Obese customers' fitness goal disclosure on social media: exploring weight-loss image sharing on emotions and healthy lifestyle aspirations

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Abstract

Purpose – Obesity is today's most neglected, yet blatantly visible, public health problem. This study aims to examine the role of social media and goal-directed behavior in motivating healthy lifestyle intentions for customers experiencing obesity. It investigates the distinct roles of self-conscious emotions (shame and pride) and weight-transformational posts shared by others on social media as moderators of these relationships.

Design/methodology/approach – The conceptual model uses the goal-directed behavior theory and social comparison theory, tested using data collected from 804 obese customers in Fiji through an experimental design.

Findings – Weight-loss transformation posts by others on social media, elicit distinct emotions for obese customers. Obese customers who felt guilt and shame due to shared weight-loss transformation posts showed a stronger association between goal disclosure and healthy lifestyle intention. In addition, the association between goal disclosure and healthy lifestyle intention is conditionally mediated by goal commitment, specifically for those obese customers that elicited guilt over shame due to shared weight-loss transformation posts by others on social media.

Research limitations/implications – Despite the adoption of an experimental design using a fictional stimulus being a commonly used method in marketing studies, external validity issues are likely. Also, this study examines obese customer behavior relating to Facebook. In addition, data collection for this study has been done from a single country perspective. Therefore, caution needs to be exercised when generalizing the findings of this study.

Practical implications – The findings assist businesses and marketers in the health and fitness industry to better leverage social media and goal-directed behavior and understand the emotions of obese customers to undertake data-driven precision marketing strategies.

Originality/value – The findings provide novel insights into goal disclosure and commitment, electronic word-of-mouth on social media platforms, self-conscious emotions and healthy lifestyle intentions for customers experiencing obesity.

Keywords Healthy lifestyle intention, Social media, Social comparison, Goal disclosure, Goal commitment, Self-conscious emotions, Obese customers

Paper type Research paper

Introduction

Obesity has grown exponentially in the past decade, causing it to become a global pandemic (Garbarino *et al.*, 2018; Thomas *et al.*, 2021). Developing and developed countries alike have been affected by its complexity that threatens all ages and groups with severe psychological

and social dimensions (Robinson *et al.*, 2020). For individuals, obesity is much more than a cosmetic concern, with extreme physiological and psychological implications impacting individuals' well-being (Zeng and Yu, 2019). The health issues associated with obesity include atherosclerosis, high cholesterol, high blood pressure and type 2 diabetes, potentially resulting in stroke and coronary heart disease (Bosy-Westphal and Müller, 2021). Therefore, researchers, practitioners and policymakers acknowledge the seriousness of the issue and the need for collaborative efforts to tackle this multicausal and complex problem (Elliott, 2018; Salam *et al.*, 2020; Soeroto *et al.*, 2020).

Extant literature has attributed the high obesity rates to consumers' lifestyle decisions, including diet and physical activities (Gertner *et al.*, 2016). The COVID-19 pandemic has worsened the obesity crisis due to the enforced restrictions on movement that have severely curtailed mobility, exacerbated physical inactivity and challenged individuals' participation in weight loss and exercise programs. Self-isolation during pandemic has led many consumers to resort to canned and processed food, which further increases weight (Stefan *et al.*, 2021; Yang *et al.*, 2021). Also, studies have revealed that individuals who are obese would likely experience more severe outcomes of the COVID-19 virus (Stefan *et al.*, 2021). Therefore, this study is essential due to the severe health and societal implications of the obesity crisis and timely due to the spike in and ongoing battle against the COVID-19 pandemic. It addresses calls for research in understanding consumer behavior relating to obesity in an attempt to provide a healthier lifestyle (Cornil *et al.*, 2020; Derricks and Earl, 2019; Moore *et al.*, 2017). Haws *et al.* (2017) investigated variations in diet based on categorization level, aggregation level and time frame, while Moore *et al.* (2017) explored the role of parents in child obesity. Tangari *et al.* (2019) examined the influence of serving size labels on the quantity of consumption. Prior studies on obesity have focused on food consumption influenced by different affective states, the nature of products (high vs low hedonic) and information (Garg *et al.*, 2007). Technology-related studies relating to obesity have also examined food choice and information customization (Balcombe *et al.*, 2016). Despite the apparent interaction between obesity, marketing, social media and consumer behavior, a vacuum remains in understanding the influence of social media on obese customer emotions and behavior that warrants further exploration (Cornil *et al.*, 2020; Derricks and Earl, 2019; Moore *et al.*, 2017). This study investigates the emotional and behavioral response of customers experiencing obesity to social media posts by others that prior studies have not covered.

The popularity and growth of social media have provided opportunities to share health issues and influence behavior (Karami *et al.*, 2018). Studies by Manika *et al.* (2018) and Manika *et al.* (2017) examined social marketing interventions on exercise and consumption behavior. Waring *et al.* (2018) conducted a literature review on how obese patients gain community support through social media. With approximately 2.5 million social media users, communication, sharing information and engaging in electronic word-of-mouth (eWOM) have become quick and convenient. Goal disclosure involves communicating one's goals to others (Bazarova and Choi, 2014). Such disclosures of information influence relational outcomes and interpersonal intimacy (Bazarova, 2012). In addition, goal disclosure plays a crucial role in influencing individuals' expectation perception (Eccles and Wigfield, 2002) and the resources, time, persistence and efforts an individual is willing to invest in goal achievement (Naylor and Ilgen, 1984). Similarly, Gollwitzer *et al.* (2009) and Perugini and Bagozzi (2004) highlighted the importance of goal disclosure in influencing the duration and intensity of goal-directed behavior. Therefore, it is imperative to investigate the goal disclosure behavior of customers experiencing obesity to better understand ways of motivating them toward their fitness goals and encouraging a healthy lifestyle. Studies on

goal disclosure remain limited and require further investigation, particularly on social medium (Klein *et al.*, 2020; Su *et al.*, 2021), and those conducted have primarily used a qualitative discussion (Su *et al.*, 2021). There are essential literature gaps that need to be addressed, specifically, relating to the lack of understanding of social media goal disclosure (Luo and Hancock, 2020). With studies highlighting that goal disclosure varies with individuals, there is a further need to conduct specific investigations to understand goal disclosure behavior in particular contexts (Gollwitzer *et al.*, 2009; Hollenbeck and Klein, 1987). Su *et al.* (2021) also called for future research to investigate behavioral intention rather than goal-directed behavior to provide a more comprehensive understanding of behavior. This study uses a quantitative experimental design to address these literature gaps and helps investigate obese customers' goal disclosure on social media sites and its influence on goal commitment and healthy lifestyle intention. This methodology further adds to the novelty of this study as the experimental design is one of the least commonly used methods (Kushwah *et al.*, 2019). Despite limited use, this methodology brings out significant insights (Kumar and Dhir, 2020) by allowing for the examination of causal relationships through the manipulation of variables (Lim *et al.*, 2019).

Consumer behavior is also influenced by the content and information shared by others on social media platforms (Singh and Ang, 2020). Studies examining experience sharing (eWOM) online have confirmed its influence on customer attitude (Shankar *et al.*, 2020), envy (Liu *et al.*, 2019) and behavior (Shankar *et al.*, 2020). Despite numerous studies exploring the impact of word-of-mouth on customer behavior, results have been contradictory. These conflicting results are attributed to word-of-mouth's condition-specific and complex nature (Pan and Zhang, 2011). Some studies have shown that positive reviews by customers positively influence customers' attitudes and behavior toward the reviewed item (Liu *et al.*, 2019; Phillips *et al.*, 2017; Purnawirawan *et al.*, 2015), while others do not agree. Filieri (2016) found that customers find reviews posted by other customers to lack credibility, based on valance, review extremity, style and message content. In addition, Papathanassis and Knolle (2011) found that the over-representation of positive reviews is viewed as suspicious. Despite these studies, the relationship between eWOM and customers' self-conscious emotions remained unexplored (Suarez Vazquez *et al.*, 2021). Understanding how eWOM elicits different emotions is critical as customer emotions profoundly influence customer behavior (Hancock *et al.*, 2020). Empirical studies on self-conscious emotion are limited (Bagozzi *et al.*, 2018). Researchers have called for more studies to examine the distinction between different self-conscious emotions, particularly shame and guilt (Okan and Elmadag, 2020; Parker and Thomas, 2009). Decision-making studies have favored guilt over shame when examining customer behavior (Bagozzi *et al.*, 2018). Therefore, this study examines the self-conscious emotions of shame and guilt elicited by obese customers when exposed to weight transformational posts shared by others on social media.

Therefore, three research questions are formulated:

RQ1. What is the impact of obese customers' social media fitness goal disclosure on goal commitment and healthy lifestyle intention?

RQ2. What are the emotional responses to weight-loss transformation posts shared by others on social media on obese customers?

RQ3. How do customers' self-conscious emotions (shame vs guilt) moderate the relationship between goal commitment and healthy lifestyle intention?

This study strives to answer these research questions using an experimental design conducted with 804 obese customers.

This study offers four important theoretical contributions. First, it is novel in applying the social comparison and goal-directed behavior theory to understand obese customers' goal disclosures on social media and its impact on goal commitment and healthy lifestyle intention. The findings shed light on the role of social media as a social facilitator in obese customers' goal setting and goal-directed behavior to promote a healthier lifestyle. Second, this study contributes to understanding social media eWOM behavior in influencing obese customers' goal commitment and goal-directed behavior. This investigation is critical as prior studies have revealed inconsistent results (Liu *et al.*, 2019; Phillips *et al.*, 2017; Purnawirawan *et al.*, 2015) of eWOM on customer behavior. Third, this study provides empirical evidence on distinguishing self-conscious emotions of shame and guilt. It contributes to a better understanding of the outcomes associated with obese customers' self-conscious emotions elicited by weight transformation posts shared by others on social media. Fourth, this study helps understand the role of goal commitment as a mediator between goal disclosure and healthy lifestyle intention. This finding would generate meaningful insights into supporting healthy lifestyle goals and behavior. More broadly, this study contributes to understanding obesity, social media and how technology could be used to positively encourage customers to take action and improve their health.

Theoretical framework and hypotheses

Goal disclosure

An individual's goal is defined as their subjective beliefs resulting from dissatisfaction with the outcomes of their activities (Fishbach *et al.*, 2006). It serves as a bridge between the present and future ambitions because it leads to meaningful outcomes for an individual (Su *et al.*, 2021). The desire to set goals to accomplish specific results is driven by dissatisfaction. For obese customers, health goals can be doctor-driven or individual-specific, such as muscle gain or fat loss goals, target weight goals and goals relating to mind and body. Studies have revealed that goal disclosure is driven by situational factors, self-expression and relational and epistemic motivation (Echterhoff and Schmalbach, 2018). According to the shared reality theory, personal goal disclosure is driven by relational and epistemic motivation (Hardin and Higgins, 1996).

First, relational motivation is the need for individuals to connect and participate with others (Echterhoff and Schmalbach, 2018). As such, goal disclosures fulfill individuals' need for belonging and self-esteem (Echterhoff and Schmalbach, 2018). For those experiencing obesity, disclosing fitness goals on social media platforms can generate feedback from others, allowing for an enhanced sense of belongingness and improvement in interpersonal relationships. However, there are notable differences between social media sites. For example, Twitter is more suited for sharing snippets and information, while Facebook is more appropriate for sharing detailed information and developing connections with one's personal network. The nature and type of information shared by individuals and recipients are likely to vary across these platforms. The social facilitation theory highlights that the presence of others leads to an audience effect that changes the performance and behavior of an individual (Steinmetz and Pfattheicher, 2017). Klein *et al.* (2020) also highlighted that social influence strengthens individuals' drive to achieve a disclosed goal.

Second, epistemic motivation is the tendency of an individual to attempt to comprehend the world and determine reality (Echterhoff *et al.*, 2009). According to the theory of shared reality, individuals desire to gain knowledge and understanding from others, can be done by disclosing their plans or goals to others to validate their attempts (Eccles and Wigfield, 2002). The epistemic need to disclose information increases with uncertainty (Eccles and Wigfield, 2002). If individuals doubt their ability to accomplish a plan or a goal, they will

desire others' opinions to validate their goals (Su *et al.*, 2021). In the context of this study, customers experiencing obesity would likely be uncertain about their ability to achieve their fitness goals. Obtaining feedback and communicating their fitness goals to others through social media would reduce uncertainty (Su *et al.*, 2020).

Thus, fitness goal disclosure by obese customers would be driven by relational and epistemic motivation. Customers experiencing obesity would find social media suitable for fulfilling these needs. The "friends" and "followers" of customers experiencing obesity on social media would become aware of their disclosed goal when it is shared, and they would receive feedback through "comments" and "likes."

Social comparison theory
The theoretical foundation of this study is based on the social comparison theory. Festinger (1954) states that individuals compare themselves to others for self-evaluation. The accuracy of self-evaluation is improved when this comparison is made with similar others based on demographic characteristics such as age or sex (Wood, 1989). Social comparison can be downward (inferior to oneself) or upward (superior to oneself) based on the subject's status being compared. As this study explores the influence of weight loss transformation posts on social media shared by others for customers experiencing obesity, only upward social comparison is relevant. Upward social comparison is deemed a threat and a source of inspiration for individuals (Liu *et al.*, 2019). Consequences of upward social comparison include depression (Chow and Wan, 2017), decreased well-being (Briki, 2019), reduced evaluation of oneself (Rheu *et al.*, 2021) and envy (Liu *et al.*, 2019). The self-evaluation maintenance model states a desire for self-improvement (Tesser *et al.*, 1988) and consumption behavior driven by maintaining standards with higher social class (Gupta and Srivastav, 2016).

This study focuses on social media goal disclosure and goal-directed behavior influence, relating to healthy lifestyle intentions for customers experiencing obesity. The weight transformation images others post can elicit self-conscious emotions such as shame and guilt for obese customers. Such emotions can potentially influence customers' goal commitment and goal-directed behavior related to healthy lifestyle intentions.

Conceptual model and hypotheses development
Social media adoption has seen phenomenal spikes globally (Dolan *et al.*, 2019; Karampela *et al.*, 2020). This has made user-generated content a major source of information (Ho-Dac, 2020). User-generated content is media created by end-users and available to the public in various forms. Social media self-disclosure is a user-generated content involving messages communicated to others about oneself through social media platforms (Luo and Hancock, 2020). Social media platforms have seen a rapid rise in information generation and self-disclosure (Dhir *et al.*, 2021). Liu *et al.* (2019) found that travel experiences shared led to benign envy, which increased travelers' likelihood of visiting a destination.

Individuals engage in goal disclosure to gain their identity, self-esteem and social return (Kowalski and Leary, 1990). An individual's likelihood of abandoning a goal that has been disclosed is lower (Salancik, 1977). Studies revealed that social comparison inspires individuals to achieve similar accomplishments and results (Suls *et al.*, 2002; Van de Ven, 2016). However, Grandpre *et al.* (2003) revealed that threatening communication relating to antismoking was found to increase intention to engage in smoking behavior among adolescents. Similarly, Derricks and Earl (2019) found that information received by individuals with high body mass index (BMI) relating to obesity-related illness resulted in self-conscious emotions and irritation. These contradictory results highlight the need to

obtain more empirical evidence and gain a better understanding. Therefore, the following is hypothesized:
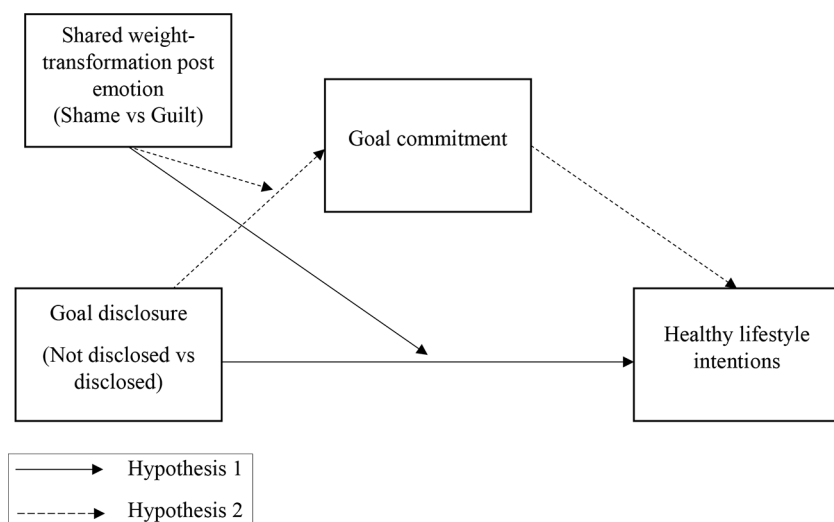
H1. Weight-loss transformation posts shared by others on social media that elicit guilt strengthen the positive association between fitness goal disclosure (vs nondisclosure) and healthy lifestyle intention for obese customers.

Psychologically distressed, socially anxious and lonely individuals with low self-esteem are more likely to engage in information and goal self-disclosure on social media (Teppers *et al.*, 2014) to gain affiliation and connect with others. This behavior is driven by the need for networking and social compensation (Walsh *et al.*, 2020). Social media users have shown upward social comparison, which causes envy (Wu and Srite, 2021). Liu *et al.* (2019) found that benign envy resulted from similar others sharing customer experiences on social media. Individuals' emotional responses to a stimulus can act as inhibitors or facilitators of behavior (Derricks and Earl, 2019). For example, self-conscious emotions like shame and guilt are associated with violating societal standards (Sabiston *et al.*, 2020) and preventing stigma (Lucibello *et al.*, 2021).

Evaluation and reflection have elicited self-conscious emotions of shame and guilt (Sznycer, 2019). The seminal work distinguishing shame and guilt by Erikson (1950) showed that studies often overlook shame in favor of guilt as shame is often absorbed easily by guilt. However, there is a lack of understanding between the unique phenomenological and psychological elements of shame and guilt and the differences in implications of the two emotions (Parker and Thomas, 2009). This lack of insight into the two emotions highlights the need to investigate the causes and outcomes of these two emotions. This study addresses this gap by investigating emotions elicited by obese customers due to weight transformation posts shared by others on social media and the impact of these emotions on goal-directed behavior. The negative evaluation of oneself results in a painful and unpleasant emotion of shame (Tangney *et al.*, 2007). Typically, shame is demonstrated by hiding, running away and eye avoidance. However, guilt results in the desire to undo or repair the cause of the emotion (Tangney *et al.*, 2007). Thus, shame pertains to oneself, whereas guilt relates to an action (Baumeister *et al.*, 1994). There is also an avoidance mechanism to shame due to the failure to meet expected behavior and standards (Douglas Creed *et al.*, 2014). Therefore, it is likely that an individual feeling shame would likely avoid the cause rather than take action to remedy it (which is the case with guilt). This study assumes that customers experiencing obesity exposed to weight-loss transformation posts shared by others on social media would feel guilty, and trigger the pursuit of a healthier lifestyle. The study assumes that obese customers who disclose their fitness goals on social media sites like Facebook would more likely engage in healthy lifestyle behavior, especially those committed to their fitness goals. In addition, healthy lifestyle behavior would more likely result from upward social comparison when seeing weight-loss transformation posts shared by others that cause obese customers to feel guilty. Therefore, the following hypothesis is proposed:

H2. The relationship between goal disclosure and healthy lifestyle intention for obese customers is conditionally mediated by goal commitment, specifically when the weight-loss transformation posts on social media elicit guilt (vs shame).

The conceptual framework of this study presented in Figure 1 illustrates the association between goal disclosure (nondisclosed vs disclosed health goals) as an antecedent for obese customers' goal commitment and healthy lifestyle intentions. In addition, the study explores distinct emotional responses from obese customers in terms of shame or guilt due to weight

Figure 1.
Conceptual
framework

transformation posts shared by others on social media as a moderator between goal
disclosure and goal commitment variables.

Method

This study used a quantitative experimental design that relied on cross-sectional data. It
examined obese customers' healthy lifestyle intentions driven by self-conscious emotions
(shame vs guilt) and weight-loss transformation posts shared by others on social media.
Therefore, the target population is customers experiencing obesity in Fiji who are Facebook
users. Before conducting the main survey, a panel of three academics, experts in marketing,
consumer behavior and information systems helped establish face and content validity.
Changes were made to the survey instrument based on their suggestions. A pilot study was
conducted with 25 university students to ensure further validity. Based on the pilot study
results, minor changes were made to the language in the survey instrument. This ensured
that the items adopted were relevant, easy to understand and clear for the respondents.

An online questionnaire was created and hosted on SurveyMonkey. Studies have
highlighted that the online survey method over traditional surveys reduces social
desirability bias (Chang and Vowles, 2013; Joinson, 1999). Social desirability bias refers to
respondents' tendency to answer questions favorably or in a socially acceptable manner
(Rasmussen et al., 2018). There is a potential for this bias due to the sensitive and personal
nature of the obesity topic, resulting in respondents' hesitation or lack of truthfulness when
filling out the survey instrument. The respondents were assured of the confidentiality and
anonymity of their responses to reduce further issues of social desirability bias (Sharma
et al., 2021). Furthermore, the survey did not include questions regarding name, phone
contact and address.

The researchers placed a sponsored advertisement on Facebook inviting respondents in
Fiji to participate in a survey. Prior studies have used this method to collect data (Sharma
et al., 2021b; Sharma et al., 2020c; Singh et al., 2021a, 2021b, 2021c). Facebook was used as it
is the most popular social networking site in Fiji (Sharma et al., 2020c). Fiji was selected for
data collection because studies have highlighted that empirical evidence from small island

developing countries relating to information systems (Sharma *et al.*, 2020d) and consumer behavior (Singh *et al.*, 2021c) is lacking. Studies primarily been conducted in large and developed countries provide little insight into understanding consumer behavior in small island developing states (Singh *et al.*, 2021a). Singh *et al.* (2021b) highlighted that differences in the political, economic and legal environment together with technological infrastructure and culture can influence individuals' behavior. Therefore, collecting empirical data in Fiji helps address this literature gap. In addition, news reports have highlighted that 60% of Fiji's population is obese or overweight. The empirical results from this study could be beneficial to relevant stakeholders in combating the issue of obesity in the country. The survey advertisement highlighted that respondents would go into the draw to win prizes. This incentive has been used by prior studies and effectively increases the response rate (Holbrook *et al.*, 2003).

To ensure that the survey respondents were protected, the study's purpose and voluntary nature of participation in the survey were conveyed to the potential participants. It was highlighted in the cover letter that respondents could exit the survey without incurring any penalties. Respondents were also informed that participation in the survey would enter them into a draw to win a $50 Google Play gift card. The eligibility criteria for participating in the survey were that the respondents had to:

- be 18 years and above age;
- have a BMI above 30; and
- be a regular social media user.

Finally, the confidentiality, security and privacy of respondents were ensured.

Appropriate ethical checks and clearances were obtained prior to the survey. This also included approaching two academics at The University of the South Pacific who had experience and knowledge in ethics to ensure all ethical issues were considered and addressed.

Pretest design and stimuli

Two versions (nondisclosed vs disclosed) of fitness goal disclosure stimuli were designed using a situational experiment. Each stimulus comprised a scenario paragraph and two pictures. While the nondisclosed and disclosed scenario varies slightly based on the two versions (nondisclosed vs disclosed), the pictures in both scenarios were same. For the nondisclosed scenario, it stated that:

> [. . .] you decide not to disclose your fitness goals with anyone and keep it private in the bottom of your heart. This meant that no one was aware in advance of your fitness goal.

The disclosed goal scenario highlighted that:

> [. . .] you decide to disclose your fitness goal on Facebook (a social networking site). After you post this fitness goal on Facebook, you receive positive feedback from your friends and family in the form of comments and likes.

All other aspects of the scenarios were consistent for both stimuli (see Appendix 1). Figure 2 presents the two images used in both scenarios that show Facebook weight transformation posts made by male and female users. Both the male and female post screenshots used in the survey instrument were recreated using a fake Facebook post generator (https://zeoob.com/generate-facebook-status-post/). The names of individuals are fictitious and do not relate to any individual. In addition, the faces of individuals were blurred to protect their identities.

Figure 2.
Stimuli pictures

These steps were taken to create an effective stimulus for a weight loss transformation post while avoiding ethical issues.

The detailed survey instrument is provided in Appendix 2. The survey was pretested with 25 participants sourced from a university in Fiji. The participants were assigned randomly to nondisclosed or disclosed conditions. They filled the dichotomous questions after reading the stimuli. The options were used (0 = no, 1 = yes) to ascertain the realism of the scenario. Following this, they completed answers to self-conscious emotion, goal commitment and healthy lifestyle intention using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree). Based on Viglia and Dolnicar's (2020) suggestion relating to experimental design, the participants used in the pretest were excluded from the main experiment.

Measures
Two dichotomous questions (0 = no, 1 = yes) adapted from Liao (2007) and Yi *et al.* (2013) were used to ascertain the realism of the scenario. Goal disclosure was checked using the third dichotomous question adopted from Klein *et al.* (2020). The Guilt and Shame Proneness (GASP) scale adopted from Cohen *et al.* (2011) was used to measure customers' dispositional shame and guilt differences. Sixteen scenarios were presented to participants to indicate their reaction likelihood to each described situation. These scenarios are divided into four subscales (Guilt-Negative-Behavior-Evaluation), each comprising four items to compute summary scores. GASP is scored by computing the average of the items. A five-item goal commitment scale was adapted from Klein *et al.* (2001) using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree). The healthy lifestyle intention scale comprises a

three-item scale adopted from Hsu and Crotts (2006) and is measured using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Results

Data screening

Before the analysis, the following data screening procedures were used. First, as this study relied on the Likert scale to obtain responses from participants, there were no outliers present in the data. Second, the normality of data was examined using the skewness and kurtosis values. Results confirmed that the data met the requirements (skewness > 2 and kurtosis > 7) (West *et al.*, 1995). Third, the absence of multicollinearity issues was confirmed as the tolerance values above 0.10 and variance inflation factors values below five (Hair *et al.*, 2017).

Following these confirmations, the common method bias (CMB) was assessed. As this study collected self-reported data from obese customers at a single point in time, CMB was likely. Therefore, Harman's single factor test was used. A variance of 37.21% was computed which is well below the 50% threshold. Thus, the absence of the CMB issue was confirmed. In addition, Lindell and Whitney's correlation-based marker variable technique was applied further to ascertain confirmation (MacKenzie and Podsakoff, 2012). The *blue attitude* construct used was theoretically not related to other constructs in this study. Analysis performed confirmed that *blue attitude* was not associated with other study constructs, thus further confirming the absence of CMB.

Reliability and validity analysis

First, through unidimensional examination, it was confirmed that the factor loadings for all variables ranged between 0.70 and 0.87, which was above the suggested cut-off of 0.60 (Hair *et al.*, 2017). The average variance extracted (AVE), composite reliability and standardized loadings are presented in Tables 1 and 2. It confirms that the study construct items were a good measure of each of the variables. Convergent validity was confirmed as the construct's AVE were more than 0.70.

Discriminant validity was confirmed by comparing the latent variable correlations with the square root of the AVE values. Table 2 confirms discriminant validity if the square root of each variable's AVE is more than the correlation coefficient with the other variables, as shown in the diagonal (in bold font). Additionally, the heterotrait-monotrait test was used to confirm discriminant validity further. The computed values were lower than the suggested 0.85 limits (Table 3).

Control variables

The dependent variable for this study, healthy lifestyle intention, was not influenced by sociodemographic factors such as income, education, sex and age. No confounding effect of the control variables was found on the dependent variable.

Scenario realism and measurement reliability

The scenario realism test confirmed the imagination and believability of the scenario with 89% of the respondents supporting it. The Cronbach's alpha values were: goal commitment ($\alpha = 0.88$) and healthy lifestyle intentions ($\alpha = 0.92$). These values confirmed the reliability of the study variables.

Measure	Item measurement	SL	SMC
SGP	After realizing you have received too much change at a store, you decide to keep it because the sales clerk doesn't notice. What is the likelihood that you would feel uncomfortable about keeping the money?	0.74	0.548
	You are privately informed that you are the only one in your group who did not make the honor society because you skipped too many school days. What is the likelihood that this would lead you to become more responsible about attending school?	0.72	0.518
	You rip an article out of a journal in the library and take it with you. Your teacher discovers what you did and tells the librarian and your entire class. What is the likelihood that this would make you would feel like a bad person?	0.78	0.608
	After making a big mistake on an important project at work in which people were depending on you, your boss criticizes you in front of your co-workers. What is the likelihood that you would feign sickness and leave work?	0.83	0.689
	You reveal a friend's secret, though your friend never finds out. What is the likelihood that your failure to keep the secret would lead you to exert extra effort to keep secrets in the future?	0.76	0.578
	You give a bad presentation at work. Afterwards, your boss tells your co-workers it was your fault that your company lost the contract. What is the likelihood that you would feel incompetent?	0.81	0.656
	A friend tells you that you boast a great deal. What is the likelihood that you would stop spending time with that friend?	0.77	0.593
	Your home is very messy, and unexpected guests knock on your door and invite themselves in. What is the likelihood that you would avoid the guests until they leave?	0.73	0.533
	You secretly commit a felony. What is the likelihood that you would feel remorse about breaking the law?	0.78	0.608
	You successfully exaggerate your damages in a lawsuit. Months later, your lies are discovered, and you are charged with perjury. What is the likelihood that you would think you are a despicable human being?	0.82	0.672
	You strongly defend a point of view in a discussion, and though nobody was aware of it, you realize that you were wrong. What is the likelihood that this would make you think more carefully before you speak?	0.8	0.64
	You take office supplies home for personal use and are caught by your boss. What is the likelihood that this would lead you to quit your job?	0.78	0.608
	You make a mistake at work and find out a co-worker is blamed for the error. Later, your co-worker confronts you about your mistake. What is the likelihood that you would feel like a coward?	0.73	0.533
	At a co-worker's housewarming party, you spill red wine on their new cream-cultured carpet. You cover the stain with a chair so that nobody notices your mess. What is the likelihood that you would feel that the way you acted was pathetic?	0.79	0.624
	While discussing a heated subject with friends, you suddenly realize you are shouting though nobody seems to notice. What is the likelihood that you would try to act more considerately toward your friends?	0.76	0.578
	You lie to people, but they never find out about it. What is the likelihood that you would feel terrible about the lies you told?	0.75	0.563
GCT	After viewing weight-loss transformation images on social media posted by others, I feel it's not difficult to take this goal seriously	0.84	0.706
	After viewing weight-loss transformation images on social media posted by others, I feel, I care if I achieve this goal or not	0.81	0.656
	After viewing weight-loss transformation images on social media posted by others, I feel I am strongly committed to pursuing this goal	0.84	0.706

(*continued*)

Table 1.
Factor loadings

Measure	Item measurement	SL	SMC
	After viewing weight-loss transformation images on social media posted by others, I feel it would take much to make me abandon this goal	0.87	0.757
	After viewing weight-loss transformation images on social media posted by others, I feel I think this is a good goal to shoot for	0.84	0.706
HLI	After viewing weight-loss transformation images on social media posted by others makes me want to adopt a healthier lifestyle in the near future	0.85	0.723
	Viewing weight-loss transformation images on social media posted by others makes me have the desire to adopt a healthier lifestyle in the near future	0.82	0.672
	I would like to take on a healthier lifestyle	0.84	0.706

Notes: SL: Standardized loadings, SMC: Squared multiple correlations

Table 1.

Manipulation checks
Results from the manipulation check revealed that 92.7% and 89.2% of participants in both groups were able to identify the goal disclosure in the stimulus. This result confirmed that participants could distinguish between the two-goal disclosures in the given stimulus.

Main experiment
Design. The study's hypothesis was examined using the simulation experiment. A total of 831 responses were collected. Participants took 5–6 min to complete the survey.

Upon completing the survey, 27 were excluded due to their inability to understand the content. The demographic profile of the remaining 804 respondents was as follows: 54.1% were female, 8.83% were 18–25 years, 15.67% were 26–30 years, 34.95% were 31–40 years, 22.89% were 41.50 years, 17.66% were 50 years and above while 0.37% did not disclose this information. The detailed profile is presented in Table 4.

Procedure and participants. The participants were split randomly into two groups (nondisclosure vs disclosure goals) and given distinct stimuli. The stimuli included pictures to enhance participants' understandability of the scenario. After the participants read the scenario, the manipulation and realism of the scenario were assessed using dichotomous items. Self-conscious emotion, goal commitment and healthy lifestyle intention were measured using scales adapted from prior studies. Also, questions establishing participants' demographic profiles, regarding sex, age, income and education were completed.

Scenario realism and measurement reliability. The scenario realism test confirmed the imagination and believability of the scenario with 84% percent of the respondents affirming it. The Cronbach's alpha values were: goal commitment ($\alpha = 0.92$) and healthy lifestyle intentions ($\alpha = 0.88$). These values confirmed the reliability of the study variables.

t-test. An independent *t*-test was used to examine *H1*. The mean value for healthy lifestyle intention was computed, which was used in the *t*-test (Hair, 2009). The analysis revealed that for obese customers who disclosed their fitness goals, healthy lifestyle intention was significantly higher than for those who did not disclose their fitness goals ($M_{Disclosed} = 6.31$, SD = 1.05 vs $M_{Not\ Disclosed} = 5.28$, SD = 0.45, $p < 0.01$). Therefore, the results support *H1*. This result is illustrated in Figure 3.

Moderation mediation test. H2 expects that goal disclosure on healthy lifestyle intention is conditionally mediated by goal commitment. To test the moderation mediation analysis in *H2*, PROCESS procedure (Model 12) was employed with goal disclosed as the independent variable, guilt as the moderating variable, goal commitment as a mediating variable and

Variables	Mean	SD	CR	AVE	SGP	GCT	HLI
SGP	3.92	1.41	0.81	0.71	0.77		
GCT	3.28	1.22	0.92	0.71	0.21	0.79	
HLI	4.17	1.34	0.88	0.7	0.3	0.34	0.82

Table 2.
Validity and
reliability

	SGP	GCT	HLI
SGP	■		
GCT	0.01	■	
HLI	0.26	0.17	■

Table 3.
Results of the HTMT
analysis

Sex	N	(%)
Male	366	45.52
Female	435	54.10
Do not wish to include	3	0.37
Age		
18–25 years	71	8.83
26–30 years	126	15.67
31–40 years	281	34.95
41–50 years	184	22.89
50 years and above	142	17.66
Do not wish to include	3	0.37
Income		
I do not earn an income	38	4.73
Under $15,000	67	8.33
$15,000–$29,999	238	29.60
$30,000–$44,999	237	29.48
$45,000–$59,999	101	12.56
$60,000–$74,999	118	14.68
$75,000–$89,999	–	–
$90,000+	1	0.12
Do not wish to include	4	0.50

Table 4.
Demographic profile

Note: Income is in Fijian dollars
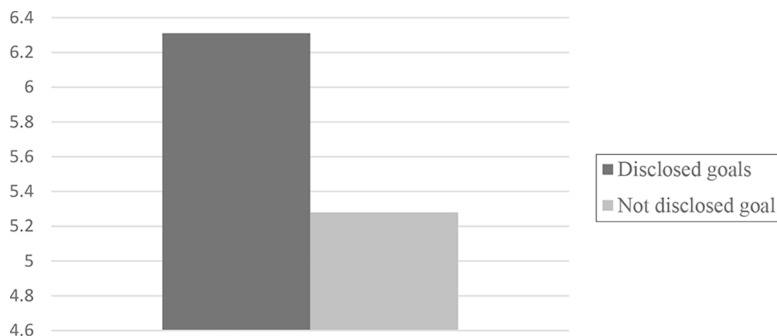
Figure 3.
Effect of goal
disclosure on healthy
lifestyle intention

healthy lifestyle intention as the dependent variable. Based on 10,000 bootstrap samples, the bias correlation bootstrapping technique was used.

Figure 4 presents the test results confirming that conditional indirect effect of goal disclosure on healthy lifestyle intention due to goal commitment, was significant when customers experienced guilt because of weight-transformation posts shared by others on social media ($\beta = 0.64$, $p < 0.01$, 95% boot CI: 0.34, 1.26). The result was insignificant for participants who experienced shame. Therefore, this result supports *H2*. Specifically, this holds true when the weight-loss transformation posts on social media elicit guilt (vs shame). This relationship was not found significant with shame ($p > 0.05$)
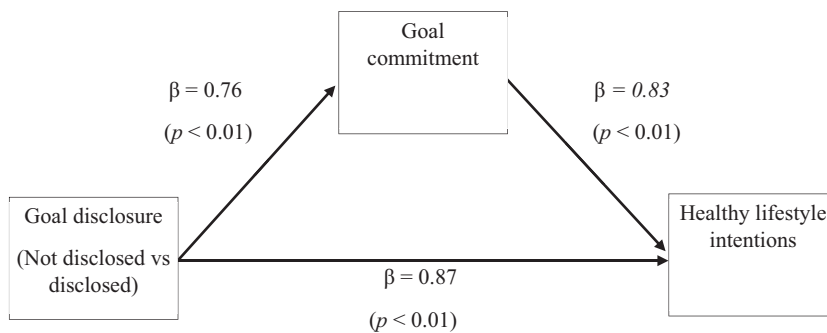
Note: This figure presents results for customers experiencing "guilt" due to weight-transformation posts shared by others on social media

Discussion

This study investigated obese customers' healthy lifestyle intentions driven by self-conscious emotions (shame vs guilt) and weight-loss transformation posts shared by others on social media. The findings reveal the following. First, obese customers who disclosed their fitness goals on social media showed a more healthy lifestyle behavior intention when compared to those that did not disclose their goals. This is consistent with the social facilitation theory. The social media disclosure of fitness goals by obese customers creates a sense of accountability that makes them less likely to abandon the goal (Hollenbeck and Klein, 1987). Such disclosures would also lead to support from the social media community (Luo and Hancock, 2020). Obese customers uncertain about their ability to accomplish fitness goals feel a greater need to disclose their goals to others (Su *et al.*, 2021). This is because engaging in such self-disclosures on social media allows them to generate support from the social media community (Luo and Hancock, 2020). In line with the theory of shared reality, receiving feedback from others on their social media network in the form of "comments" and "likes" validates their fitness goal for customers experiencing obesity (Su *et al.*, 2021).

Second, the results show that the relationship between social media goal disclosure and healthy lifestyle intentions is higher, specifically for those obese customers who feel guilty (as opposed to shame) due to weight-loss transformation posts shared by others on social media. Prior studies have derived similar results when investigating social comparison behavior (Collins, 1996). Liu *et al.* (2019) found that travel experience shared induced benign envy, which increased traveller's likelihood to visit a destination. Studies have revealed that social comparison inspires individuals to achieve similar accomplishments and results (Suls *et al.*, 2002; Van de Ven, 2016). Suls *et al.* (2002) highlight that the upward social comparison results in the aspirational effect where individuals believe in achieving targets or status compared to their targets. The result confirms that obese customers feel guilt (as opposed to shame) after seeing the weight-loss transformation shared by others on social media. Therefore, the result empirically supports the role of self-conscious emotion of guilt in facilitating behavior (Derricks and Earl, 2019). The findings also validate that despite shame and guilt being self-conscious emotions, guilt as an emotion elicits behavior that results in the desire to undo or repair the cause of the emotion (Tangney *et al.*, 2007). This study shows that guilt as a result of seeing others' weight transformational post, encourages healthy

lifestyle intentions, which contradicts the finding by Grandpre *et al.* (2003) and Derricks and Earl (2019). Grandpre *et al.* (2003) revealed that threatening communication relating to antismoking was found to increase the intention to engage in smoking behavior with adolescents. Derricks and Earl (2019) found that information relating to obesity-related illness, resulted in self-conscious emotions and irritation in individuals with high BMI. These contradictory results could be because obese customers in this study are motivated by others' weight transformational achievements in their own network rather than unknown individuals. Also, participants in this study had disclosed their goals on social media, which would further motivate their goal commitment and healthy lifestyle intentions. However, emotions of guilt and shame elicited by customers experiencing obesity can be confounded due to demographic factors such as age, sex or relationship with the individual sharing weight transformation posts on social media.

Third, results confirmed a conditional indirect relationship between fitness goals disclosed by obese customers on social media and healthy lifestyle intention ($b = 0.62$) through goal commitment when obese customers experience guilt (as opposed to shame). The finding highlights the significance of goal commitment as a mediator between goal disclosure and healthy lifestyle intention, as obese customers' commitment toward their disclosed fitness goals increases their healthy lifestyle intention. In addition, it is confirmed that those who feel guilty after seeing weight-loss transformation posts by their friends on social media would enhance their commitment to their publicly disclosed fitness goals on social media. These findings validate the positive association between goal commitment and goal-directed behavior (Hollenbeck and Klein, 1987) and substantiate that goal disclosure is positively associated with goal commitment (Hollenbeck and Klein, 1987; Pallak *et al.*, 1980). The results are consistent with Klein *et al.* (2012) who found that higher commitment behavior leads to increased motivation and commitment. Goal commitment acts as a preventive mechanism toward goal change (Riedel *et al.*, 1988). As such, obese customers with high commitment would be less likely to give up their fitness goals, specifically when they are challenging themselves to accomplish them. Also, this study's findings on the association between goal disclosure and goal commitment for obese customers aligns with the goal-setting theory that states that a person's cognition and expectations relating to a goal change after disclosure to others (Eccles and Wigfield, 2002). This study contributes theoretically to the literature on customers experiencing obesity, eWOM, goal commitment and customer emotions. This theoretical understanding enables health and fitness industry businesses to better understand customers who experience obesity and helps devise strategies to combat the issue and increase their sales performance.

Implications, limitations and directions for future research
Theoretical implications
This study makes four critical theoretical contributions to the literature on obese customer behavior and the role of social media in driving healthy lifestyle intentions. First, the rapidly rising obesity rate, exacerbated by the restrictions on movements due to the COVID-19 pandemic, has increased practitioners' and scholars' interest in combatting the problem. Despite prior studies exploring obesity, a vacuum exists in the literature concerning understanding obese customer behavior influenced by social media and modern marketing (Cornil *et al.*, 2020; Derricks and Earl, 2019; Moore *et al.*, 2017). Little is known about obese customers' goal setting and goal-directed behavior toward a healthier lifestyle. Thus, this research is novel in studying the goal-directed behavior and social comparison theory to obtain insights into obese customers' fitness goal-directed behavior. Klein *et al.* (2020) and

Su *et al.* (2021) called for more studies to understand goal disclosure behavior and develop a comprehensive goal-setting behavior model by investigating intention behavior. This result validates the social facilitation theory with obese customers disclosing their fitness goals on social media and increasing their commitment to the goal. In addition, this finding is critical, as extant literature has highlighted that the effects of goal disclosure vary among individuals (Gollwitzer *et al.*, 2009; Hollenbeck and Klein, 1987).

Second, this study's findings contribute to the literature on eWOM. Despite prior studies examining how eWOM influences customer attitude and behavior (Ismagilova *et al.*, 2020; Kordrostami *et al.*, 2020; Liu *et al.*, 2021), the results revealed inconsistent findings. Some studies showed that positive reviews by customers influence attitude and behavior toward the reviewed item (Liu *et al.*, 2019; Phillips *et al.*, 2017; Purnawirawan *et al.*, 2015), while others have reported contradictory results highlighting that positive reviews negatively influence helpfulness and credibility which ultimately reduces adoption (Filieri, 2016; Papathanassis and Knolle, 2011). These differences in results are attributed to the condition-specific and complex nature of the word-of-mouth behavior (Pan and Zhang, 2011). As such, this study contributes to the literature on eWOM by investigating the role of social media eWOM on obese customers' goal-directed behavior. Empirical evidence confirms that eWOM in the form of weight transformational posts shared by others on social media strengthens obese customers' goal commitment and healthy lifestyle intention.

Third, this study contributes to understanding obese customers' emotions elicited by weight transformation posts others share on social media. With empirical studies on self-conscious emotion remaining scarce (Bagozzi *et al.*, 2018), more research to examine the distinction between different self-conscious emotions, particularly shame and guilt is needed (Okan and Elmadag, 2020; Parker and Thomas, 2009). Bagozzi *et al.* (2018) highlighted that guilt has been favored in decision-making studies over shame, and more studies are needed to investigate the difference between the two emotions relating to customer behavior. This study's findings reveal that social comparison due to others' experience sharing on social media (eWOM) elicits guilt for obese customers, strengthening their commitment to the fitness goal. As this relationship was not observed with customers experiencing shame, the differences in outcomes contribute to a better understanding of the impact of self-conscious customer emotions. Thus, the results confirm the distinct effects of two self-conscious emotions of shame and guilt on goal commitment and goal-directed behavior for obese customers.

Fourth, the importance of goal commitment in achieving a set goal has been established by research (Klein *et al.*, 2020; Seo *et al.*, 2018; Su *et al.*, 2021). However, Su *et al.* (2021) called for future studies to explore behavioral intention rather than goal-directed behavior to provide a more comprehensive understanding and contribute to the literature on goal-setting theory. While prior studies have broadly examined goal commitment on goal-directed behavior, this study, through an experimental design, specifically examines goal commitment as a mediator between obese customers' goal disclosure on social media and healthy lifestyle intention. Results confirm the importance of goal commitment for obese customers when disclosing fitness goals on social media and its results in healthy lifestyle intentions.

Practical implications
The findings derive important practical implications for customers experiencing obesity as well as businesses and marketers in the health and fitness industry, such as healthy food retailers, healthy restaurants and gyms seeking to use data-driven precision marketing

strategies and communication to increase sales and enhance customer relationships management with obese customers. First, the results reveal the importance of businesses in the health and fitness industry to recognize goal disclosures by customers experiencing obesity on social media platforms like Facebook. By understanding the sentiments behind these goal disclosures by customers experiencing obesity, businesses in the health and fitness industry can ensure that their product and service offerings align with these customers' special needs. Such disclosed goals on social media can prove essential in allocating resources for better customer relationship management with customers experiencing obesity. For example, fitness centers can collect disclosed fitness goals by customers experiencing obesity on social media and create a database. This data can be analyzed to segment obese customers based on different characteristics such as sports-focused customers, health needs customers, socialization customers, peak performing customers and weight loss customers, among others. Such categorization would assist in enhancing customer relationship management with obese customers. Health and fitness businesses can send these obese customers tailored communication about the products and services offered by them that could help them attain their goals. Through the real-time communication features present on social media platforms, such businesses can interact directly with these customers by "liking" or "commenting" on their goal disclosure posts or using the messaging function of the social media platforms. This would decrease invasive and irrelevant advertisements for customers. Marketers in the health and fitness industry can track subsequent posts by obese customers that have disclosed their fitness goals on social media platforms to gain insights into their level of commitment toward the goal. This would further help businesses tailor products, services and marketing communications for these customers to engage in healthy goal-directed behavior.

Second, the mere presence of health and fitness marketers on social media is insufficient. Efforts must be made to encourage customers experiencing obesity to share their fitness goals and progress on such platforms. Specifically, weight loss transformation images shared by obese customers would elicit emotions and inspire others to pursue healthy lifestyle behavior. Fitness centers can run marketing campaigns with hashtags such as #GetFit or #Fitnesstransformation to motivate customers to share experiences, pictures and videos with their network on social media. Such campaigns would generate more social media posts that motivate obese customers to pursue similar goals and adopt a healthier lifestyle. In addition, businesses in the health and fitness industry can encourage such disclosures by developing attractive incentive programs that reward obese customers for disclosing their fitness goals through raffles or point-based systems. Rewards can be a chance to enter a draw to win prizes or discounts on subsequent purchases for customers that meet the post requirement set by businesses. Gamification strategies can also encourage disclosure goals through online leaderboards and virtual badges. Such programs would encourage obese customers to disclose fitness goals on social media platforms and encourage peer-to-peer interactions on these platforms. Third, social media has become an integral part of people's everyday lives. Thus, businesses in the health and fitness industry can leverage the power of social media to reach customers (Dwivedi *et al.*, 2021; Sharma *et al.*, 2020b). For example, fitness centers can share their weight loss transformation programs by posting pictures and videos on social media platforms. Testimonials and success stories can also be posted by health and fitness marketers of customers who have undergone weight loss transformation by using their products or services to drive aspirations for consumption for obese customers and motivate healthy lifestyle behavior.

Fourth, the results highlight the importance of self-conscious emotions like shame and guilt in influencing customer behavior. The findings affirm the role of self-conscious

emotions for customers experiencing obesity in shifting from an unhealthy lifestyle to a healthier one. This highlights the need for marketers in the health and fitness industry to recognize, leverage and cultivate emotions that drive healthy lifestyle decisions. Health and fitness businesses should put more effort into understanding these emotions, as they will be essential in leveraging obese customers' decision-making process. Marketers can perform sentiment analysis on social media platforms to judge obese customers' themes, emotions or tones related to social media posts to better understand their opinion. In addition, obese customers' self-conscious emotions can act as a self-regulatory mechanism for supporting a healthy lifestyle and communicating the societal expectations and norms that lead to shame or guilt. These emotions can lead obese customers to adopt a healthier lifestyle by exercising and eating healthy.

Limitations and directions for future research
This study has some limitations that provide interesting future research directions. First, this study adopts an experimental design using a fictional stimulus with obese customers. Despite this method being commonly used by prior studies, external validity may be an issue (Viglia and Dolnicar, 2020). Therefore, more studies need to be conducted to reaffirm the external validity of these results. Also, culture plays an important role in customer behavior. Future research can examine the impact of Hofstede's cultural dimensions of individualism/collectivism (Sharma *et al.*, 2020a), goal disclosure and setting behavior. Second, data collection was conducted on Facebook. Furthermore, customer behavior has been shown to vary across social media platforms (Arora *et al.*, 2019). It is important to note that customers using Facebook are more likely to disclose their goals to those they know. Therefore, it would be interesting to further explore the goal setting and disclosure on more public social networking sites like Instagram. This would generate interesting insights into whether goal setting and disclosures vary across social media sites. Third, there are two types of customer envy: malicious and benign. This study only examines customers' benign envy. Therefore, future studies could explore the difference in customer actions of malicious and benign envy for obese customers. In addition, emotions are a complex state of feeling and may not be easily recognizable. Therefore, further studies on emotions can use quantitative research methods such as in-depth interviews to understand obese customers' emotions better. Fourth, this study only measured obese customers' healthy lifestyle intentions. Studies have highlighted that intention does not always translate to actual behavior (Frommeyer *et al.*, 2022). Therefore, future studies can address the intention behavior gap relating to actual healthy lifestyle behavior by conducting the survey at different points in time or capturing self-reported behavior.

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Appendix 1. Experiment

Each participant in the study was randomly presented with one of the two experimental conditions (non-disclosed vs disclosed fitness goal). Each condition described the given scenario with two pictures (male and female weight transformation posted on Facebook) and relevant text. These scenarios are presented below:

Non-disclosed fitness goal

You have recently set a weight-loss fitness goal of lowering your body mass indicator (BMI) for six months. A fitness goal is a physical goal that you have set for yourself to achieve in the future. You review some weight-loss plans and strategies online. Subsequently, you decide to exercise daily and calorie-controlled and balanced diet. Following this, you decide not to disclose fitness goal with anyone and keep it private in the bottom of your heart. This means no one would be aware in advance of your fitness goal.

Two weeks later, while browsing your social media page on Facebook, you come across a post by your friend sharing their weight-loss transformation post.

Based on the above scenario, please answer the questions that follow.

Disclosed fitness goal

You have recently set a weight-loss fitness goal of lowering your body mass indicator (BMI) for six months. A fitness goal is a physical goal that you have set for yourself to achieve in the future. You review some weight-loss plans and strategies online. Subsequently, you decide to exercise daily and calorie-controlled and balanced diet. Following this, you decide to disclose your fitness goal on Facebook (a social networking site). After you post this fitness goal on Facebook, you receive positive feedback from your friends and family in the form of comments and likes.

Two weeks later, while browsing your social media page on Facebook, you come across a post by your friend sharing their weight-loss transformation post.

Based on the above scenario, please answer the questions that follow.

Appendix 2. Questionnaire

Please answer the questions based on the scenario you read:

In real life, such a scene could happen.	Yes	No
I had no difficulty imagining myself in the situation.	Yes	No
I disclosed my tourism goal in the situation.	Yes	No

Guilt and shame proneness

After realising you have received too much change at a store, you decide to keep it because the sales clerk does not notice. What is the likelihood that you would feel uncomfortable about keeping the money?

You are privately informed that you are the only one in your group who did not make the honour society because you skipped too many school days. What is the likelihood that this would lead you to become more responsible about attending school?

You rip an article out of a journal in the library and take it with you. Your teacher discovers what you did and tells the librarian and your entire class. What is the likelihood that this would make you feel like a bad person?

After making a big mistake on an important project at work in which people depended on you, your boss criticizes you in front of your co-workers. What is the likelihood that you would feign sickness and leave work?

You reveal a friend's secret, though your friend never finds out. What is the likelihood that your failure to keep the secret would lead you to exert extra effort to keep secrets in the future?

You give a bad presentation at work. Afterward, your boss tells your co-workers it was your fault that your company lost the contract. What is the likelihood that you would feel incompetent?

A friend tells you that you boast a great deal. What is the likelihood that you would stop spending time with that friend?

Your home is very messy, and unexpected guests knock on your door and invite themselves in. What is the likelihood that you would avoid the guests until they leave?

You secretly commit a felony. What is the likelihood that you would feel remorse about breaking the law?

You successfully exaggerate your damages in a lawsuit. Months later, your lies are discovered, and you are charged with perjury. What is the likelihood that you would think you are a despicable human being?

You strongly defend a point of view in a discussion, and though nobody was aware of it, you realize that you were wrong. What is the likelihood that this would make you think more carefully before you speak?

You take office supplies home for personal use and are caught by your boss. What is the likelihood that this would lead you to quit your job?

You make a mistake at work and find out a co-worker is blamed for the error. Later, your co-worker confronts you about your mistake. What is the likelihood that you would feel like a coward?

At a co-worker's house warming party, you spill red wine on their new cream-colored carpet. You cover the stain with a chair so that nobody notices your mess. What is the likelihood that you would feel that the way you acted was pathetic?

While discussing a heated subject with friends, you suddenly realize you are shouting though nobody seems to notice. What is the likelihood that you would try to act more considerately toward your friends?

You lie to people, but they never find out about it. What is the likelihood that you would feel terrible about the lies you told?

Goal commitment

After viewing weight-loss transformation images on social media posted by others, I feel it's not difficult to take this goal seriously.

After viewing weight-loss transformation images on social media posted by others, I feel I care if I achieve this goal or not.

After viewing weight-loss transformation images on social media posted by others, I feel I am strongly committed to pursuing this goal.

After viewing weight-loss transformation images on social media posted by others, I feel it would take much to make me abandon this goal.

After viewing weight-loss transformation images on social media posted by others, I feel I think this is a good goal to shoot for.

Healthy lifestyle intention

After viewing weight-loss transformation images on social media posted by others makes me want to adopt a healthier lifestyle in the near future.

Viewing weight-loss transformation images on social media posted by others makes me have the desire to adopt a healthier lifestyle in the near future.

I would like to take on a healthier lifestyle.

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