **3.4 Tools and techniques:**

The Non-probability sampling technique is being used in which convenience sampling has been used. Because it is academic research and the researcher is time bound and academically involved that is why the technique for sampling was chosen for the researcher's convenience and we used purposive sampling because we have selected consumers by purpose as we wanted consumers to be part of our research study (Vehovar, Vasja, Toepoel, Vera, & Steinmetz, 2016).

#### **3.5 Data Collection:**

The data has been collected through questionnaires (Primary data was collected through questionnaires and the secondary data was collected from recent research journals, books, reports, and articles). The questionnaire we have used was adopted and it was adopted and for Guilt, the questionnaire was adopted from (Yanyan & Moosmayer, 2018), for Pride questionnaire was adopted from (Cohen, Wolf, Panter, & Insko, 2011)(Roseman et al., 1990 and Soscia,2007)and (Gregory-Smith, Smith, & Winklhofer, 2013)for fear appeal questionnaire was adopted from (Shawna R. White, 2013), for

Happiness questionnaire was adopted from (Qaswa & Ahmed Siddiqui, 2019) for Ethical consumption questionnaire was adopted from (Yanyan & Moosmayer, 2018)

**3.6 Data Analysis:**

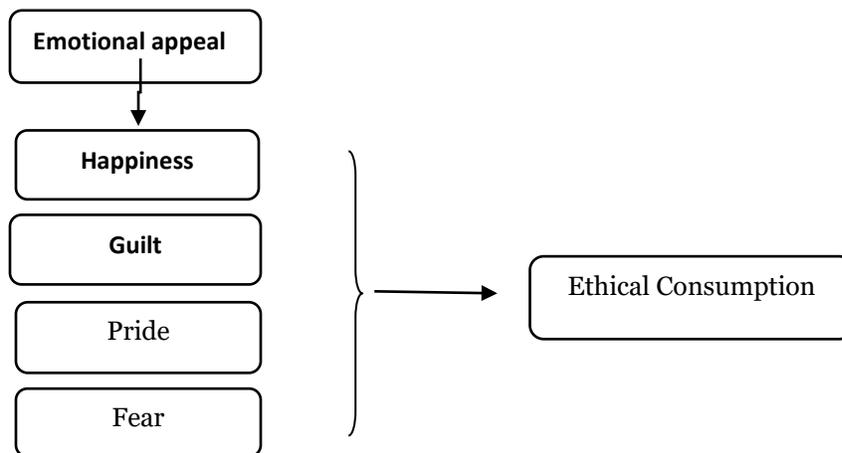
The data has been tested on SPSS and SMART PLS 3A partial least squares are used to measure the structural equation Modeling and we used (PLS-SEM) to test the research hypotheses (Hair, Ringle, & Sarstedt, 2011). (Antonetti & Maklan, 2012) (Qaswa & Ahmed Siddiqui, 2019) (Khursheed & Siddiqui, 2019) (khan & Siddique, 2019) (Moshadi Shah, Tahir, Soomro, & Amjad) (Bakar, lee, & Hazarina Hashim, 2012) Have used the same test of structural equation modeling for measuring the

ethical consumption behavior and emotional appeals. PLS-SEM (structural equation modeling) is well and great suited way to analyze the latent variables of us and also it is suited in this context because it is a great option to explore the leading theory development. In SmartPLS 3we have applied Frequency, bootstrapping, algorithms partial least square, cross-loadings, and R square analysis on the other hand SPSS was used to measure demographic data in which we have applied frequency distributions and histogram of the data.

**3.7 Scaling:**

The scales which have been used are nominal, ordinal, interval, and LIKERT scale

**3.8 Research model**



*Figure 01: Research Model*

**Result and Analysis:**

Following are the demographic data of the model presented in the frequency-based and percentage form.

**Income of respondents:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20000	75	10.5	18.8	18.8
	20000 - 30000	264	37.1	66.0	84.8



31000 - 40000	54	7.6	13.5	98.3
41000 - 50000	5	.7	1.3	99.5
50000 and above	2	.3	.5	100.0
Total	400	56.2	100.0	.....

**Table 01: Income of Respondent**

The above table is showing the demographic data of income, in which there are 5 options, and the maximum people have Income between 20000 till 30000. Most consumers are having an income of a

moderate level. We see that our consumers are having moderate spending patterns when it comes to consumption.

**Age of respondents:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20 years	46	6.5	11.5	11.5
	21 to 30 years	278	39.0	69.5	81.0
	31 to 40 years	67	9.4	16.8	97.8
	41 to 50 years	8	1.1	2.0	99.8
	50 above	1	.1	.3	100.0
	Total	400	56.2	100.0	.....
Missing	System	312	43.8	.....	.....
Total		712	100.0	.....	.....

**Table 02: Age of Respondent**

The above table is showing the demographic data of age, in which there are 5 options, and the maximum Consumers are lying in the range of 21 to 30 years and secondly, most Consumers are lying in 31 to 40

years. It shows that mostly our respondents are mature, and adults and they can differentiate between ethical and non-ethical consumption. 4.5 Gender of respondents:

**Gender of respondents:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	167	23.5	41.8	41.8



	Female	233	32.7	58.3	100.0
	Total	400	56.2	100.0	.....
Missing	System	312	43.8	.....	.....
Total		712	100.0	.....	.....

Frequency      Percent   Valid Percent      Cumulative Percent

Valid

**Table 03: Gender of Respondents**

The above table is showing the demographic data of gender in which there are 2 options, and the maximum number of people or consumers are female, and males are less than Females.

**Academic Qualification of respondents:**

Academic Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	intermediate	8	2.0	2.0	2.0
	Graduated	266	66.5	66.5	68.5
	masters	109	27.3	27.3	95.8
	others	17	4.3	4.3	100.0
	Total	400	100.0	100.0	.....

**Table 04: Academic Qualification of respondents**

The above table is showing the demographic data of the Academic Qualification of respondents, in which there are 5 options and the maximum Consumers, have an education level of graduation secondly, most

Consumers are Masters in their qualification. The data shows that consumers are literate and qualified. They can easily understand the phenomenon of ethical consumption.

**Work experience of respondents:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	43	10.8	10.8	10.8
	1-5 years	239	59.8	59.8	70.5



6-10years	80	20.0	20.0	90.5
10-15 years	26	6.5	6.5	97.0
Above 15 years	12	3.0	3.0	100.0
Total	400	100.0	100.0	.....

**Table 05: Work experience of respondents**

The above table is showing the demographic data of work experience, in which there are 5 options, and the maximum Consumers are lying in the range of 1

to 4 years and secondly, most Consumers are lying in 6 to 10 years.

**4.1 Partial Least Square (PLS) Analysis:**

	Composite Reliability	Average Variance Extracted (AVE)
ethical consumption	0.794	0.660
fear appeal	0.869	0.690
guilt appeal	0.915	0.730
happiness appeal	0.771	0.627
pride appeal	0.906	0.709

**Table 06: Partial Least Square (PLS) Analysis**

The above table is showing and interprets the reliability, validity, and SEM results. Table no 2 contains Values of guilt appeal, pride appeal, fear appeal, happiness appeal, and ethical consumption. Two columns are showing Composite reliability and Average Variance extracted (AVE). The values of reliability must be in between the range of 0.5 to 0.7, as we can see all the above indicators have reliability in the range or above the range. Similarly, in our

results, the average variance extracted is showing values in the range which is (0.5 To 0.7) and the validity of data is also considered as good and convergent validity between Variables. Furthermore, it was also suggested by the well-known researcher (Hair, Ringle, & Sarstedt, 2011) that the Value of acceptance of average Variance extracted Should be above 0.5 so it will be considered as good and convergent validity between the variables.

**Fornell – Larcker Criterion:**

Fornell-Larcker Criterion				
ethical consumption	fear appeal	guilt appeal	happiness appeal	pride appeal



ethical consumption	0.812				
fear appeal	0.359	0.830			
guilt appeal	0.353	0.238	0.855		
happiness appeal	0.137	-0.062	0.080	0.792	
pride appeal	0.224	0.272	0.232	0.129	0.842

**Table 07: Fornell – Larcker Criterion**

Cross Loadings					
	ethical consumption	fear appeal	guilt appeal	happiness appeal	pride appeal
q11	0.169	0.166	0.178	0.127	0.822
q12	0.330	0.262	0.874	0.129	0.231
q13	0.245	0.835	0.183	0.003	0.224
q14	0.159	0.215	0.156	0.149	0.888
q15	0.336	0.192	0.887	0.064	0.236
q16	0.176	0.266	0.164	-0.025	0.720
q17	0.266	0.116	0.737	0.075	0.129
q18	0.287	0.742	0.144	-0.057	0.207
q20	0.887	0.313	0.396	0.032	0.272
q21	0.730	0.271	0.134	0.233	0.055
q24	0.102	-0.134	0.058	0.764	0.324
q25	0.115	0.027	0.068	0.819	-0.095
q27	0.234	0.258	0.261	0.170	0.923
q28	0.254	0.235	0.910	-0.010	0.179
q29	0.347	0.906	0.255	-0.085	0.245

**Table No 08**

The above table is showing the cross-loadings and Fornell-Larcker Criterion ratio Of correlation, well when we talk about the cross-loadings it is

considered that Indicators Should have and load the higher values in their constructs and it is also suggested by (Hair, Ringle, & Sarstedt, 2011) and as



we can say in our data all Indicators are Loading in their constructs and there is no sign of cross loading can be seen of one construct with another construct.

should contain Higher values compared to the values of coefficients of constructs and in these kinds of situations, we can say that data is discriminately valid and our results are also interpreting that our data is valid.

(Fornell & Larcker, 1981) Stated that the values of Square roots of Ave (average variance extracted)

**R square and Adjusted R Square:**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>ethical consumption</b>	0.227	0.219

The table is showing the values of R and R square of data.

The coefficient of determination of each antecedent Latent Variable is the first and most important indicator for determining the PLS structural equation model (R2). The connection between a Latent Variable explained variance and its total variance is measured by R2 stated (Urbach & Ahlemann, 2010). (Chin, 1998b) (Ringle, 2004) And (Urbach & Ahlemann, 2010) deem values around 0.670 to be strong, values around 0.333 to be average, and values below 0.190 to be weak. The result shows that a 22.7 % change in the dependent variable which is ethical consumption is Explained by the independent variables which are guilt appeal, pride appeal, fear appeal, and happiness appeal. We can say that the relationship intensity is 22.7 % between variables and as per. (Chin, 1998b) (Ringle, 2004) and (Urbach & Ahlemann, 2010) the value of R2 is n below 0.25 than it will be considered a weak relationship between variables. In our study, there is an average relationship between variables because it is around 0.3 %. It also tells that there are many other variables

that marketers need to focus on to get more strong relationship between variables and also the model which has more strong impact. (Antonetti & Maklan, 2014) Tested the model of guilt and pride with consumption in which they found  $r^2 = 10\%$  relationship between variables. in another context (Antonetti & Maklan, 2012) check the guilt appeal, pride appeal, self-efficacy, Collective efficacy, and purchase intentions for sustainable or ethical consumption in which he found  $r^2 = 41\%$  direct relationship and  $r^2 = 6\%$  indirect relationship between variables in the first study, in the second study he found  $r^2 = 36\%$  direct relationship and  $r^2 = 6\%$ ,  $r^2 = 10\%$  indirect relationship between variables. (Qaswa & Ahmed Siddiqui, 2019) Checked several variables including happiness appeal, and found a 21 % relationship which was considered as weak. (Shawna R. White, 2013) Tested fear in his study and found  $R^2 = 10\%$ ,  $R^2 = 8\%$ ,  $R^2 = 4.7\%$ , and  $R^2 = 20\%$  which was quite weak.

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
fear appeal -> ethical consumption	0.286	0.291	0.046	6.220	0.000
guilt appeal -> ethical consumption	0.258	0.259	0.051	5.031	0.000
happiness appeal -> ethical consumption	0.125	0.132	0.051	2.478	0.014



pride appeal -> ethical	0.070	0.072	0.049	1.433	0.153
consumption					

Table no 6 is showing the results of Bootstrapping. We can see that Guilt appeal is showing ( $t= 5.031, p= 0.000 < 0.05$ ) which shows that we are rejecting null hypothesis, fear appeal is showing ( $t= 6.220, p= 0.000 < 0.05$ ) which shows that we are rejecting null hypothesis, happiness appeal is showing ( $t= 2.478, p= 0.000 < 0.014$ ) which shows that we are rejecting null hypothesis and pride is Showing ( $t=1.433, p= 0.153 > 0.05$ ) which means that for pride appeal Researcher has Failed to Reject null hypothesis. The rejection of the null hypothesis interprets that there is an Impact of guilt appeal, pride appeal, and fear appeal on the ethical consumption of a consumer on the other hand we can say that the hypothesis which is failed to reject is interpreting that there is no Impact of pride appeal on ethical consumption.

**Discussions, conclusions, and Recommendations:**

**5.1 Discussions:**

Fear and guilt appeal are two of the most powerful factors motivating Pakistani customers to purchase ethical products, according to this study. On the other hand, the appeal of enjoyment also serves as a moderating force in ensuring that people buy ethically decent goods (Khursheed & Siddiqui, 2019). Pakistani consumers' willingness to pay a premium for ethically produced goods has nothing to do with their sense of national pride. Amid the four feelings, People are more likely to buy environmentally and socially responsible products if marketers use the guilt and pride appeal in their advertisements. Guilt and dread in advertising will surely drive customers to buy ethical and morally sound products. (Antonetti & Maklan, 2012) did not find a strong positive impact of pride on ethical consumption in their setting, and he explained that consumers' ethical consumption behavior is affected by PCE when pride appeal is included (perceived consumer behavior). Pride-based marketing may not elicit an emotional response from customers, who may be less inclined to buy ethically sound items as a result. Even when forced to purchase due to external circumstances, people nonetheless feel a tinge of guilt or pride about it. It appears that in the instance of pride, intentionality seems to boost the emotional response. This year (Antonetti & Maklan, 2014) It was found that when he assessed and made comparisons between the two groups, pride was statistically significant. Shame and pride, according to his research, affect sustainability-related ethical dilemmas. He also said that even when they were

compelled to purchase because of outside causes, the respondents still engaged in feelings of remorse and pride. According to our findings, customers are more likely to make a purchase when commercials feature images of happiness. It's not certain, however, that people will continue to purchase ethically sound things (Antonetti & Maklan, 2012). A variety of research has shown that the degree to which fear is portrayed in advertising can have both beneficial and negative effects on consumers. Consumers may avoid a product if they feel intimidated by an advertisement. As a result, it's critical to balance the fear-inducing attraction of advertising. (Gregory-Smith, Smith, & Winklhofer, 2013) It has also been found that guilt appeal has the strongest and most favorable influence on ethical consumption of all emotional appeals. To convince customers to act in an ethical and socially responsible manner, marketers and management must focus on and implement these techniques for commercials that incorporate guilt appeal. No effect of guilt or pride on ethical intentions was noted by interviewees (Gregory & Ioana, 2012). It indicates that happiness has an impact on consumer consumption, according to the findings of (Qaswa & Ahmed Siddiqui, 2019). In our research, we examined whether or not a person's level of happiness has an effect on their level of ethical consumption, and we found that it does. We can therefore conclude that to promote ethical consumption, marketers must use appeals to happiness in their adverts. Consumers' ethical consumption of environmentally friendly products is strongly influenced by their fear, according to (Shawna R. White, 2013) There is a great probability that people will buy environmentally friendly products when they see advertising that uses fear or threatening appeals, he said. When it comes to Pakistan, we can say that to get people to act a certain way and to act ethically, we need to create fear in their minds. However, this can also harm the image of the product, which can lead to consumers' actions being unpredictable, as our study found, which also found that fear appeal has a high impact on ethical consumption (Begley, Underwood, Wolffe, & Smalley, 2007).

**5.2 Conclusion and Recommendations:**

As a final point, it is difficult for marketers in the twenty-first century to promote ethical consumerism since it is difficult to influence people in a particular direction. This year's global epidemic of COVID19 has put customers under a lot of pressure to act in



certain ways. Their dread and embarrassment are a result of being pushed to utilize ethically sound products. Previously, it was difficult for marketers to assure ethical consumption, thus we used four criteria to investigate how to ensure ethical consumption in customers. Customer morality was compelled by the sentiments of shame, pride, terror, and satisfaction that we evoked in them. Ethical consumption is influenced by shame, happiness, and fear, apart from pride, according to our findings. As a result, advertisers should make use of these three arguments in their ads to urge customers to patronize morally sound businesses. Showing guilt will make customers feel guilty before or after using the product or brand in question because they don't want to feel sorry about it in the future. In turn, they'll make an informed decision on how they'll take in their food. Showing pride, on the other hand, will illustrate how proud consumers feel both before and after utilizing the goods. Pakistanis may not care or may not want to be swayed by their sense of pride when it comes to their use of things, making them less responsible. To assure ethical consumption is challenging for marketers. As a result, they won't be able to have any effect. The most effective way to scare Pakistani clients is by instilling dread in them. This may be due to cultural or religious reasons. The use of terror appeals in advertising can therefore be used by marketers to influence individuals to act in a certain way. Because Pakistani consumers place a high value on their relationships with family and friends, ads that inspire joy may also be effective in reaching them. To connect with Pakistanis, businesses can use happy images in their ads to urge consumers to buy ethical goods.

Emotional components must be prioritized in advertising if organizations seek to influence ethical consumption. Consumer behavior will be influenced and consumers will be compelled to act ethically and consume the desired products if the marketer's claims about shame, pride, satisfaction, and terror are true. As a result of this study, firms that are still using emotional advertising and appeals need to focus on these variables and this study will assist them to influence consumer behavior in a specific and successful way by combining these methods in advertising. Using these criteria, all marketers and

organizations will be able to better understand how their target market views them. The last benefit is that they'll have a sense of accomplishment. Brand image, brand loyalty, and brand preference are all enhanced by these methods and variables. These aspects will also help a company build a name for itself as one that is socially and ethically responsible.

### **5.3 Research Limitations and Future Dimensions:**

The limitations and future dimensions of the study depict that the study is limited to a time frame because all the variables are tested and studied at the same time; we have limited time that's why we did not include all variables of emotions. The study is limited to only four variables which are guilt appeal, pride appeal, fear appeal, and happiness appeal. The study is also limited because of the limited population and sample size of the industry. The study is limited to 4 metropolitan cities of Pakistan. Future researchers can explore more variables of emotions to predict an Ethical consumption of a consumer, further, they can explore the same variables in different cities of Pakistan and the different countries of the world. They can also use the same framework in different sectors for instance similar studies are not done in the services sector so new Researchers can explore different industries. This Study can also be implemented in different casts, Cultures, Ethnic groups, religions, ethnicity, and communities. Some new variables can also be added to the model to test ethical consumption, we saw in the results that in the Pakistani context Pride appeal were not efficient so we can find which of the variable have more strong effects In the Pakistani context to predict ethical consumption. The study also has a limited sample size so; new researchers can go with a big sample size and different sampling techniques to get more accurate results. Ethical consumption is a new concept in the world that needs to be explored more, new researchers should pay attention to the ethical consumption of consumers Because seeing after covid-19 the whole world became conscious and very aware of health, environment, hygiene, and ethical responsibility towards world so this variable of ethical consumption should be studied in depth to get the best results and best way to make sure ethical consumption by people.



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