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CAN GUILT AND SHAME-INDUCED MARKETING ENCOURAGE ENVIRONMENTALLY CONSCIOUS CONSUMPTION?

A quantitative study on consumer response to negative emotional appeals in green advertising

Aino Saarelainen

International Business

Bachelor's Thesis

Supervisor: Paurav Shukla

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ABSTRACT OF
BACHELOR'S THESIS

Author: Aino Saarelainen

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Objectives

The main objectives of this study are to explore whether negative self-conscious emotions, like shame and guilt, would be an effective marketing method for a cause-related marketing campaign promoting sustainable products. Research on emotional appeals in advertising holds a clear consensus on consumer response to guilt and shame-appeals but lacks literature on the use of those appeals in green marketing. This research aims to fill that gap in research.

Summary

First, literature on guilt, shame, green gap, and different consumption ways was explored. Then a quantitative study was conducted exploring green advertising from the viewpoint of four different dimensions product consumption: public-hedonic, public-utilitarian, private-hedonic and private-utilitarian. The questionnaire was conducted online and a sample of N=133 was gathered.

Conclusions

The study revealed that low-intensity guilt and shame-appeals in green advertisements do not encourage consumers to make significantly more green purchasing decisions. However, further research is needed to determine whether an advertisement with slightly higher intensity level in the emotional appeals would work as a driver of sustainable consumption.

Key words: consumer behavior, green marketing, guilt, shame, green gap, private consumption, public consumption, utilitarian products, hedonic products

Language: English

Grade:

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1. Introduction

Environmental issues have received global attention for many decades now. Researchers, nations, producers, and even the majority of average consumers are aware of the substantial environmental damage human behavior and excessive unsustainable consumption creates. Chekima et al. (2015) even argue that current unsustainable consumption patterns are hindering sustainable development. Elevated environmental awareness has created a market for environmentally friendly products and services (Chekima et al., 2015), but also a need for green marketing. Minton et al. (2012) state that companies are increasingly interested in investing in advertisement campaigns promoting their green products.

Information on environmental issues is widely available, and, for example, 95% of Europeans believe in the importance of environmental protection (Eurobarometer, 2014). However, these positive environmental attitudes do not reflect many consumers' actual behavior or purchasing decisions (Moser, 2015). This is a global issue from the environmental aspect, but it is also an issue for companies developing and selling green products, as well as promoting green consumption (Chekima et al., 2015). The phenomenon is conceptualized through attitude-behavior gap, also called green gap in environmental marketing research (Gleim and Lawson, 2014; Chekima et al., 2017). The theory offers various explanations why consumers fail to engage in pro-environmental behavior and consumption of green products. In this paper, green products are defined as products which have a small negative impact, or even a positive impact on the environment, when compared to their traditional counterparts (Haws et al., 2013). For the sake of the environment, researchers are interested in finding a way to encourage consumers to "bridge the gap" between their intentions to purchase green products and their actual consumption (Chekima et al., 2017).

One suggested way of bridging the attitude-behavior gap could be through pro-environmental marketing, and more specifically, exploiting emotions. The effects of emotions have always interested both marketers and scholars (Antonetti and Baines, 2015), but impact of negative emotions, for example self-conscious emotions like guilt and shame, have attracted greater interest only in the past decades (Bozinoff and Ghingold, 1983; Burnett and Lunsford, 1994; Antonetti and Baines, 2015).

Even though various researches have shown that exploiting guilt or shame-appeals is an effective way to alter consumers' perception, intentions, and behavior (Agrawal and Duhachek, 2010; Boudewyns et al., 2013; Gregory-Smith et. al., 2013), there is little literature on the effectiveness of guilt and shame in advertisements promoting pro-environmental purchasing behavior.

In attempt to fill this gap in the research, this paper will focus on the overall effects of guilt and shame-induced marketing in consumer behavior. In addition, the paper aims to examine the use and effectiveness of guilt and shame-induced advertising of green products, and more specifically, in four different differently consumed green product categories. Consumption of hedonic, utilitarian, private and public goods can evoke a variety of both positive and negative feelings in consumers (Okada, 2005; Baghi and Antonetti, 2017; Ki et al., 2017), and hence encouraging consumers bridge the gap and purchase green products from these categories may require different methods of guilt and shame-appeal utilization. The overall effectiveness of these emotional appeals as a method in green marketing is tested empirically.

1.2 Research Questions

To summarize, the paper addresses the following research questions:

RQ1: How do advertisements exploiting negative feelings (guilt and shame) influence consumption decisions?

RQ2: Can guilt and shame-appeals act as drivers of pro-environmental consumption?

RQ3: Do guilt/shame-induced advertisements affect public vs. private consumption of green products differently?

RQ4: Will guilt/shame-induced advertisements create differences in the consumption of utilitarian vs. hedonic green products?

The following sections discuss the current literature around these research questions and aim to answer and define them in further detail.

2. Guilt and Shame in Marketing Research

As stated in the introduction, advertisements induced with negative emotions have been a marketing tactic for decades. Guilt appeals, as well as shame and fear appeals, are widely used in promoting social issues (Burnett and Lunsford, 1994; Brennan and

Binney, 2009), like anti-drinking (Agrawal and Duhachek, 2010) and the importance of regular STD checks (Boudewyns et al., 2013). Guilt and shame are both classified under self-conscious emotions, which include positive feelings like pride and accomplishment, as well as negative emotions like embarrassment (Gregory-Smith et al., 2013). Guilt and shame belong to the latter category. Tangney et al. (2007) state that self-conscious emotions are a result of self-evaluation and serve as a feedback on whether the individual is behaving in a socially and morally acceptable way.

In the previous decades the difference between these emotions have not been clear. Researchers have used guilt and shame as synonymic terms, and even deemed shame as a variation of guilt (Burnett and Lunsford, 1994; Boudewyns et al., 2013). However, more recent research has tried to differentiate these emotions from one another (Tangney et al., 2007; Boudewyns et al., 2013; Han et al., 2014). For the purposes of this research it is important to clearly define guilt and shame as separate emotions and distinguish the differences between their effects on consumer behavior.

2.1 Definitions of Guilt and Shame

Burnett and Lunsford (1994) define guilt as a self-conscious feeling which stems from failure to follow or fulfill individual's inner standards. Boudewyns et al. (2013) further describe that guilt is experienced when a person is conscious about their past or anticipated behavior, which goes against their values. In other words, guilt is evoked when an individual evaluates their moral behavior (Tangney et al., 2007). These morals, values, and standards are set either by an individual themselves or by the society (Tangney et al. 2007).

While distinguishing different aspects of guilt, various authors have come to the conclusion that guilt is a more "private" emotion than for example shame (Tangney et al., 2007; Han et al., 2014). The privacy of guilt can be viewed from two angles: individual's behavior and its perceived effect on other people.

Guilt-laden individuals tend to think that their behavior is the cause of a failure, rather than blaming their own attributes on the failure (Tangney et al., 2007). For example, an environmentally conscious consumer could feel guilty after failing to recycle a plastic bottle and blame their inaction instead of feeling like a bad person for not recycling. Burnett and Lunsford (1994) suggest that the more people have affect the outcome of a situation, the guiltier they will feel when the outcome is negative.

However, more recent research argues that guilt-laden people tend to blame their behavior on negative circumstances (Tangney et al., 2007). The same environmentally conscious consumer would justify their lack of recycling by stating that there were no adequate recycling stations nearby. The relationship of perceived negative behavior and the unfavorable situation which justifies it can also be examined from the viewpoint of appraisals and construal levels. Han et al. (2014) define construal levels as how abstractly or concretely they perceive a situation. Based on the appraisal-tendency framework, Han et al. (2014) found that guilt activates local appraisals, which cause an individual to perceive that a failure is caused by situational factors. This makes an individual construal the assessed situation concretely, which in other words means that a guilt-laden individual blames negative events, and not themselves, on certain type of behavior, which supports Tangney et al.'s (2007) claim.

In addition to assessing their behavior, guilt-laden individuals tend to be concerned about the effects of their behavior on other people (Tangney et al., 2007). This statement can be supported with Agrawal and Duhachek's (2010) research which concluded that consumers felt guilty about their binge-drinking habits when other people were framed as sufferers of their actions.

All of the aspects of guilt mentioned above can be exploited in marketing. When a consumer feels guilty about their consumption, the phenomenon can be named consumer guilt (Burnett and Lunsford, 1994). Consumer guilt can occur both prior and post consumption, much like guilt stemming from behavior. Burnett and Lunsford (1994) have determined four dimensions of consumer guilt, in other words, four sources where guilt can stem from in the context of consumption. The relevant dimensions for this literature review are financial guilt and social responsibility guilt. These dimensions will be discussed in depth in later sections.

Many researches have shown the effectiveness of guilt appeals as a marketing method (Agrawal and Duhachek, 2010; Boudewyns et al., 2013; Gregory-Smith et al., 2013). For example, Gregory-Smith et al. (2013) discuss the moral aspects of consumption, the perceived ethicality or unethicity of a purchase. Self-conscious emotions are seen as drivers of motivation, as consumers tend to engage in correcting actions after a wrongdoing (Gregory-Smith et al., 2013). By interviewing British consumers, the authors conclude that self-conscious emotions are both the cause and

effect of ethical or unethical purchasing behavior, which includes both consumption and disposal. Consumers make ethical purchases to either avoid negative feelings, like guilt, or to compensate for the experienced negative feelings by engaging in ethical behavior, which in turn results in positive feelings, like pride (Gregory-Smith et al., 2013). In other words, consumers try to balance their emotional state. With similar results, Boudewyns et al. (2013) suggest that guilt-appeals in advertisement can lead to desired behavior if the advertisement offers a coping method, a balancing act, alongside the guilt-induced message.

It is important to note that even though guilt and shame are two different emotions, they are usually discussed together in the same context. Therefore, it is necessary to define shame as a term before further examining research on guilt and shame-appeals as a whole.

2.2 Definitions of Shame

Even though shame and guilt are both classed as negative self-conscious emotions (Gregory-Smith et al., 2013) and sometimes used as interchangeable terms, there are vast differences between them (Boudewyns et al., 2013). To see these differences, most researchers compare shame to guilt, rather than examining the feeling as a separate emotion.

Alike guilt, shame is a self-conscious feeling (Gregory-Smith et al., 2013) which is evoked when an individual assesses their behavior and deems it as negative or immoral (Tangney et al., 2007). Both guilt and shame can cause emotional distress, but shame is deemed as the more painful emotion, as an individual experiencing shame is evaluating their attributes rather than behavior, which threatens their perceived self-worth and self-esteem (Tangney et al., 2007).

As stated previously, guilt is seen as a private feeling of failure. Contradictory to this, shame is seen as a more public feeling (Tangney et al., 2007). Where guilt-laden individuals were concerned about the impact of their negative behavior on other people, shame-laden individuals are more concerned about what others think about them and their behavior (Tangney et al., 2007). Shameful individuals feel that they are exposed to other people's judgements. Agrawal and Duhachek (2010) confirmed Tangney et al.'s (2007) statement with their research on anti-drinking messages,

where an advertisement framing others as observers of the negative effects of drinking elicited shame in consumers.

Consistently with private vs. public aspects of guilt vs. shame, individuals experiencing shame view themselves opposite to those who feel guilt. Ashamed individuals tend to blame themselves instead of circumstances in the case of a moral failure (Tangney and Dearing, 2002). This phenomenon is again closely linked with construals and appraisal tendency, and Han et al. (2014) conclude that shame results in global appraisal tendencies, which create a more abstract view of an assessed situation. Essentially, this means that an individual experiencing shame due to a failure blames their negative behavior on themselves, their attributes and shortcomings (Han et al., 2014).

There is a somewhat clear consensus on the effectiveness of guilt appeals in marketing, and a similar consensus is reached on the ineffectiveness of shame appeals. Regardless, self-conscious emotions seem to have a motivational effect on consumer behavior (Gregory-Smith et al., 2013) and shame-appeals are used as a marketing method in public service advertisements on social issues like binge-eating and inadequate income reporting (Brennan and Binney, 2009; Han et al., 2014). However, many researchers state that shame appeals do not result in desired behaviors and can lead to backfire effects (Tangney et al., 2007; Boudewyns et al., 2013). More specifically, Tangney et al. (2007) state that feelings of shame lead to message avoidance, denial and anger. Similarly, Boudewyns et al.'s (2013) research illustrates that shame appeals can be interpreted as manipulative, which can increase feelings of anger.

2.3 Utilization of Guilt and Shame-appeals in Social Marketing

It is difficult to discuss guilt and shame separately. The following section will address the contrasting effects of guilt and shame in marketing research. Various studies explore the effectiveness of these appeals, and there are differing opinions on whether negative self-conscious emotions should be used as a marketing method.

Research states that exploiting negative feelings in advertising is not completely straightforward and can potentially be problematic. Many scholars do not believe that negative emotions should be at all used as a marketing method (Antonetti and Baines, 2015). Brennan and Binney (2009) state that guilt and shame appeals lead coping

mechanisms, like inaction and message rejection. However, Boudewyns et al. (2013) state that many guilt appeals can actually induce shame rather than guilt. The reason to this can be a lack of knowledge on the fact that guilt-inducing advertisements should focus on consumer's behavior and not their attributes, making used language very important aspect of a successful guilt or shame-induced advertisement (Boudewyns et al., 2013). Even though not all literature is unison about the effectiveness of guilt appeals, shame-linked message rejection is a phenomenon agreed upon, and it creates a functional obstacle for marketers (Tangney et al., 2007; Brennan and Binney, 2009; Boudewyns et al., 2013). The literature opposing the use of negative self-conscious emotions also argues that the advertisements are not ethical as they might cause anxiety among consumers (Antonetti and Baines, 2015).

Self-conscious emotions are seen as motivational (Gregory-Smith et al., 2013), but only feelings of guilt lead to corrective and reparative behavior, whereas feelings of shame tend to result in anger, denial and even complete disregarding of a message (Tangney et al., 2007). For this reason, it can be argued that shame is an unpredictable marketing tool (Boudewyns et al., 2013). Thus, it is reasonable to suggest the following hypothesis to answer RQ1:

H1: Shame-induced (vs. guilt-induced vs. neutral) advertisements will result in message rejection and lower levels of desired behavior.

Further arguments for the effectiveness of guilt-appeals state that guilt discourages undesired behavior and guides consumers to take corrective actions to regain emotional balance (Boudewyns et al., 2013; Gregory-Smith et al., 2013). After studying consumer response to "pure guilt" and "pure shame" advertisements promoting the importance of regular STD tests, Boudewyns et al. (2013) note that consumers take corrective actions when the advertisements purely focus on eliciting guilt, and not shame, and in addition offer clear instructions on how to take the corrective steps. Gregory-Smith et al. (2013) focus more on consumers' self-reflection on their purchases, rather than actual advertisements. The authors state that consumers use guilt-management strategies intuitively and compensate for unethically perceived consumption by making ethical consumption choices later.

As many studies conclude that guilt leads to an aim to regain emotional balance by taking reparative actions instead of message avoidance, it is reasonable to suggest the following hypothesis to further answer RQ1:

H2: Guilt-induced (vs. shame-induced vs. neutral) advertisements will result in higher levels of desired behavior.

Despite the potential problems of both shame and guilt appeals, some researchers exhibit conditions in which these appeals work in encouraging certain type of behavior. For example, Agrawal and Duhachek (2010) examined whether guilt-induced advertisement on anti-drinking would be an effective way to discourage binge-drinking intentions among students and noted that incidental emotions occur as an intervening factor between a guilt induced advertisement and a consumer. In other words, a person who is already feeling guilty about their actions is more likely to reject a marketing message trying to further elicit that emotion. In other words, when a person was already feeling guilt (shame), guilt-induced (shame-induced) advertisements evoked anger and other coping methods, as well as message rejection. Agrawal and Duhachek's (2010) research showed that advertisement which were their incompatible with incidental emotions were more effective in reaching a desired goal in behavioral or intended change.

2.4 Utilizing Guilt and Shame-appeals in Cause-related Marketing

It is important to note that most of the studies reviewed in the earlier section focus on public service advertisements or social marketing, which are defined as marketing used to encourage socially important behaviors (Brennan and Binney, 2009). As Boudewyns et al. (2013) state, social marketing campaigns are usually non-profit and focus on societal issues. However, it is unclear if findings on the effectiveness of guilt and shame-appeals in social marketing also apply in traditional, for-profit marketing. Therefore, profit-based advertisement campaigns utilizing guilt and shame-appeals need to be evaluated as well.

Marketing campaigns promoting sales can also exploit shame or guilt-appeals. One successful way to incorporate negative feelings into for-profit advertisements is cause-related marketing (CRM), which is a marketing hybrid promoting charitable issues as well as sales (He et al., 2015). It is the corporate counterpart of public service advertisement, and a viable way of promoting various social issues. Popularity of CRM

has grown in recent years (Chang, 2011), as it gives a company an opportunity to enhance consumer's perception of the company's level of engagement in corporate social responsibility (Baghi and Antonetti, 2017) while simultaneously promoting products. In CRM campaigns, the company usually commits to donating money to a cause every time a consumer purchases the advertised product (Chang, 2011). The causes can vary from world hunger to marine protection, and thus it is reasonable to suggest that pro-environmental behavior and consumption could be promoted through CRM campaigns.

Exploiting moral emotions, such as guilt, in CRM campaigns is shown to be a somewhat effective persuasion method, especially for encouraging product purchase (Chang, 2011). However, research on the effectiveness of shame appeals in CRM campaigns is practically nonexistent. The effectiveness of guilt appeals is also relative. Chang (2011) suggests that guilt appeals are effective under certain conditions. Interestingly, guilt-appeal increased purchase intentions of both utilitarian products and products which combined utilitarian and hedonic attributes. Conversely, guilt-appeal combined with hedonic product advertisement is perceived as manipulative. Thus, Chang (2011) concludes that guilt-appeals in CRM campaigns can encourage the consumption of promoted products but can also result in a counteracting effect, whereas it would be reasonable to assume that shame appeal has similar counteracting effects (Boudewyns et al., 2013) regardless of the marketing campaign its associated to.

After exploring the literature on guilt and shame-appeals in marketing research, it is clear that self-conscious emotions have an impact on consumers whether the appeals are utilized in social marketing or CRM campaigns. While guilt-appeals seem to have both a positive and a negative effect on desired behavior, depending on circumstances, shame-appeals are consistently deemed as ineffective marketing tools. Thus, it could be concluded that the potential of guilt and shame-appeals to should be explored in the context of pro-environmental promotion in order to find out whether the effects are similar in green marketing campaigns.

3. Environmental Viewpoint in Marketing Research

Environmental protection has traditionally been a topic of social marketing campaigns, but as environmental awareness and pro-environmental values have been growing

trends in the past decade (Eurobarometer, 2014), green advertisement has begun to interest for-profit companies as well (Minton et al., 2012). However, consumers' environmental attitudes tend not to correlate with their actual behavior, which is a problem for both producers and the society. Thus, researching whether guilt and shame appeals could increase pro-environmental purchasing behavior is beneficial. First, however, it is necessary to discuss about the current research on the factors driving and hindering pro-environmental consumption.

3.1 Green Gap

As stated in the introduction, scholars have identified an inconsistency in consumers' environmental attitudes and their actual behavior. This phenomenon is recognized as the attitude-behavior gap in marketing and psychology, or green gap in environmental research (Gleim and Lawson, 2014; Chekima et al., 2017). High environmental attitudes do not increase engagement in pro-environmental behavior (Moser, 2015).

Research has distinguished various reasons for the existence of the green gap. Jansson et al. (2010) state that the motivation to make green purchases is based on the perceived benefits, personal or environmental, which a green product can offer. Consistently, even though consumers might have intentions to make pro-environmental purchases, they see the pro-environmental actions as a difficult and time-consuming task (Gleim and Lawson, 2014; Johnstone and Tan, 2015). This indicates that the perceived benefits are smaller than perceived costs. Especially the purchasing process of green products is seen as inconvenient, but also the use of green products can be "a hassle", according to consumers (Gleim and Lawson, 2014).

Other factors discouraging the purchase of green products are the premium price combined to the perceived low quality of green products (Gleim and Lawson, 2014). Haws et al. (2014) argue that environmentally conscious consumers tend to use products thoroughly and hence want quality in exchange of their money, which supports Gleim and Lawson's (2014) claim. Van Doorn and Verhoef (2015) further argue that price consciousness negatively affects pro-environmental consumption. Conversely, Chekima et al.'s (2015) findings show that price premium has no moderating effect on green purchasing behavior and thus it should not be an obstacle. However, majority of the research on green gap indicates that high prices are discouraging green purchasing behavior.

Brand loyalty is one additional factor which prevents consumers from engaging in pro-environmental consumption (Gleim and Lawson, 2014; Johnstone and Tan, 2015). The authors also argue that consumers do not believe their purchase could have a significant impact on the environment, which is why they disregard such consumption choices altogether. Along with lack of belief in meaningful impact, consumers justify their non-green consumption choices by blaming circumstances, such as financial situations and lack of information on green products (Johnstone and Tan, 2015).

While many studies indicate that consumers see green consumption as a difficult task (Gleim and Lawson, 2014; Haws et al., 2014; Van Doorn and Verhoef, 2015), there is also evidence of the factors which encourage pro-environmental efforts. Many researchers argue that there is a positive correlation between consumers' environmental values and green purchasing (Haws et al., 2014, Van Doorn and Verhoef, 2015), as well as personal environmental norms and pro-environmental purchasing patterns (Steg et al., 2014). Haws et al. (2014) also state that consumers tend to express their values through consumption. Especially Van Doorn and Verhoef's (2015) findings on organic food consumption indicate that consumers with high pro-environmental values disregard the usual obstacles of making pro-environmental purchases, such as price sensitivity and low availability of green products. Consistently, Johnstone and Tan (2015) state that consumers who lack environmental values have difficulties to engage in green consumption since they do not identify with the environmental issues to begin with. This indicates the importance of environmental values to pro-environmental purchasing. Steg et al. (2014) state that by enhancing environmental normative goals, i.e. making pro-environmental actions socially expected behavior, consumers can be encouraged to adopt environmental values.

In addition to environmental values, Chekima et al. (2017) point out that clearly communicated long-term benefits of pro-environmental behavior enhance consumers' perception of the benefits of green consumption. This phenomenon could in turn overrun consumer experiences on lack of meaningful impact Gleim and Lawson (2014) discussed. Moreover, Moser's (2015) research indicates that willingness-to-pay is one of the strongest predictors of pro-environmental behavior. In other words, high-level of willingness-to-pay indicates a strong engagement in pro-environmental purchases, and vice versa.

In conclusion, environmental attitudes do not result in pro-environmental consumption (Moser, 2015) but environmental values and norms foster green purchasing (Haws et al., 2014, Moser, 2015; Van Doorn and Verhoef, 2015). In addition to values and norms, researchers (Carrus et al., 2007; Bissing-Olson et al., 2016) have shown that emotions affect green consumption as well.

3.2 Guilt and Shame-appeals in Green Marketing

Although guilt and shame-induced marketing has proven to be a useful way to engage consumers in socially acceptable behavior, only a few researches prove that guilt and shame are useful tools for promoting pro-environmental consumption, even though it would have global benefits if successful.

Carrus et al. (2007) argues that negative anticipated emotions are a viable way to encourage pro-environmental behavior. In other words, their research states that consumers tend to engage in pro-environmental activities, like recycling and using public transportation, when they want to avoid feelings of guilt, which would result if they fail to perform those activities. Consistently, Antonetti and Maklan (2014) argue that consumers making green or non-green purchases are emotionally connected to the environmental outcome of their purchase, which would implicate that failing to make green purchases elicits guilt in consumers. Similarly, if an individual feels that pro-environmental behavior is socially encouraged, failure to make green purchasing decisions can elicit social responsibility guilt (Burnett and Lunsford, 1998). These findings are aligned with previously discussed motivational aspects of guilt (Gregory-Smith et al., 2013), and indicate that guilt could be a viable way of promoting green consumption. Rees et al. (2014) also argue that when consumers were exposed to human-made environmental damage, they reported higher feelings of guilt and therefore engaged in reparative actions by showing interest in pro-environmental advocacy. However, Bissing-Olson et al. (2016) argue that pride, instead of guilt, leads to higher engagement to pro-environmental behaviors. It is to be noted that this correlation was only found when the consumers already had positive perceptions on pro-environmental norms (Bissing-Olson et al., 2016).

Drivers of pro-environmental consumption exhibit many aspects which could make a good pro-environmental advertisement when utilized correctly. An effective green advertisement campaign could potentially encourage consumers cross the green gap.

As premium price is seen as the biggest barrier to green purchasing (Gleim and Lawson, 2014; Van Doorn and Verhoef, 2015), a goal for pro-environmental marketing could be encouraging consumers to use money for the sake of the environment. One of the utilizable aspects are communicating long-term benefits of green consumption, which already is known to encourage green purchasing. Chekima et al. (2017) state that marketers should clearly communicate the long-term benefits of pro-environmental consumption, which would increase interest and engagement in pro-environmental consumption. In addition, appealing on consumers' existing environmental values (Haws et al., 2014, Van Doorn and Verhoef, 2015) as well as further raising awareness and promoting the relevance of pro-environmental values to consumers (Steg et al., 2014) might work as encouragers for green purchasing. Other viable promotional ways could be negatively anticipated emotions, as Carrus et al. (2007) state that negative anticipated emotions encouraged pro-environmental behavior, and this claim can be supported by findings on corrective actions people take after feeling guilty about an unethical consumption or behavior (Gregory-Smith et al., 2013; Rees et al., 2014).

To answer RQ2, a following hypothesis could be proposed:

H3: Guilt-induced (vs. shame-induced vs. neutral) advertisement communicating long-term benefits of sustainability will increase consumers' willingness-to-pay (vs. decrease vs. no impact) of environmentally friendly products.

As guilt is predicted to have consistent effects on consumers, regardless of the topic of the advertisement, it is reasonable to suggest that the effect of shame-appeal is also consistent. Shame is deemed as unpredictable way of promoting any type of desired behavior, and hence why it is reasonable to assume that a shame-induced advertisement would result in message rejection and anger, even if the advertisement would include encouraging aspects of green consumption.

However, there are some limitations to this hypothesis. It needs to be noted that consumers' existing environmental values have a large impact on the consumers' environmental behavior, even before being exposed to any type of advertisement. It can be suggested that such advertisement would remind consumers of their values

before a purchasing situation, but values are usually deep-seated and not easily forgotten.

4. The Effectiveness of Guilt and Shame-appeals on Product Types

As environmental actions are increasingly encouraged, awareness on green consumption options has increased too (Joshi and Rahman, 2015). Green consumption is defined as consumption with little environmental impact (Moisander, 2007) and it naturally involves consumption of green products. Green products are defined as products perceived to possess positive environmental attributes (Haws et al., 2013), which have smaller negative impact on the environment (Johnstone and Tan, 2015). Almost every product category has green options, thus making green consumption accessible to consumers. However, as Gleim and Lawson (2014) suggest, consumers can be reluctant to opt for these green product options.

To understand whether advertisements utilizing negative self-conscious emotions would work as an encourager of green purchasing decisions on the differing purposes green products are consumed for, the paper must first assess literature on the existing emotional responses to different kinds of consumption, which can be, among others, pleasure and guilt (Ki et al, 2017). Then the effect of guilt and shame on both publicly and privately consumed goods and hedonic and utilitarian consumption of green products are examined.

4.1 Effects on Public and Private Consumption

Consumption perceived by consumers themselves and others around them can roughly be divided into two categories: private and public. Private consumption is only seen by the consumer using the product (e.g. detergent), whereas good consumed in the presence of other consumers (e.g. clothing) is defined as a public product (Graeff, 1996). As consumers express their values through the products they purchase (Haws et al., 2013), consumed products can also serve as a symbolic representation of consumers' self-concept (Graeff, 1996). This leads to a tendency to think that certain type of products are purchased by certain type of people, which Graeff (1996) states to significantly effect purchasing behavior.

Graeff (1996) explores the relationship between consumers with high levels of self-monitoring tendency and their evaluations of publicly consumed products. High self-

monitors, according to Graeff (1996) follow the social expectations of consumption, which makes them more accepting towards advertisements promoting uniformity. Consistently, Steg et al. (2014) state that when pro-environmental actions are socially expected, consumers can feel encouraged to adopt environmental values, which in turn would increase green consumption. Essentially, shame-appeals aim to manipulate that exact want to behave, and purchase, in a socially acceptable and expected manner, which in this case would be green purchasing behavior.

As stated previously, shame-laden individuals are concerned about their image in the eyes of others (Boudewyns et al., 2013; Han et al., 2014). Therefore, it would be natural for shame-appeal, which focuses on consumers' attributes, to increase the consumption of the promoted product among consumers who are high self-monitors. A negative public feeling would manipulate the purchase of publicly consumed green products, as shame-laden environmentally conscious consumers would want to publicly show their involvement in environmental issues.

On the basis of the discussed theory, a following hypothesis could be suggested to answer RQ3:

H4: Shame-appeals (vs. guilt-appeals) will elicit more pro-environmental purchasing decisions towards public (vs. private) consumption.

4.2 Effects on Hedonic and Utilitarian Consumption

Consumption is usually driven by either wants or needs, which can be fulfilled either by hedonic or utilitarian products. Dhar and Wertenbroch (2000) state that consumption of hedonic products is an experiential process, which results in feelings of gratification. On the other hand, consumption of utilitarian products is seen as a necessity, which usually does not elicit any feelings but is rather neutral (Dhar and Wertenbroch, 2000). However, it is important to note that not all products are purely hedonic or purely utilitarian but can combine both attributes in the same time. For the simplicity of this literature review, however, only products with pure utilitarian and pure hedonic attributes are discussed.

The main difference between the consumption of products possessing either hedonic or utilitarian attributes is how consumers experience their acquisition process.

Antonetti and Maklan (2014) state that hedonic products are more appealing than utilitarian products, but hedonic purchases require additional justification. Hedonic consumption gives consumers almost an instant feeling of gratification (Okada, 2005), which can in turn lead to variety of responses. Usually “giving in” to hedonic wants is associated with lack of self-regulation, which in turn makes consumers feel guilty about purchasing a product which has no useful purposes (Okada, 2005; Baghi and Antonetti, 2017). In other words, hedonic consumption can elicit both anticipatory (Baghi and Antonetti, 2017) and post-consumption guilt (Antonetti and Maklan, 2014). The experienced guilt can determine the initial consumption decision (Chan, 2011).

To reduce the guilt hedonic consumption elicits, consumers tend to look for contextual information which would justify their decisions (Okada, 2005; Baghi and Antonetti, 2017). This is a space for marketers to offer cues for consumers to justify their purchases. Antonetti and Baghi (2017) suggest that CRM campaigns is an effective way of reducing guilt from hedonic purchases. A charitable cause serves as a justification for purchasing a guilt-inducing product, which in turn reduces the guilt of the purchase.

However, Chan (2011) questions the effectiveness of actual guilt-appeals in CRM campaigns, as guilt-inducing CRM advertisement for a hedonic product is seen as manipulative, due to the fact that both the advertisement and the purchase induce guilt. This finding is aligned with Agrawal and Duhachek’s (2010) study on incidental emotions and compatible advertisement frames. Their research shows that when a consumer is already experiencing feelings of guilt, an advertisement which further accentuates those emotions leads to message resistance and a boomerang effect. Therefore, an appeal which is incompatible with an incidental emotion has more success resulting in desired behavior (Agrawal and Duhachek, 2010). Financial factor is an additional guilt-inducing aspect of hedonic consumption. Especially high-cost hedonic products elicit “pain of paying” (Prelec and Loewenstein, 1998), which could be seen as a form of financial consumer guilt (Burnett and Lunsford, 1994). As guilt is closely linked with various aspects of hedonic consumption, it could be argued that guilt-appeals would not work in encouraging consumption of hedonic products.

However, guilt-appeal could serve as an encourager of promoting green utilitarian products. Chan (2011) states that a guilt-inducing CRM campaign more effectively

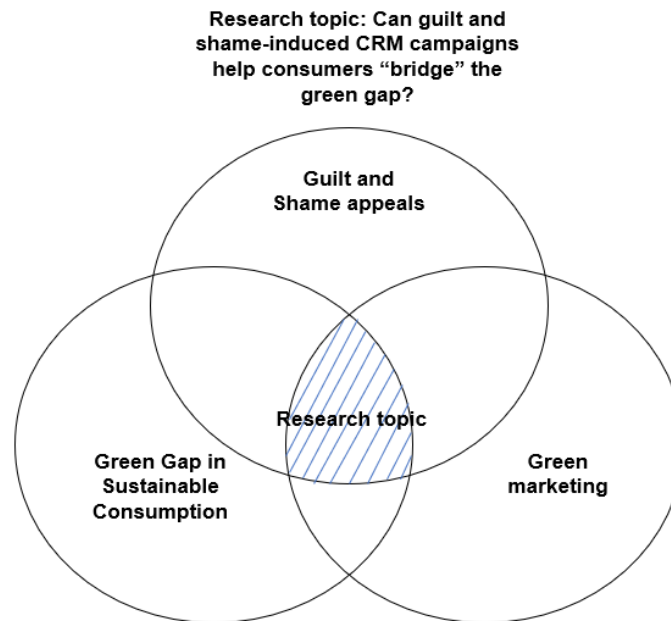
promotes purely utilitarian product or a hedonic-utilitarian hybrid product than hedonic products. Therefore, a following hypothesis can be proposed to answer RQ4:

H5: Guilt-induced advertisement will elicit more pro-environmental purchasing decisions towards utilitarian (vs. hedonic) products.

5. Research Topic and Conceptual Framework

The previous sections have thoroughly explored and discussed literature on three main research areas: guilt and shame-appeals, green gap between consumers' environmental attitudes and actual behavior, as well as public, private, utilitarian, and hedonic consumption. These topics have provided five hypotheses to answer the research questions proposed in the beginning of this paper. Examining the literature has also provided insight where current research is limited.

The reviewed literature illustrates a gap in environmental marketing research. The exploitation of guilt and shame in green marketing is not widely researched, even though negative emotional appeals are proven to be effective at altering consumer behavior in social marketing campaigns promoting other types of social issues. In other words, non-profit advertisement campaigns utilize guilt and shame-appeals, but the research on these appeals in for-profit CRM campaigns focusing on pro-environmental effort is limited. As stated previously, green consumption would globally benefit both sustainable companies, the society and the environment. Therefore, it is surprising that the potential of exploiting emotional appeals in green marketing has not been researched more thoroughly. A research topic could be suggested to fill in this gap. Applying knowledge from all previously discussed areas, a following direction for future research could be suggested:



6. Methodology

As the literature review suggests, there is a gap in research on green marketing. Based on literature on guilt, shame, green gap and differently consumed products, five hypotheses were drawn to examine the potential benefits of guilt and shame-appeals in green marketing:

H1: Shame-induced (vs. guilt-induced vs. neutral) advertisements will result in message rejection and lower levels of desired behavior.

H2: Guilt-induced (vs. shame-induced vs. neutral) advertisements will result in higher levels of desired behavior.

H3: Guilt-induced (vs. shame-induced vs. neutral) advertisement communicating long-term benefits of sustainability will increase consumers' willingness-to-pay (vs. decrease vs. no impact) of environmentally friendly products.

H4: Shame-appeals (vs. guilt-appeals) will elicit more pro-environmental purchasing decisions towards public (vs. private) consumption.

H5: Guilt-induced advertisement will elicit more pro-environmental purchasing decisions towards utilitarian (vs. hedonic) products.

This section discusses the quantitative study which was conducted to answer whether guilt and shame-induced CRM campaigns are successful in increasing environmental

consumption. The aim of this study is to determine a clear direction for green cause-related marketing which producers could follow to efficiently promote their products.

6.1 The Impact of Secondary Data on Primary Research

The main objective of this research is to measure the effectiveness of guilt and shame-induced advertisements as a green marketing method. As various studies on the self-conscious negative emotions in advertisements (Agrawal and Duhachek, 2010; Boudewyns et al., 2013) are conducted through quantitative methods by creating guilt or shame-laden advertisements and measuring the consumers emotional and behavioral response to the advertisements. This study will follow similar methods as the previous literature.

Three advertisements were created for the purposes of this study and were modelled after advertisements used in prior research (Agrawal and Duhachek, 2010; Boudewyns et al., 2013). The advertisements display an image of the planet Earth, address the consumer directly by asking whether they have “already started buying green”, and discuss the negative impact human consumption has on the environment. Both guilt (Appendix A) and shame-induced (Appendix B) advertisements feature same three attributes (selfish, short-sighted, and irresponsible), which are linked to either consumers’ behavior or to their character if they have failed to make green purchases. Guilt-appeal was created by focusing on the consumer’s behavior, whereas shame-appeal was created by focusing on the consumer’s attributes, which a number of scholars have found to be effective ways to elicit both of these feelings (Tangney et al., 2007; Agrawal and Duhachek, 2010; Boudewyns et al., 2013). A control advertisement labeled as ‘neutral’ (Appendix C) does not include text cues which could have elicited either guilt or shame. The advertisement mainly highlights key facts about human consumption’s environmental impact. All of the advertisements present green purchasing behavior as a solution to hindering the effect environmental problems. A clear solution is an essential part of an advertisement eliciting negative self-conscious emotions, since guilt or shame-laden consumer need a way to take

corrective actions to stabilize their emotional state (Brennan and Binney, 2010; Gregory-Smith et al., 2013).



Have you already started BUYING GREEN?

If you fail to consider the environmental impact of your consumption, you are behaving selfishly irresponsibly and shortsightedly.

Excess consumption has created multiple global problems, like pollution, deforestation, and most importantly climate change with all of its destructive side-effects. Help preserving our planet by making ecological consumption choices. Choose green.

Guilt-induced advertisement (pretest)



Have you already started BUYING GREEN?

If you fail to consider the environmental impact of your consumption, you are a selfish, irresponsible and short-sighted person.

Excess consumption has created multiple global problems, like pollution, deforestation, and most importantly climate change with all of its destructive side-effects. Help preserving our planet by making ecological consumption choices. Choose green.

Shame-induced advertisement (pretest)



Neutral advertisement

As consumers' response to a green advertisement can depend on their existing environmental values, the GREEN scale (Haws et al., 2014) was utilized for the questions used to assess the consumers' environmental values. Literature on consumer response to emotionally induced advertisements in the context of conspicuous consumption (Graeff, 1996) and utilitarian vs. hedonic products (Okada, 2005; Chan, 2011), was utilized as a guideline while clarifying the product categories and the different products and their descriptions in those categories.

6.2 Pretest

A pre-test was conducted to assess the impact of the guilt-induced, shame-induced and neutral advertisements created for this experiment. The advertisements used in the pre-test can be found under appendices C, D and E. A convenience sample of five undergraduate students were chosen to complete the pre-test, which was created on Google Forms platform and conducted online. Using the PANAS scale (Watson et al., 1998), the pre-test measured how strongly consumers associated different feelings to the advertisements. Four positive and four negative emotions were chosen from the PANAS scale. To assess the effectiveness of the advertisements, emotional states of

guilty and ashamed were chosen for negative emotions. As research suggests that shame-induced advertisements can evoke feelings of anger (Boudewyns et al., 2013), irritable was added to the list of negative emotional states. The fourth chosen emotional state was afraid. For the positive emotional states, pride was chosen as it is classified under self-conscious emotion, like guilt and shame (Gregory-Smith et al., 2013). In addition to pride, emotional states of active, interested, and excited were chosen. The respondents evaluated the strength of the given emotions on a scale of 1 to 5, (1= 'Very Slightly or Not at All', 5= 'Extremely').

The results show that the advertisements did not have a strong impact on the respondents' emotions, as feeling 'Quite a bit' (4) afraid and active were the strongest single reactions, which were both given after seeing the guilt-induced advertisement. The respondent average on reported guilt after viewing the first advertisement was 2,4 and 1,8 for reported shame. Interestingly, the results show that guilt-induced advertisement resulted in highest levels of shame. Consistently, the advertisement elicited highest average level of irritation (2,2). Average levels of felt emotions were the following: activeness (2,4), fear (2,4), excitement (1), interest (2,2) and proud (1,8).

After viewing the neutral advertisement, respondent averages on reported guilt was 2,4, which is the same exact level as after viewing the guilt-induced advertisement. Average level of felt shame was 1,6. Average levels of felt emotions were the following: irritation (1,6), activeness (2,4), fear (2), excitement (1,4), interest (2,2) and proud (2). The neutral advertisement evoked highest levels of positive feelings and lowest level of irritation, as expected, since the advertisement was not created to elicit negative emotions in respondents.

The respondent reported higher feelings of guilt (2,4) than shame (1,6) on average after viewing the shame-induced advertisement. The advertisement elicited second-highest average level of felt irritation (2). The remaining average levels of felt emotions were: active (2), fear (2), excitement (1,2), interest (2) and proud (1,8).

The results of the pre-test show that the respondents did not report high levels of either guilt or shame after viewing the guilt and shame-inducing advertisements. The average reported levels of guilt and shame remained fairly similar throughout the advertisements. Overall, the respondents reported higher feelings of guilt (vs. shame)

after viewing both the guilt-induced and shame-induced advertisements. In addition, average shame levels were higher after viewing the guilt-induced advertisement than the shame-induced advertisement. This would indicate that the guilt appeal in this advertisement is not 'pure', which can be the cause of the high levels of irritation (Boudewyns et al., 2013). Based on the results, guilt and shame-induced advertisements were slightly moderated (see appendix A and B) to highlight green purchasing behavior as a coping method (Brennan and Binney, 2009; Boudewyns et al., 2013) to process and diminish the negative feelings the advertisements elicited.



**Guilt-induced
advertisement (final)**



Shame-induced advertisement (final)

6.3 Study

To further examine the relationship between guilt and shame-induced green advertisement and consumers actual purchasing patterns, a survey was conducted. The survey developed on the basis of the initial research questions and answers the five hypotheses drawn from previous literature. The survey was conducted online using Webropol, and it was distributed via Aalto University email lists and various social media channels due to strict time limits, which makes it a convenience sample.

The appearance of the three different advertisements was randomized and the respondents were exposed either to a guilt-induced, neutral or shame induced-advertisement. To assess consumer response to green cause-related marketing utilizing negative self-conscious emotions, the advertisements were presented as advertisements of a charity operating in Finland.

To measure the effect of guilt and shame on differently consumed products, four product categories were created: hedonic-private, hedonic-public, utilitarian-private

and utilitarian-public. One product type was chosen to represent each category, which were perfume, designer sweatshirt, toothbrush and a car from a low price-category, respectively. The survey respondents had to choose between three different products, which all were accompanied with similar product descriptions, with an exception of one product, which was describes as a more sustainable choice compared to their traditional counterparts. For example, in the utilitarian-private category, the respondents chose between Jordan, Humble Brush and Rainbow toothbrushes, where Humble Brush was the green option out of the three. One clearly more sustainable product choice was picked to determine whether the shame and guilt-induced advertisements encouraged the consumption of sustainable products.

Graph 1: Product Categories

	Private	Public
Hedonic	A perfume	A sweatshirt (designer)
Utilitarian	A toothbrush	A car (low price-category)

Table 1: Product choices

Private-Hedonic: a perfume	PHLUR Hanami (green option)	Gucci Guilty	Calvin Klein CK2
Public-Hedonic: a designer sweatshirt	Stella McCartney (green option)	Tommy Hilfiger	Yves Saint Laurent
Private-Utilitarian: a toothbrush	Humble Brush (green option)	Jordan	Rainbow
Public-Utilitarian: a car from a low price-category	Hyundai (green option)	Nissan	Dacia

In addition to choosing between three different products, the respondents were asked to reflect on how much product attributes, look of the product, eco-friendliness of the product and the brand affected their product choice on a scale of one to five (1='Not at all', 5='Extremely'). These questions measure whether which factors affected the respondents' product choices.

The survey also measured the respondents existing environmental values through three, which were based on the GREEN scale (Haws et al., 2014). This was done to determine whether consumers' environmental values do have an effect on their response to the product choices (Haws et al., 2014, Moser, 2015; Van Doorn and Verhoef, 2015). These questions asked the respondents to reflect whether they saw themselves as environmentally responsible, whether they are concerned of wasting environmental resources and whether they consider the environmental impact of their actions when making decisions. The answers were on a scale of one to five (1='Strongly disagree', 5='Strongly agree'). This section of the survey also included a question of whether the consumers felt that the advertisement they saw in the beginning of the survey affected their choice of product, which was also rated on the same one-to-five scale as the questions about environmental attributes. This was done to effectively measure whether the advertisements had an impact on the respondents.

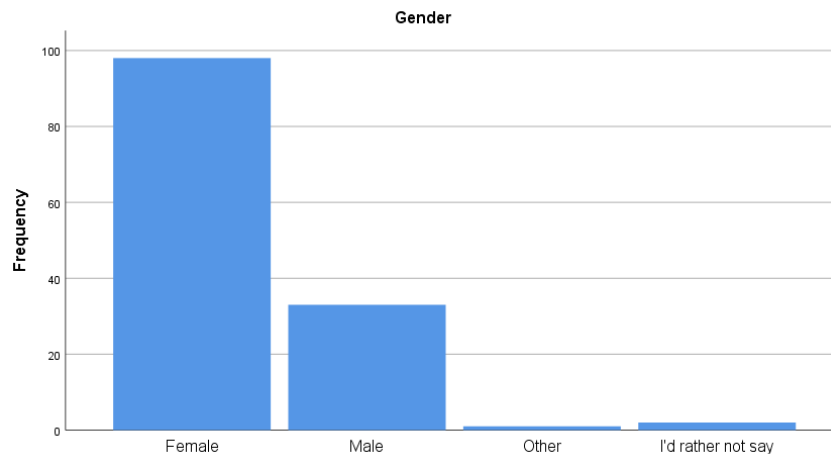
The respondents' demographics, including age, sex, and nationality were recorded, as well as their employment status, average yearly income level, number of residents in the household they currently reside in, and whether they are the primary shopper of the household.

7. Findings and Analysis

A total of 144 responses were recorded to Webropol data base, but 11 were eliminated during data analysis preparation. The faulty responses did not indicate which of the three advertisements the respondents had seen. Thus, 133 adequate responses were recorded for the final sample. Within the full sample, the respondents were divided into three groups (guilt group, neutral group, shame group) based on the advertisement they were exposed to. Guilt group ($N= 46$) was 34,6% percentage of the full sample, neutral group ($N= 44$) was 33,1% and shame group ($N= 43$) was 32,3%.

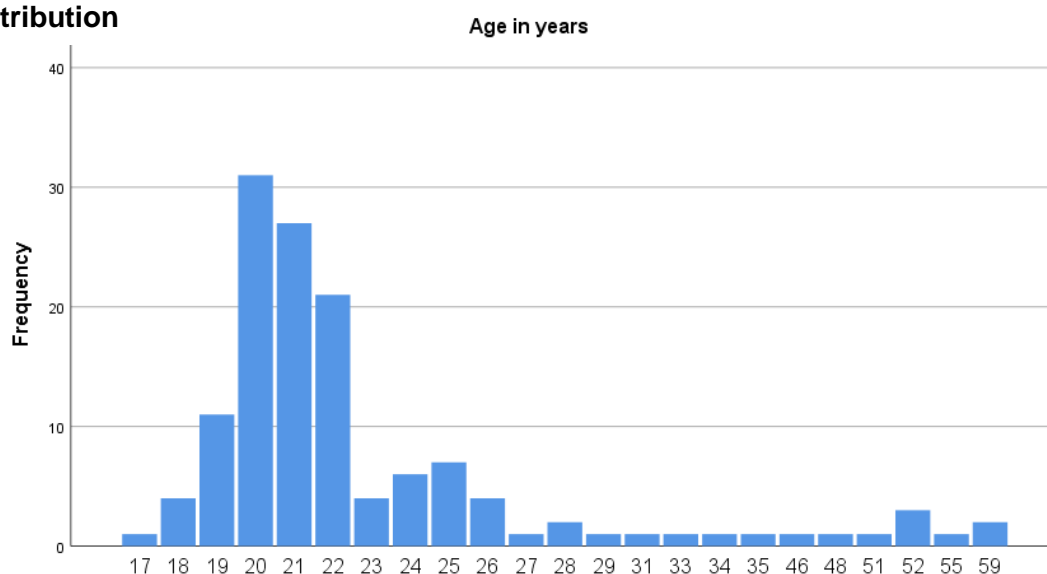
Majority of the respondents (72,9%, $N=97$) were female, whereas only 24,8% ($N=33$) were male, and the remaining three respondents did not want to disclose their gender.

Graph 2: Gender Distribution

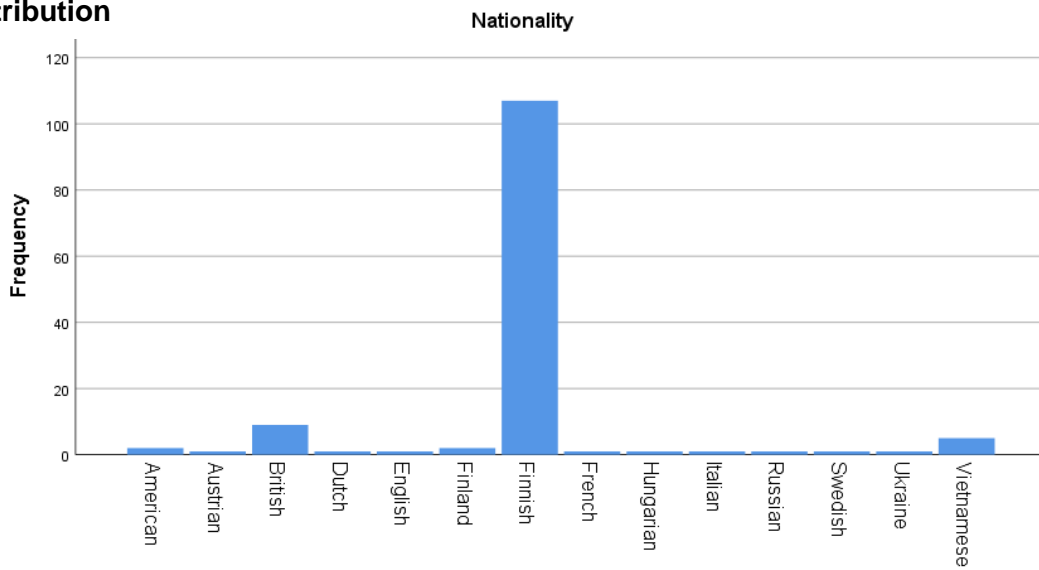


The ages of the participants varied from 17 to 59, ($M= 23.92$, $SD= 8.39$). 81,2% of the respondents ($N= 108$) were Finnish, and the second and third largest nationality groups were British (7,5%, $N= 10$) and Vietnamese (3,8%, $N= 5$). Majority (48,9%, $N= 65$) of the respondents were the primary shoppers of their household, as well as live in a single household (38,3%, $N= 51$). The largest occupational group was students (73,9%, $N= 99$), second largest full-time workers (16,4%, $N= 22$) and third part-time workers (7,5%, $N= 10$). Consistently, a majority of the respondents (75,9%, $N= 101$) earn less than 15 000€ per year.

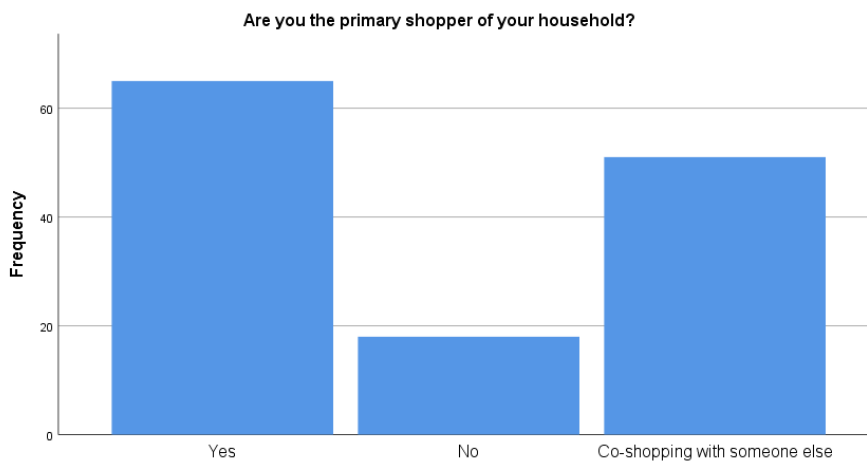
Graph 3: Age Distribution



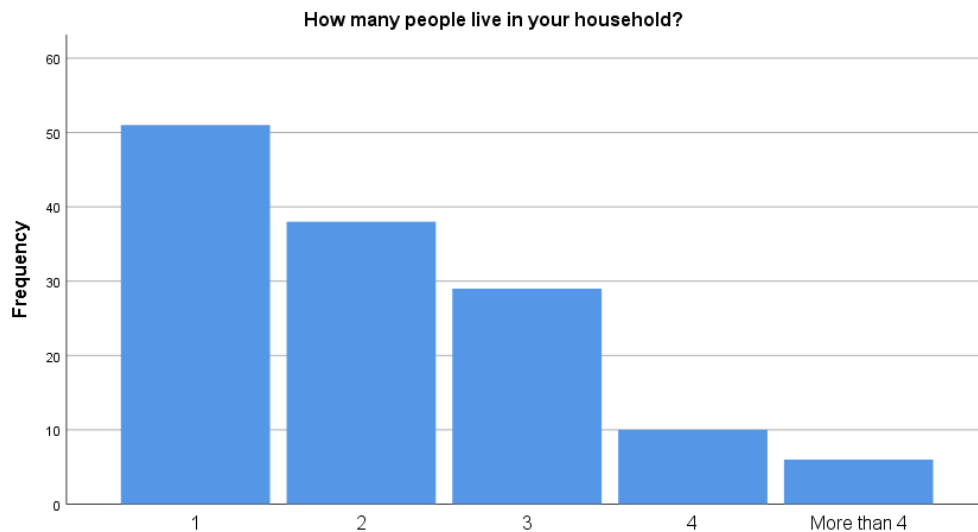
Graph 4: Nationality Distribution

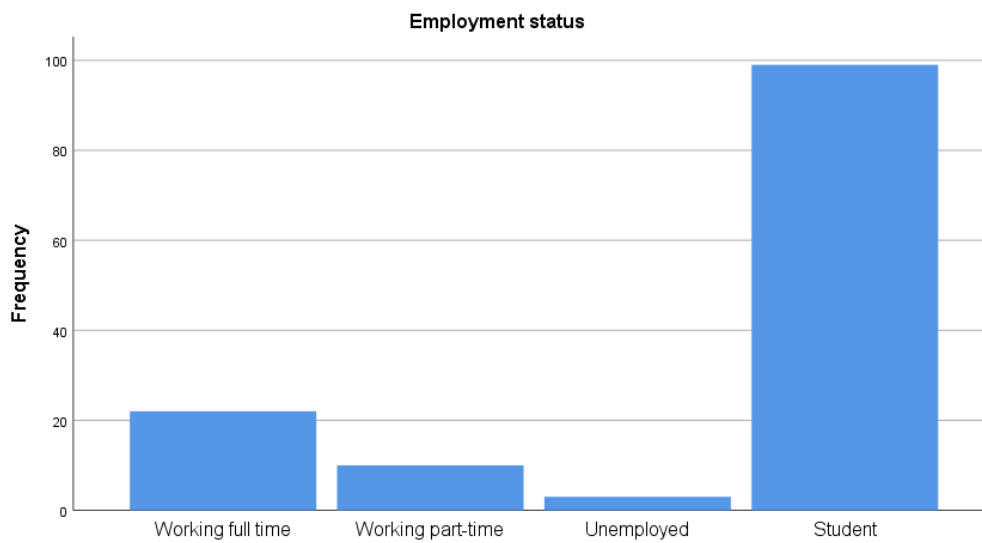
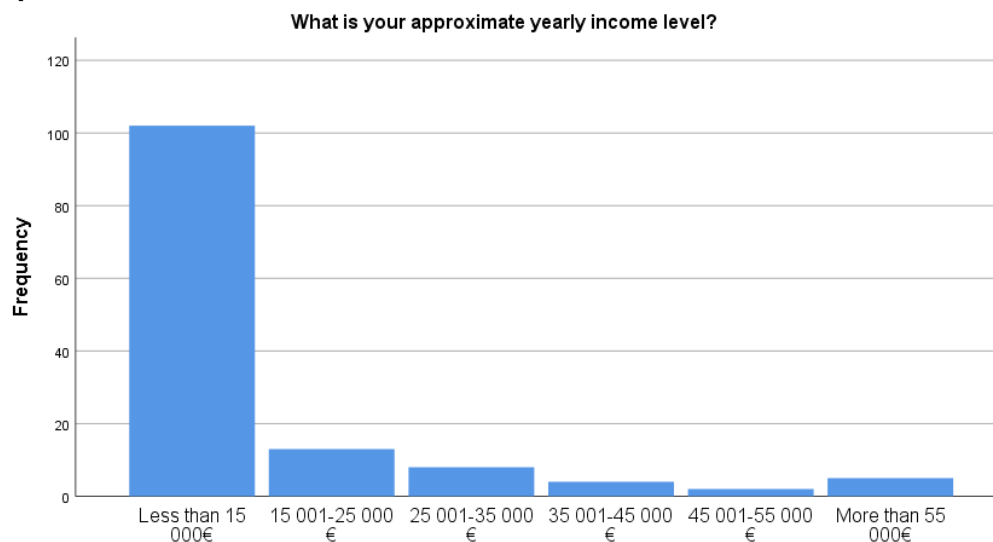


Graph 5: Primary Shopper Distribution



Graph 6: Household Members Distribution



Graph 8: Occupational Distribution**Graph 9: Income level of Respondents**

The main dependent variables of this research were the question set determining the pre-existing environmental values of the respondents. The question set included 'I would describe myself as an environmentally responsible.', 'I am concerned about wasting environmental resources.' and 'I consider the potential environmental impact of my actions when making decisions.' Cronbach's alpha is used to check the reliability of the variables. Each question was rated on a scale of 1='Strongly disagree' to 5='Strongly agree' (Cronbach's $\alpha = 0.764$).

To test the five given hypotheses for this study, an ANOVA test, a crosstabulation, and t-test analysis were conducted.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
,764	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would describe myself as environmentally responsible.	7,6692	2,011	,612	,665
I am concerned about wasting environmental resources.	7,1278	2,188	,580	,702
I consider the potential environmental impact of my actions when making decisions.	7,6692	1,875	,601	,681

Table 3: Effectiveness of the advertisement, ANOVA and Post Hoc tests

ANOVA

The advertisement I saw in the beginning of the survey affected my product choices.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,303	2	,652	,684	,506
Within Groups	123,795	130	,952		
Total	125,098	132			

Homogeneous Subsets

The advertisement I saw in the beginning of the survey affected my product choices.

Tukey HSD^{a,b}

GNS	N	Subset for alpha = 0.05
Shame	43	2,5349
Neutral	44	2,7273
Guilt	46	2,7609
Sig.		,522

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 44,299.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: The advertisement I saw in the beginning of the survey affected my product choices
 Tukey HSD

(I) GNS	(J) GNS	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Guilt	Neutral	,03360	,20578	,985	-,4543	,5215
	Shame	,22599	,20700	,521	-,2648	,7167
Neutral	Guilt	-,03360	,20578	,985	-,5215	,4543
	Shame	,19239	,20926	,629	-,3037	,6885
Shame	Guilt	-,22599	,20700	,521	-,7167	,2648
	Neutral	-,19239	,20926	,629	-,6885	,3037

With regards of hypotheses 1, 2 and 3, no significant difference between the three groups as a whole (guilt, neutral, shame) were found as determined by one-way ANOVA ($F(2,130)= 0.684$, $p= 0.506$). In a Tuckey post hoc test similar results were found, as there were no significant differences between any of the groups ($p= 0.985$

between guilt group and neutral group, $p= 0.521$ between guilt group and shame group, $p= 0.626$ between shame group and neutral group). Homogenous subset output suggests that the groups do not have significantly different means from each other ($p= 0.522$). According to the data, hypotheses 1, 2 and 3 were false as the respondents reportedly did not make their product choices based on the advertisements they saw.

While examining hypothesis 4, the crosstabulation analysis revealed that 44,2% ($N= 19$) of the respondents in the shame group chose the green choice in the public-hedonic category (designer sweatshirt), and similarly 88,4% ($N= 38$) chose the green choice in the public-utilitarian category (car). However, the Chi-Square test tells that there is no significant difference between guilt, neutral and shame groups on the public-hedonic product category ($p=0.360$) or in the public-utilitarian product category ($p= 0.149$).

An ANOVA test ($F(2,130)= 0.119$, $p= 0.888$) revealed there were no significant difference between the advertisement groups as a whole on public-hedonic category. A Tukey post hoc test additionally demonstrated that there was no significant difference between individual advertisement groups ($p= 0.936$ between guilt group and neutral group, $p= 0.990$ between guilt group and shame group, $p= 0.885$ between shame group and neutral group).

Both of the tests showed similar results for public-utilitarian product category, as ANOVA test ($F(2,130)= 0.121$, $p= 0.886$) revealed no significant difference between groups and Tuckey post hoc test demonstrated that there was no statistical difference between any of the groups individually ($p= 0.878$ between guilt group and neutral group, $p= 0.984$ between guilt group and shame group, $p= 0.949$ between shame group and neutral group). A homogenous subsets test showed no significant differences between means either in public-hedonic ($p= 0.88$) or public-utilitarian product category ($p= 0.879$). In other words, there is a strong negative correlation between the shame group and choosing green products from public product categories.

As both crosstabulation and ANOVA tests implicated that hypothesis 4 was a null hypothesis, a t-test was carried out. Among the respondents ($N= 133$), shame-group

did not choose the green option among the public-hedonic category ($M= 2.046$, $SD= 0.754$) significantly more than the guilt-group ($M= 2.065$, $SD= 0.611$), $t(87) = 0.129$, $p= 0.898 \geq 0.05$, CI 0.269-0.307. Similar results were reported in the public-utilitarian category, as there were no significant difference between the shame-group ($M= 1.883$, $SD= 0.324$) and the guilt-group ($M= 1.869$, $SD= 0.340$), $t(87)= 0.201$, $p= 0.842 \geq 0.05$, CI 0.154-0.125. The t-test confirmed that hypothesis 4 was a null hypothesis.

While analyzing hypothesis 5, a crosstabulation analysis revealed that 41,3% ($N=19$) of the guilt group chose the green option in the private-utilitarian product category (toothbrush). The Chi-Square test revealed that the Pearson Chi-Square for the private-utilitarian category was no statistical difference between the advertisement groups ($p= 0.052$). Similarly, in the public-utilitarian product category (cars) 87% ($N= 40$) of the guilt group chose the green option, but the Pearson Chi-Square showed that there was no significant difference between all the groups. A one-way ANOVA test illustrated similar results for both private-utilitarian product category ($F(2,130)= 0.398$, $p= 0.672$) and the public-utilitarian product category ($F(2,130)= 0.121$, $p= 0.886$). A Tukey post hoc test showed that there were no statistical differences between the advertisement groups in either of the product categories. This illustrated that hypothesis 5 did not fulfil.

As hypothesis 5 was deemed as a null hypothesis, a t-test was carried out. The test shows that guilt-group did not choose the green option among the public-utilitarian product category ($M= 1.883$, $SD= 0.324$) significantly more than the guilt-group ($M= 1.869$, $SD= 0.340$), $t(87)= 0.201$, $p= 0.842 \geq 0.05$, CI 0.154-0.125. Similarly, no significant differences were found in the private-utilitarian category between the guilt-group ($M= 1.869$, $SD= 0.832$) and the shame-group ($M= 1.907$, $SD= 0.717$), $t(87)= 0.226$, $p= 0.822 \geq 0.05$, CI 0.366-0.291. This confirmed the fact that hypothesis 5 was a null hypothesis.

Table 4: Public-hedonic Crosstabulation and Chi-Square tests

Crosstab

Which of the following sweatshirts would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.

		Tommy Hilfiger: Add this Tommy Hilfiger Athletic Venetia sweatshirt to your casual wardrobe. Featuring a printed sleeve			Stella McCartney: All is Love sweatshirt continues the brand's style of sports-inspired garments with distinctly minimal	Yves Saint Laurent: This Saint Laurent sweatshirt is a stylish and current option for a casual look. The shirt is made fr	Total
GNS	Guilt	Count	7	29	10	46	
		% within GNS	15,2%	63,0%	21,7%	100,0%	
	Neutral	Count	6	27	11	44	
		% within GNS	13,6%	61,4%	25,0%	100,0%	
	Shame	Count	11	19	13	43	
		% within GNS	25,6%	44,2%	30,2%	100,0%	
Total		Count	24	75	34	133	
		% within GNS	18,0%	56,4%	25,6%	100,0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,356 ^a	4	,360
Likelihood Ratio	4,322	4	,364
Linear-by-Linear Association	,016	1	,901
N of Valid Cases	133		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7,76.

**Table 5: Public-
utilitarian
Crosstabulation and
Chi-Square tests**

Crosstab

Which of the following cars would you most likely purchase based on the information provided?
Please choose one (1) by clicking the picture.

		Nissan Micra: Nissan Micra 80 Visia 5M/T TPMS E6 utilizes smart technology for drivers' safety. The new Micra has update	Huynai IONIQ Hybrid: Hyundai's IONIQ Hybrid 1.6 GDI 77kW has a 1580 cm ³ hybrid engine, which comes with environmenta la	Dacia Sanderor: Dac ia Sanderor 1.2 16V 75 Base offers stylish, youthful, and safe driving in affordable prices. A spacious	Total	
GNS	Guilt	Count	6	40	0	46
		% within GNS	13,0%	87,0%	0,0%	100,0%
	Neutral	Count	7	34	3	44
		% within GNS	15,9%	77,3%	6,8%	100,0%
	Shame	Count	5	38	0	43
		% within GNS	11,6%	88,4%	0,0%	100,0%
Total		Count	18	112	3	133
		% within GNS	13,5%	84,2%	2,3%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,756 ^a	4	,149
Likelihood Ratio	7,326	4	,120
Linear-by-Linear Association	,034	1	,854
N of Valid Cases	133		

a. 3 cells (33,3%) have expected count less than 5. The minimum expected count is ,97.

**Table 6: ANOVA test,
product choices between
advertisement groups**

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Which of the following sweatshirts would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Between Groups	,105	2	,052	,119	,888
	Within Groups	57,143	130	,440		
	Total	57,248	132			
Which of the following toothbrushes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Between Groups	,420	2	,210	,398	,672
	Within Groups	68,573	130	,527		
	Total	68,992	132			
Which of the following perfumes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Between Groups	,108	2	,054	,085	,919
	Within Groups	82,719	130	,636		
	Total	82,827	132			
Which of the following cars would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Between Groups	,036	2	,018	,121	,886
	Within Groups	19,272	130	,148		
	Total	19,308	132			

Table 7: Tukey Post Hoc tests, Multiple Comparisons product choices between advertisement groups

Dependent Variable	(I) GNS	(J) GNS	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Which of the following sweatshirts would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	Neutral	-,04842	,13981	,936	-,3799	,2830
		Shame	,01871	,14063	,990	-,3147	,3521
	Neutral	Guilt	,04842	,13981	,936	-,2830	,3799
		Shame	,06712	,14217	,885	-,2699	,4042
	Shame	Guilt	-,01871	,14063	,990	-,3521	,3147
		Neutral	-,06712	,14217	,885	-,4042	,2699
Which of the following toothbrushes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	Neutral	,09684	,15315	,803	-,2663	,4599
		Shame	-,03741	,15406	,968	-,4027	,3278
	Neutral	Guilt	-,09684	,15315	,803	-,4599	,2663
		Shame	-,13425	,15574	,665	-,5035	,2350
	Shame	Guilt	,03741	,15406	,968	-,3278	,4027
		Neutral	,13425	,15574	,665	-,2350	,5035
Which of the following perfumes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	Neutral	-,06917	,16821	,911	-,4680	,3296
		Shame	-,03640	,16921	,975	-,4376	,3648
	Neutral	Guilt	,06917	,16821	,911	-,3296	,4680
		Shame	,03277	,17105	,980	-,3728	,4383
	Shame	Guilt	,03640	,16921	,975	-,3648	,4376
		Neutral	-,03277	,17105	,980	-,4383	,3728
Which of the following cars would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	Neutral	-,03953	,08119	,878	-,2320	,1530
		Shame	-,01416	,08167	,984	-,2078	,1795
	Neutral	Guilt	,03953	,08119	,878	-,1530	,2320
		Shame	,02537	,08256	,949	-,1704	,2211
	Shame	Guilt	,01416	,08167	,984	-,1795	,2078
		Neutral	-,02537	,08256	,949	-,2211	,1704

Which of the following sweatshirts would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.

Tukey HSD^{a,b}

GNS	N	Subset for alpha = 0.05
Shame	43	2,0465
Guilt	46	2,0652
Neutral	44	2,1136
Sig.		,883

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 44,299.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Which of the following toothbrushes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.

Tukey HSD^{a,b}

GNS	N	Subset for alpha = 0.05
Neutral	44	1,7727
Guilt	46	1,8696
Shame	43	1,9070
Sig.		,660

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 44,299.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Which of the following cars would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.

Tukey HSD^{a,b}

GNS	N	Subset for alpha = 0.05
Guilt	46	1,8696
Shame	43	1,8837
Neutral	44	1,9091
Sig.		,879

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 44,299.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 8: T-test, product choices between advertisement groups

Group Statistics

	GNS	N	Mean	Std. Deviation	Std. Error Mean
Which of the following sweatshirts would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	46	2,0652	,61109	,09010
	Shame	43	2,0465	,75446	,11505
Which of the following toothbrushes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	46	1,8696	,83290	,12280
	Shame	43	1,9070	,71760	,10943
Which of the following perfumes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	46	1,5217	,83637	,12332
	Shame	43	1,5581	,76539	,11672
Which of the following cars would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Guilt	46	1,8696	,34050	,05020
	Shame	43	1,8837	,32435	,04946

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Which of the following sweatshirts would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Equal variances assumed	2,973	,088	,129	87	,898	,01871	,14510	-,26970	,30712
	Equal variances not assumed			,128	80,909	,898	,01871	,14614	-,27206	,30947
Which of the following toothbrushes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Equal variances assumed	3,452	,067	-,226	87	,822	-,03741	,16532	-,36600	,29118
	Equal variances not assumed			-,227	86,442	,821	-,03741	,16449	-,36438	,28956
Which of the following perfumes would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Equal variances assumed	,409	,524	-,214	87	,831	-,03640	,17031	-,37491	,30211
	Equal variances not assumed			-,214	86,964	,831	-,03640	,16980	-,37389	,30109
Which of the following cars would you most likely purchase based on the information provided? Please choose one (1) by clicking the picture.	Equal variances assumed	,161	,689	-,201	87	,842	-,01416	,07059	-,15447	,12616
	Equal variances not assumed			-,201	86,967	,841	-,01416	,07048	-,15424	,12593

8. Discussion and Conclusions

The main objective of this paper has been to explore the potential effectiveness of guilt and shame-appeals as green marketing methods. More specifically, this research has been done from a producer's and marketer's viewpoint, since encouraging green consumption would benefit both the environment and the environmentally responsible companies which create and produce those green goods and services. Five hypotheses aimed to find out how consumers respond to guilt and shame-induced cause-related marketing, and the data analysis revealed all of the hypotheses as null hypotheses. This section will provide further analysis on the results of the study, as well as its implications to international business and future research.

8.1 Main Findings

As Brennan and Binney (2009) suggest, guilt and shame-induced advertisements evoke emotions in consumers, but do not necessarily result in desired behavior. In other words, the authors state that negative emotional appeals are uncertain marketing methods. This was the case in this study as well, since the guilt and shame-induced advertisements failed to encourage green consumption choices among the respondents. In other words, the respondents in the guilt-group did not choose more green options than the respondents in the shame-group, and as a whole the respondents did not feel that their consumption choices were affected by the advertisements.

As stated previously, utilizing negative self-conscious emotions as marketing appeals have varying levels of success (Brennan and Binney, 2010; Agrawal and Duhachek, 2010; Boudewyns et al., 2013; Bissing-Olson et al., 2015), and the used guilt and shame-induced advertisements failed to encourage desired behavior. A variety of different aspects may have failure of the hypotheses used in this research, but a few are discussed in further detail.

Hypotheses 1 and 2 predicted that exposure to a guilt-appeal would result in message compliance and exposure to a shame-appeal would result in message rejection and anger. However, there were no significant differences between the groups in terms of product choices. Hypothesis 3 predicted that guilt-induced green marketing communicating the long-term benefits of green purchasing would result in higher level

of willingness-to-pay of green products, compared to shame-induced or neutral advertisements. The same conclusion was reached as with hypotheses 1 and 2, since significant differences between guilt, shame and neutral groups was not found. The fact that the advertisements did not affect the consumers can be due to the low intensity of the guilt and shame-appeals, which was seen from the pre-test. Boudewyns et al. (2013) state that moderate intensity guilt-appeals tend to result in highest level of message compliance, which would indicate that a low-intensity guilt appeal did not encourage the respondents to comply to the message. However, according to Van Alphen (2004), low-intensity shame-appeals might lead to better message acceptance than shame-appeals of higher intensity.

Hypothesis 4 proposed that as shame is seen as a 'public' feeling (Tangney et al., 2007), it would elicit more pro-environmental purchasing towards products which are consumed publicly. In other words, shame-appeal was expected to alter the respondents' social behavior. The public products used in this study were a designer sweatshirt and a low price-category car. However, the hypothesis 4 was found wrong, since no significant differences between the three advertisement groups were found during data analysis. This can be due to the fact that consumers tend to react to shame-appeals by rejecting the message altogether, or even with aggression (Tangney et al., 2007).

The intensity of the shame-appeal might have affected the results of both hypotheses 1 and 4. As the pre-test showed, the respondents did not experience high levels of shame after viewing the advertisements. With regards to the low-intensity shame appeal, the results of hypothesis 4 seem to be inconsistent with theory. Van Alphen (2004) suggests that the intensity of a shame-appeal does indeed affect the decision-making process of an individual. More specifically, after being exposed to a low-intensity shame-appeal, the consumer should be more accepting towards the message and complying, rather than rejecting the message. However, it needs to be noted that the shame-laden advertisement used in this study solely implies that there are flaws in the respondents' character if they fail to behave according to the message. The advertisement fails combine the social aspects and consequences to the behavioral failure. In other words, the publicity of purchasing green products and other people's opinions on an individual who fails to do so was not highlighted enough, which

could have made the marketing message inconsistent and confusing to the respondents. These factors could explain the inconsistency between theoretical consensus and the results.

Hypothesis 5 proposed that a guilt-induced advertisement would increase green consumption of utilitarian products, since the purchase process of necessity items, unlike hedonic items, does not elicit further guilt in consumer. The utilitarian products used in this study were a low price-category car and a toothbrush. The hypothesis was found untrue, as there were no significant differences between the advertisement groups. Consistently with hypotheses 1 and 3, this might be due to low-intensity guilt-appeal in the advertisements, which does not encourage message compliance (Boudewyns et al., 2013).

There are multiple factors which might have hindered the intensity of the advertisements used in this study. Firstly, the wording of the advertisements must be assessed. Neiderdeppe et al. (2008) state that using the word 'you' in an advertisement induced feelings of anger and guilt in a consumer. The advertisements used in this study directly addressed the consumers multiple times (e.g. 'Have you already started buying green?' and 'If you fail to consider the environmental impact of your consumption, you are a selfish, irresponsible and short-sighted person. '), which might have resulted in anger and, thus, message rejection. However, the advertisements used in this study clearly emphasized the importance of green consumption as a coping method for the possible guilt or shame the advertisements evoked.

Another possible shortcoming of the advertisements was that the role of other people as either sufferers or observers might have not been highlighted enough in the advertisements. Giving a role to other people in a guilt or shame-inducing situation enhances the impact of guilt and shame-appeals (Tangney et al, 2007; Agrawal and Duhachek, 2010). The advertisements discussed the impact of consumers' actions only on a global level, as environmental problems are a global issue. However, the impact of environmental destruction could have been shown to affect humankind as a whole or even the reader's loved-ones in order to enhance guilt, or the social pressure to make green purchases could have been enhanced through letting the consumer

believe that others are judging them if they do not make sustainable consumption choices.

In addition to shortcomings in wording and highlighting the role of other people, the advertisement failed to clearly communicate the long-term benefits of green consumption and was mainly focused on the long-term threats of the current consumption choices. The threats do imply that it would be beneficial to change the current consumption choices, but they ought to have communicated more clearly. If a more positive approach was adopted, a higher level of message acceptance might have been reached.

The results of this study clearly illustrate the fact that an advertisement utilizing low-intensity negative emotional appeals does not encourage consumers to cross the green gap. This provides an interesting direction for future research, since guilt and shame in green marketing has not been extensively studied.

8.2 Limitations

This study faced a few limitations, which might have affected the results. Firstly, a small, 113 respondent convenience sample can possibly affect in a way that the results are not aligned with the majority of previous studies. Due to the strict time limits given by Aalto University for this thesis process, a larger sample was hard to acquire. Moreover, a convenience sample mainly consisting of students with yearly income under 15 000€ could explain the inconsistency of the results, since price of the premium green products is one of the biggest obstacles between sustainable intentions and actual sustainable behavior (Gleim and Lawson, 2014; VanDoorn and Verhoef, 2015). In addition to a small sample size, a gender bias might affect the results, as a majority of the respondents were females.

In addition to the limitations regarding the sample, the study did not measure the respondents' current mood before exposing them to the advertisements. Agrawal and Duhachek (2010) highlight the importance of incidental emotions and their role in guilt or shame-appeal acceptance, and as there is no data on consumers' incidental emotions during the advertisement, it is possible that the respondents' mood affected the message acceptance of the advertisements.

Moreover, the impact of CRM was left rather small, as the fact that the advertisement was supposedly one from a charity was only communicated briefly in the instructions which asked to read the advertisement. The survey also did not record consumer response to the fact that this was a for-profit advertisement, which means that there is no data on whether the CRM-aspect of the advertisements affected consumer response to them.

8.3 Suggestions for Future Research

This study implies that consumers are not encouraged to make environmentally conscious consumption choices by low-intensity advertisements utilizing guilt and shame-appeals. However, the research on this field is still very succinct, one-sided, and in a need for elaboration. Most importantly, the impact of advertisements with higher intensities of guilt and shame-appeals ought to be researched in order to efficiently conclude whether the use of these appeals is an efficient way to encourage green consumption.

Another future research direction could be to continue exploring the public vs. private dimensions of both the negative self-conscious emotions and consumption. This could provide an insight on how corporations could exploit negative emotions in promotion of various differently consumed products. Moreover, a future research ought to explore how consumers respond to emotionally induced green advertisements which are visibly a part of a CRM campaign.

8.4 Implications to International Business

A global consensus on the existence of climate change has been reached among scholars and the human contribution to global warming cannot be denied (Cook et al., 2013). There is a clear need for sustainable consumption options as environmental resources cannot to foster the volume of current consumption or the pollution it creates. Thus, it is vital to find a way to encourage both green consumption and production.

On a micro-level, a sustainable producer operating in international market could distinguish their product from traditional counterparts by effectively communicating the product's environmental benefits. If a higher-intensity guilt and shame-appeals in advertisements would persuade consumers to 'close' the attitude-behavior gap and

make green purchases, other companies might start imitating such sustainable operations to attract customers. A first mover advantage can be reached through creating effective green advertisements, which could be through exploiting emotions. In other words, competition would ensure that companies would commit to sustainable production. A global commitment to promoting sustainable consumption would be beneficial for the society, and this commitment could be done through showing producers that consumers are willing to purchase green product options.

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10. Appendices



Appendix A: Guilt-induced advertisement (final)



Appendix B: Shame-induced advertisement (final)

Appendix C: Neutral advertisement



Appendix D: Guilt-induced advertisement (pretest)





Appendix E: Shame-induced advertisement (pretest)

