
Consumer Guilt Model Antecedents Consequences

Journal of Macromarketing 9-22 **consumer guilt: a model of ...** - rent knowledge by developing a structural model of the consumer guilt and its antecedents, and coping responses and behavioral intentions. to develop the theory of consumer guilt, the logical ... **journal of macromarketing anticipated consumer guilt: an ...** - model comprises negative affect, ethical judgment, and self-efficacy as antecedents of anticipated consumer guilt. the study's the study's results, based on a sample of american consumers (n ¼ 430) and analyzed in a structural equation model, reveal anticipated guilt **antecedents of consumer price consciousness in a turbulent ...** - model, based on a national survey of 1202 uk consumers. the results identify stressors that the results identify stressors that influence changing cpc, following fundamental shifts in consumer psychology and **fairness, guilt, and perceived importance as antecedents ...** - we extend the moral approbation model of ethical decision-making, and suggest that establishing moral intention is influenced by perceptions of the fairness/justice of the act and by feelings of guilt for performing the act. **antecedents and consequences of impulse buying behavior ...** - antecedents and consequences of impulse buying behavior: an empirical study of urban consumers in vietnam 5 regard to impulse buying's antecedents, this study focuses on the impact of several ... **explaining choice and share of category requirements of ...** - in our model explaining choice and share of category requirements, we consider economic/marketing variables (quality, price, and distribution), emotions (fear, empathy, and guilt), social norms, environmental variables (environmental concern, green behavior, and perceived consumer effectiveness) as main antecedents of the choice and share of category requirements of bio-meat. we also control ... **a study on cognitive-affective model of sport consumer ...** - 46 abstract this present study was designed to investigate the cognitive-affective model of sport consumer satisfaction using a periodically occurring sporting event in taiwan. **the feelings of consumer guilt: a phenomenological exploration** - 464 in this respect, prior studies on consumer guilt and regret are reviewed first for the aim of the study. the remainder of the study is as follows. **measuring consumer devotion: antecedents and consequences ...** - and lack of guilt. next a model of consumer devotion is developed, tested, and validated. results indicate next a model of consumer devotion is developed, tested, and validated. results indicate **guilt and giving: a process model of empathy and efficacy** - of four primary forms of consumer guilt, the others being health, moral, and financial guiltmilarly, existential guilt is an awareness of the dif- ference in well-being between oneself and others (ruth & faber, 1988). **association for consumer research - acwebsite** - 576 / eating guilt: measurement and relevance to consumer behavior carlsmith, j.m. and a.e. gross (1969), Òsome effects of guilt on compliance, Ó **journal of personality and social psychol- towards a better understanding of unethical consumer ...** - towards a better understanding of unethical consumer behavior: the influence of individual characteristics, situational circumstances and emotional experiences **cognitive□affective model of consumer satisfaction. an ...** - cognitive-affective model of consumer satisfaction. an exploratory study within the framework of a sporting event laura martínez caro*, josé antonio martínez garcía **conference 2012 markets ama educators proceedings volume 23** - ama summer educators conference 2012 marketing in the socially-networked world: challenges of emerging, stagnant & resurgent markets ama educators proceedings volume 23 **the good, the bad and the unintended: the role of negative ...** - louisiana state university lsu digital commons lsu doctoral dissertations graduate school 2011 the good, the bad and the unintended: the role of negative self-conscious emotions in marketing

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