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Exploring Digital Nudging on Customer Emotions and Attitudes: Implications for Socially Responsible Consumption Behavior in the Cosmetics Field

Research-in-Progress Paper

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Abstract

Trending in online shopping, businesses frequently employ digital nudging to stimulate consumer purchases. These mechanisms include monetary incentives, such as providing discount information; messenger effect, harnessing the power of opinion leaders to guide consumer purchasing decisions. However, past research has predominantly focused on whether consumer behavior changes, while omitting the emotional and attitudinal factors that drive these changes. In today's society, there is a strong focus on appearance, leading to the widespread use of beauty products. Regrettably, these products pose a certain environmental threat, sparking concerns about social responsibility. Therefore, this study is grounded in social contagion theory and aims to investigate the positive or negative emotions and attitudes that consumers may develop under the influence of digital nudging. Additionally, we will explore how these emotions and attitudes affect subsequent socially responsible consumer behavior. We plan to combine quantitative and qualitative research methods to gain a deeper understanding of the fundamental reasons shaping consumer behavior, which may be related to product characteristics or marketing strategies. This research will aid future businesses in making more informed choices when crafting marketing plans.

Keywords: digital nudging, messenger effect, monetary incentives, emotion, attitude, socially responsible consumption behavior, social contagion theory