



**UNIVERSITY OF GOTHENBURG**  
**SCHOOL OF BUSINESS, ECONOMICS AND LAW**

Master's degree Project in Marketing and Consumption

# The Pride and Prejudice of Privacy

*How consumers' intentions to share private information are affected by emotions.*

Authors: Erica Ingner and Ida Bergh

Supervisor: Jeanette Hauff

Graduate School

June 2023

# The Pride and Prejudice of Privacy

How consumers' intentions to share private information are affected by emotions.

Erica Ingner

*School of Business, Economics and Law, University of Gothenburg*

Ida Bergh

*School of Business, Economics and Law, University of Gothenburg*

## **Acknowledgements**

After five years of university studies, we soon reach the milestone of a master's degree in marketing and consumption. It is with both guilt and pride that we are coming close to finishing this master's thesis. The journey towards the finished result has been filled with both challenges and hard work but has most of all been filled with happiness. Firstly, we would like to thank our great and always supporting supervisor Jeanette Hauff as well as Jonas Nilsson who have both contributed with great feedback and guidance from start to finishing. Secondly, all our respondents as part of our experiment by reading and answering our survey. Last but not least, we would like to thank ourselves for our patience and great teamwork!

## **Abstract**

Current papers suggest that if emotions have the power to affect consumers' privacy concerns, consumers are at risk of being exploited by companies and unauthorized users taking advantage of consumers' emotional states. Therefore, suggesting that emotions are critical elements in the context of privacy as they construct the divide between disclosing and protecting an individual's privacy. This research was conducted to test the emotions of guilt and pride's effect on consumers' intention to disclose private information. An experiment was designed to understand if a causal relationship between the dependent variables of guilt and pride exists with the dependent variable intention to disclose, by manipulating the dependent variables to evoke priming emotions. The result implies that emotions have a positive impact on consumers' intentions to disclose private information. A pleasant feeling of pride is more acceptable for consumers to feel, while guilt is unpleasantly directing consumers to correct or ignore past behaviour to escape and avoid further impact on the intention to share. The theoretical contributions suggest that combining the research fields of emotions with privacy behaviour supports previous research as pride had a positive influence on the intention to share, whereas guilt adds unique insight for scholars. Further, the practical contributions imply that companies can benefit from inducing emotions in consumers' situations related to disclosing private information, but there are likewise pitfalls as emotions can be misused.

**Keywords:** *Guilt, pride, emotions, feelings, privacy, private information, intention to disclose, privacy concerns, experimental design.*

## Introduction

Information sharing is a crucial aspect for individuals to safeguard and support their welfare in society, creating social contracts and various relationships between individuals (Martin, 2016). Even in the good old days, it was recurrent for individuals descended from various cultures and religions to disclose intimate information such as secrets and wrongdoings, to cleanse and release anxiety (Levontin & Yom-Tov, 2017). It is in human nature to share and expose information about our lives, who we went on a date with last week, our vacation plans for the summer, our strongest political views, as well as our proudest moments of accomplishment (Levontin & Yom-Tov, 2017; Salice & Montes Sánchez, 2016). As the development of technology has exploded in the past years and information about our striking new neighbour becomes available at the touch of a button, a debate regarding potential risks and the jeopardy of disclosing private information has reached the surface (Stark, 2016). Individuals enjoy the freedom of sharing and receiving information through the Internet however, such actions can cause great conflicts (Martin, 2016). As Acquisti et al. (2015) declared, if we are currently living in the middle of the information era, privacy should without hesitation be a key priority which crowns the list of problems in society.

As a consequence of disclosing private information, individuals are facing privacy threats like disclosure, surveillance, identity theft, and targeted advertising (Ram et al., 2021). Information regarding our darkest secrets, personality traits as well as interests characteristically shared with loved ones is at risk of landing in the hands of millions of unauthorized users and companies, partly because of digitalization but equally the danger of information sharing slipping out of control (Acquisti et al., 2015). The few studies that have investigated consumers' privacy indicate that consumers are concerned and worried about the uncertainty of their private information being misused (Stark, 2016). Despite this, consumers frequently share private information as personal identification numbers and email addresses with corporations online and offline, although most are familiar with the horrifying consequences (Martin, 2016). As individuals experience emotions like worry and concern in the context of privacy, emotions could be the crucial building block, structuring the divide between individuals sharing private information and the challenge of protecting their privacy.

Emotions can influence consumers to disclose private information, which in turn can greatly reinforce future decision-making, however, such a connection is not definite (Dinev & Hart, 2006). Whilst decisions become more serious and substantial for individuals, the greater becomes the role of emotions. Challenges related to emotional decisions have the capacity of affecting choices (Andrade & Iyer, 2009). Consequently, emotions are powerful as they arise when consumers face serious or difficult choices, hence can guide consumers toward decisions that they under normal circumstances would not consider (Geuens & De Pelsmacker, 2017). If emotions have the power to affect consumers and their privacy concerns, consumers are at risk of being exploited by companies and unauthorized users that take advantage of consumers' emotional stages.

Individuals constantly jeopardize their private information to complete purchases with different degrees of credibility. Thereby forgetting to address the task of protecting their most sensitive

information and instead exposing it without reflecting (Stark, 2016). As individuals tend to share their proudest moments, such as their child graduating high school, which makes them develop higher self-confidence and acceptance in society. Whereas sharing embarrassing private information increases the risk of being excluded and feeling guilty (Levontin & Yom-Tom, 2017; Salice & Sánchez, 2016). If emotions have the power to affect consumers in a way that makes them escape their privacy concerns as well as to greatly reinforce them, society is facing major challenges in protecting civil information, while individuals are struggling with finding the right amount of information that is appropriate to expose. Therefore, the purpose of this research is focused on how emotions influence consumers in their intention to disclose private information. Emotions irrespective of positive or negative are critical elements in the context of privacy since they construct the divide between disclosing and protecting private information (Stark, 2016). Thus, the following research question will be investigated.

- *How do the emotions of guilt and pride affect consumers' intention to disclose private information?*

Guilt and pride have been studied concerning consumer behaviour, from a context of sustainable choices (Rowe et al., 2019; Antonetti & Maklan, 2014 a), ethical consumption (Gregory-Smith et al., 2013), consumption of green products (Lima et al., 2019) as well as social and environmental sustainability (Antonetti & Maklan, 2014 b). The emotions have not been investigated concerning how those possibly affect consumers' intentions to disclose private information, despite observed data demonstrating emotion's effect on privacy and its great influence on choices (Ariely & Loewenstein, 2006). This study thereby aims to address this gap within the research context of privacy and more specific intention to disclose, which is a relatively new and unstudied area particularly connected to emotions' impact on consumer choice. To investigate this an experimental method was applied where emotions of guilt and pride were primed to distinguish its effect on the intention to disclose private information. The remaining of this paper following the conceptual framework has been presented, and the findings from the experimental study are presented. Subsequently, arguments for the finding and theories are presented and lastly, implications for research and the marketing and privacy behaviour practices are considered.

## Conceptual framework

### Emotions – understanding its effect on consumer behaviour

To increase understanding of how consumers behave and take decisions, researchers constantly try to identify factors that subconsciously affect consumers (Elgendi et al., 2018; Solomon et al., 2016). Psychology research concludes that emotions irrespective of incidental or integral are known to affect willingness to pay, attitudes and future and actual choices (Cohen et al., 2008). Emotions are complex, and frequently used in psychology to describe individuals' mental feelings, arising from an event, or thought (He & Hu, 2022). Broader, feelings and emotions are nonidentical within psychology, however, academics are struggling to clearly define the difference, hence in this research used interchangeably.

Previous research investigating emotions' effect on consumer behaviour showed that exposing consumers to a negative respective positive stimulus influenced the service experience variously compared to experiences that had no emotional impact (Chou et al., 2016). Similarly, Goldsmith et al. (2012) claimed that an individual's assessment of various stimuli is frequently perceived as emotional valence, which can be activated by the surroundings or appear unintentionally.

### **The emotions of guilt and pride**

Psychology research concludes that positive and negative emotions can mutually encourage as well as discourage behaviour (Andrade, 2015). Entering a consumer situation with a positive feeling, such as pride, leads to a positive evaluation of the environment or product further encouraging consumption (Antonetti & Maklan, 2014 a). The opposite applies to negative emotions such as guilt. Entering a consumer situation with a negative feeling leads to an unenthusiastic evaluation of the situation, which can further discourage consumption (Schwartz & Loewenstein, 2017). Additional willingness to consume and take risks automatically decreases when entering a consumer situation with a negative feeling (Schwartz & Loewenstein, 2017; Andrade, 2015). Research on consumer behaviour has thus shown that guilt and pride impact consumers' decisions (Lima et al., 2019; Wang & Wu, 2016; Antonetti & Maklan, 2014 a), which indicates that emotions can impact other consumer contexts.

### **Guilt and Pride' effect on consumer behaviour – what we know so far**

Guilt and pride are categorized as self-conscious emotions, where consumers reflect upon themselves and how others perceive them (Salerno et al., 2015). This category of emotion differs from basic emotions since they are highly related to oneself. As an example, the self-conscious emotion of guilt arises when an individual is aware that certain behaviour was caused by themselves, whereas the same behaviour caused by others will evoke basic emotion such as disgust, instead of a self-conscious emotion (He & Hu, 2022).

### ***Pride and its positive impact on behaviour***

Pride is a positive emotion closely related to an individual feeling of satisfaction and pleasure of accomplishment, which can lead to higher self-confidence (Antonetti & Markland, 2014 a). Researchers separate hubristic pride and authentic pride, where the hubristic represents an optimistic procedure of pride, and authentic is the accomplishment of an individual's personal goals and norms (Shariff et al., 2010; Tracy & Robins, 2007). For this study, authentic pride will be referred to. From a psychological perspective, pride has a crucial role to make consumers feel satisfied and well-being. The feeling of pride is thus a motivation for consumers to continuously behave according to personal standards and norms (Rowe et al., 2019; Lima et al., 2019; Antonetti & Markland, 2014 a). This makes consumers self-evaluate and adapt experiences to generate a feeling of pride (Kaur & Verma, 2023; Salice & Montes Sánchez, 2016), which in turn makes certain consumers actively search for situations where they feel pride (Gregory-Smith et al., 2013). Hence consumers tend to be more willing to be near stimuli making them prolong their behaviour and feel positive (Lima et al., 2019). When consumers experience feelings of pride, it is difficult to neutralize their next decision of consumption

(Antonetti and Markland, 2014 a). In other words, feelings of pride impact consumers' upcoming decisions.

By repeating previous behaviour that generated a pleasant feeling of pride, consumers can experience similar feelings (Kaur & Verma, 2023). Apart from personal standards, society's appreciation and acceptance can additionally result in pride as individuals are destined to share their pride with others to demonstrate their worthy qualities, which increases their value in the world (Kaur & Verma, 2023). As such making a purchase that is appreciated by others, makes consumers feel affinity which can regulate consumers' self-evaluation and morals (Kaur & Verma, 2023; Salice & Montes Sánchez, 2016).

In consumer contexts, feelings of pride have been shown to affect consumers' self-regulations, diminish unhealthy food consumption (Patrick et al., 2009) and drive sustainable consumption (Wang & Wu, 2016; Antonetti & Maklan, 2014 a). Therefore, feelings of pride can motivate consumers to act per their personal goals, which in turn, benefit a proud sense of themselves (Peter & Honea, 2012). While pride has been recognized as a key emotion it has received little attention in consumer behaviour literature (Kaur & Verma, 2023; Hong et al., 2021), even though pride can have a decisive influence as it directs behaviour (Hong et al., 2021).

#### *Guilt and its negative impact on behaviour*

Guilt is a negative emotion arising when consumers reflect on previous behaviour and realize that their action does not match their personal goals, norms, or standards (Antonetti & Markland, 2014 a; Burnett & Lunsford, 1994). When feeling concerned about future or past behaviour, consumers experience guilt. Individuals tend to focus on the impression that certain behaviour is unappropriated and thus experience regret and a feeling of guilt (Lunardo & Saintives, 2018). Feelings of guilt can arise if a consumer is required to purchase an unethical product due to unavailability or if other alternatives are too expensive (Antonetti & Maklan, 2014 a). According to Burnett and Lunsford (1994), consumption situations related to financial, health, moral, and social responsibility are connected to consumers experiencing feelings of guilt. Consumers tend to experience guilt in consumer situations requiring a complicated decision, an impulsive choice, health-related issues, luxurious or unneeded products. Decisions related to a higher level of control of the outcome will increase the risk of feeling guilty, as individuals are free to select. Hence a situation related to less control over the outcome, the risk of arising feelings of guilt considerably decreases (Burnett & Lunsford, 1994).

Feelings of guilt evoke a desire to behave differently to correct previous behaviour and avoid feeling guilty in the future (Rowe et al., 2019; Antonetti & Markland, 2014 a). Previous research on sustainable consumption has shown that consumers that felt guilty increased their behaviour to resolve the problem to avoid the emotion affecting future behaviour (Schwartz & Loewenstein, 2017). According to Lima et al. (2019), the negative feeling of guilt forces consumers to move away from a certain stimulus to avoid socially undesirable behaviour. Therefore, guilt can be an emotion that motivates individuals and increases willpower to focus on the current situation (Burnett & Lunsford, 1994).



Guilt can appear at different levels hence emotion can influence consumers variously. Gregory-Smith et al. (2013) explained that certain consumers feel uncomfortable and guilty which makes them feel disappointed and regret the purchase, while others act upon frustration. Guilt affects consumers' self-esteem and self-worth through the violation of internal standards (Burnett & Lunsford, 1994). Emotions of guilt can be triggered by external factors, such as the current environment, surroundings, and other consumers, by other negative emotions like remorse and discomfort, which negatively affects the purchase decision (Lima et al., 2019; Burnett & Lunsford, 1994). To control guilt, researchers have identified various coping strategies such as problem-focused strategies, declaring that an immoral decision can be compromised by other behaviour. To illustrate a consumer that has consumed cake at a birthday party rises a feeling of guilt, such action is compensated by the behaviour of working out (Lunardo & Saintives, 2018).

### *The behavioural outcome of guilt and pride*

In a behavioural context when an individual believes that the consequence of a certain behaviour is positive one can feel proud. The reverse is likewise true for guilt, if an individual believes that the outcome of a behaviour performed by oneself is negative the individual can feel guilty (He & Hu, 2022). Numerous studies on pro-environmental decision-making have shown that pride has a larger impact on decision-making than guilt (Wang et al., 2017; Onwezen et al., 2014). The scholars further claimed that this is due to individuals being more consent to positive feelings (pride), putting them in a wholesome mood rather than negative feelings (guilt) creating sadness or discomfort (He & Hu, 2022).

### **Privacy behaviour and consumers' intentions to disclose private information**

For this research, when referring to personal information or private information, the definition by Norberg et al. (2007) is referred to, claiming that privacy includes information regarding medical, financial, and family. As an extension of law contexts, privacy additionally includes information about oneself, such as personal identification number, personal phone number, personal email address, and home address (Dinev & Hart, 2006; Lawinsider, n.d.). Furthermore, privacy behaviour is a broad term which refers to all behaviour related to privacy. The particular interest of this study in privacy behaviour is consumers' intention to disclose private information.

Privacy behaviour has received increasing scholarly interest, due to organizations using private data to gain an improved understanding of consumers (Rohunen et al., 2020). Privacy behaviour denotes consumers' willingness to disclose personal information in different situations, such as across databases (Rohunen et al., 2020; Dinev & Hart, 2006). Thus, privacy behaviour is a matter of concern in daily circumstances in both online and offline environments. For instance, it occurs when someone lowers their voice in crowded surroundings or shares information through the internet. Acquisti et al. (2020) stated that when individuals behave accordingly, they are consciously aware of it, meaning that individuals are not putting effort into privacy behaviour thus often unaware of their actions. Norberg et al. (2007) stated that consumers are sensitive about privacy if it is related to medical, financial, and family

behaviour, however less sensitive to media usage behaviour. Due to changes in motivation, individuals are more willing to share information without considering protection, or if experiencing control of behaviour be willing to take the risk of sharing. However, if such control is lost, embarrassment or shame could be experienced (Acquisti et al., 2020; Norberg et al., 2007).

Previous studies have investigated models and factors that influence consumers' willingness to share, such as beliefs, concerns, and positive and negative consequences. Results suggest that such factors significantly affect consumers' privacy behaviour (Acquisti et al., 2020; Rohunen et al. 2020; Dinev & Hart, 2006). However, Rohunen et al. (2020) claimed that conflicts regarding the result of the different factors that impact privacy behaviour have elevated. Thereby suggesting continuous investigation of additional factors, such as emotions, to understand the complexity of privacy behaviour (Acquisti et al., 2020). The positive and negative emotions of joy and fear have had a direct effect on consumers' privacy behaviour, hence different emotions tend to affect to what degree a consumer is willing to share data (Li et al., 2008). Emotions' impact on privacy behaviour has in previous studies focused on negative emotions such as anger, anxiety, and disappointment. The results indicated that negative emotions made consumers less engaged, and thus spend less time on the behaviour to escape the negative emotions (Park et al., 2021).

### Privacy Calculus Model

A theory that has been developed within privacy aiming to explain consumer behaviour in the privacy context is Privacy Calculus Model (Dinev & Hart, 2006). Consumers make a calculus with themselves before completing a purchase debating how much private information they are willing to expose to complete the transaction (Culnan & Armstrong, 1999). Dinev and Hart (2006) developed an extended model of privacy calculus testing four constructs to explain a consumer's willingness to provide personal information to complete an online transaction. Consumers perceived internet privacy risk, internet privacy concerns, internet trust and personal internet interest which all influence consumers' likelihood to expose private information to complete a transaction online (Dinev & Hart, 2006). As this research investigates emotions' impact on the intention to disclose private data, trust and risk were relevant as the authors realized that the two factors had common denominators with emotions. Self-confidence is the common denominator between the factors and the emotions. Trust and pride both generate a pleasant feeling and can lead to consumers experiencing higher self-confidence. While risk and guilt generate an unpleasant feeling which in turn can lower consumers' self-confidence.

### *Trust and privacy*

Privacy trust consists of multiple aspects in the calculus model, such as competence, reliability, and safety, generating a positive influence. It contributes to higher confidence and enticement beliefs, relating to the willingness to disclose private information. A higher level of behavioural intention to share private information has been preceded by a higher level of confidence belief (Dinev & Hart, 2006). Likewise, comfort affects an individual's privacy trust. Consumers that feel a high level of comfort in the situation of an exchange, which can be the company of a



friend, increase their level of trust, thus consumers are more likely to share private information. On the contrary, if a consumer feels uncomfortable, their trust decreases and the likelihood of sharing private information declines (Norberg et al., 2007). Following previous research on trust in a privacy context together with existing research on guilt's negative and pride's positive impact on consumer behaviour, the first three hypotheses were developed and conceptualised in Figure 1.

*H1* A high level of guilt leads to lower trust.

*H2* A high level of pride leads to higher trust.

*H3* Trust positively influences intention to disclose.

### *Privacy risk*

Following the privacy calculus model, if the risk connected to disclosing private information is greater than the received benefits, the consumer will not disclose information to complete the transaction, the opposite also applies. Consumers' behaviour can be different from their exposed privacy concern, thus consumers are willing to disclose more or less private information than preferred to complete a transaction. A higher level of privacy risk can make consumers resist sharing private information (Dinev & Hart, 2006).

Privacy risks and concerns are related through risk beliefs, which makes consumers reflect upon the potential loss of sharing private data that they are uncomfortable sharing with others (Dinev & Hart, 2006). A high privacy risk can apart from high privacy concerns, negatively impact individuals emotionally and materially. Additional negative outcomes are related to declining self-image due to private information becoming public, which rises feelings of discomfort or shame (Norberg et al., 2007). This resulted in the formulation of the following three hypotheses connected to privacy risk, guilt, pride, and intention to disclose, which are conceptualized in Figure 1.

*H4* A high level of guilt leads to high privacy risk.

*H5* A high level of pride leads to low privacy risk.

*H6* Privacy risk negatively influences intention to disclose.

### *Consumers' privacy concerns*

Information privacy is referred to an individual's capability to control the information about themselves (Stone et al., 1983), applying both to privacy contexts online and offline. Concerns for privacy or privacy concerns, here used interchangeably, is described as an individual's drive to feel worried about sharing private information, although can also be a trait in an individual's personality (Li et al., 2008).

Phelps et al. (2001) found that the greater a consumer's preferences to control their private information the higher their privacy concerns and worries. Additional negative effects of high privacy concerns have been linked to decreased purchase intention (Jai et al., 2013). According to Choi et al. (2018), individuals with privacy concerns become less engaged to disclose private information and thereby unwilling to share private data. Culnan and Armstrong (1999) investigated factors that affect consumers' privacy concerns and their willingness to expose

information about themselves to companies. Indicating that when consumers share additional data can raise two types of concerns. Firstly, concerns regarding unauthorized users gaining access to consumers' data and secondly concerns can raise regarding secondary usage as the information can quickly be shared and copied (Culnan & Armstrong, 1999).

Li et al. (2008) investigated emotions' role in shaping consumers' privacy beliefs and concerns using Forgas (1995) theory on Affect Congruence. The theory suggests that consumers who are in the positive affective state positively judge a situation, thus apprising a consumer that the setting is secure. Furthermore, a consumer in a negative state tends to negatively judge the context, thereby indicating a problematic setting. The affect states apply to different emotions as well as moods (Forgas, 1995). This means that consumers that are feeling a positive emotion are more open to sharing private information with companies since they evaluate the setting as secure. Consumers in a negative state would judge the environment more negatively hence experiencing a problem and being less likely to share private information. Constructed on this previous research on privacy concerns composed with research regarding guilt and pride's impact on consumer behaviour, the last hypotheses were developed and are conceptualized in Figure 1.

*H7* A high level of guilt leads to high privacy concerns.

*H8* A high level of pride leads to low privacy concerns.

*H9* Privacy concerns negatively influence intention to disclose.

### Privacy fatigue

A relatively new concept, only appearing in a few research, with specific sub-cultures is privacy fatigue, arising as consumers sense privacy issues and feel less control over their personal information. Fatigue according to Piper et al. (1987) is defined as an unpleasant feeling of tiredness that can lead to uncomfortableness or worry. These emotions can occur among consumers as higher demands arise which cannot satisfy personal goals (Choi et al., 2018; Hardy et al., 1997). There are two aspects of fatigue, cynicism, and emotional exhaustion, both impacting behaviours negatively when expectations are not fulfilled (Tang et al., 2021). For instance, it can emerge in stressful situations when disclosing private information online, making consumers cynical and emotional exhaustion, which in turn makes them feel frustrated and hopeless (Tang et al., 2021).

Consumers affected by privacy fatigue will select the easiest possible solution. Therefore, consumers with a high level of privacy fatigue positions little effort into the decision of whether they should or should not disclose private information (Tang et al., 2021). Consequently, consumers could accept releasing private information, since it requires less effort and thoughtfulness. Tang et al. (2021) argue for a positive relationship between privacy fatigue and the intention to disclose personal data. Another outcome of high levels of privacy fatigue is a negative influence on engagement, thereby making consumers feel less engaged in the consumer situation (Choi et al., 2018). Consumers tend to become disengaged because of the difficulty of achieving their goals, thereby impacting their privacy behaviour. Consequently, a high level of privacy fatigue can lead to consumers becoming less engaged and instead of

agreeing to share private information, do nothing. Hence, privacy fatigue can likewise influence consumers' privacy behaviour to not share private information (Choi et al., 2018).

### Conceptual model – integrating previous research

Based on the conceptual background, the following model was created to be able to answer the research question. Figure 1 shows the hypotheses that the experimental study will test to see if there is any relation between the variables.

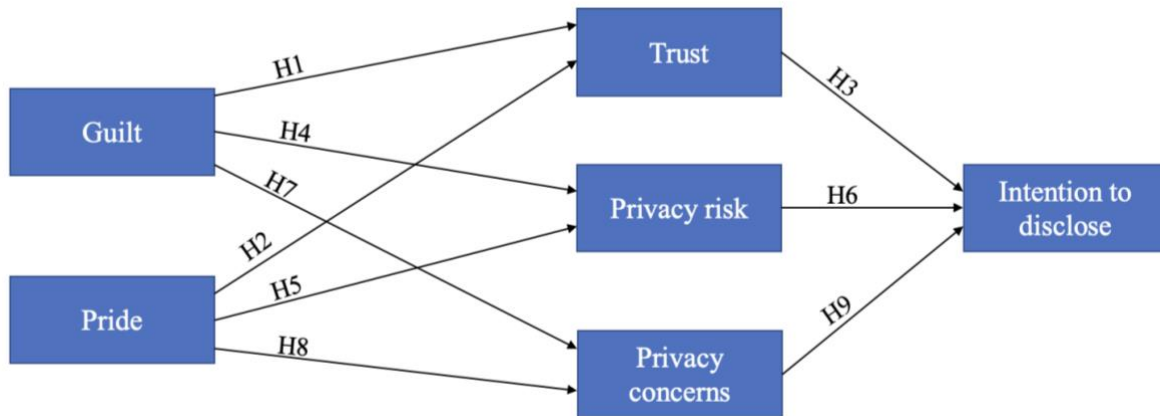


Figure 1 Conceptual model

## Methodology

### Research approach

To test the hypotheses and understand if a causal relationship exists between the emotions of guilt and pride influencing the intention to disclose, an experiment was designed. Experiments are identified as a valid approach when trying to determine causal relationships between different variables by manipulating the independent variables while controlling the setting (Kirk, 2013). An experimental design is thus a method for the researchers to examine if the independent variables possibly affect the dependent variables, hence if a causal relationship can be found. Additionally, what differentiates an experiment from other types of research methods is its ability to compare groups and thus be able to discover if the independent variable has a peculiar effect. If a difference between groups exists in the affected variable, it implies impact in casual terms. An advantage of experiments is that such an effect can then be used to generate conclusions regarding causality (Söderlund, 2018). Experiments have been used in previous research regarding the emotions of guilt and pride's impact on other research areas, such as sustainable consumption (Antonetti & Maklan, 2014 a). Therefore, an experiment is a beneficial method to evoke emotions without making the participants aware of the stimuli and evoking genuine responses.

To obtain valid results from experimental studies it is important to manage the manipulation of the participants correctly and randomly allocate the participants into at least two groups (Söderlund, 2018). Thus, it was essential to carefully plan all stages of the experiment. To measure the emotions of guilt and pride's potential effect on the intention to disclose, guilt and pride were set as the independent variables and trust, privacy concerns and privacy risk as

intermediate variables and intention to disclose as the dependent variables, see *Model 1*. To investigate causal relationships, two treatments were used, one for each independent variable, aiming to see if it corresponds with the dependent variable (Söderlund, 2018).

To diminish the impact of the result, various methodological adoptions were made to fit the research approach. Comprising participants' anonymity and randomly allocating the participants to a treatment group. Anonymity is an essential feature of experimental methods since it investigates behaviour and reaction regarding a certain treatment and not the individuals' characteristics. Instead focusing on measuring the relevant characteristics that describe the overall sample level, such as gender and age (Söderlund, 2018). Furthermore, anonymity makes participants more comfortable to provide honest answers (Bryman & Bell, 2011).

The experiment was designed to be conducted as an online survey. Participants were sent a link through email to an online survey that they were told had the aim to gather a deeper understanding of students' decision-making. The participants that opened the survey were randomly allocated to one of two treatments, designed to evoke a feeling of pride or guilt in a consumer situation and then answer a sequence of scales, for the researchers to be able to measure the key variables. The setting of the cafeteria at the School of Business, Economics, and Laws at the University of Gothenburg was used as students were familiar with this environment. By randomly assigning the participants to two different treatment groups, it is possible to measure how the independent variables affect the outcome of the dependent variables (Allen, 2017). Since there is no reason to believe that the groups differ from each other, it was assumed that the treatment is casual on the outcome (Viglia et al., 2021). Randomizing is an important characteristic of an experimental method. Randomly allocating the participants into different groups, certifies that the sample characteristics only differ by chance. Thus, the differences between the participants are evenly distributed between the groups and simplify the treatment's impact on the participants' reactions. Further randomizing the participants into groups makes it easier to see the treatment's impact and later generalize the results (Söderlund, 2018).

### *Sampling*

A convenience sample was used, composed of Swedish as well as international students at the School of Business, Economics, and Law at Gothenburg University in the ages of 18 to 29 years old. Students are a beneficial sample to use for both convenience and cost reasons (Geuens & De Pelsmacker, 2017). Further, the students at the school are familiar with the cafeteria and therefore easier can acquaint themselves with the scenario (Bryman & Bell, 2011). As the survey did not request the participants' backgrounds, it cannot be assumed that cultural differences regarding preferences of disclosing privacy impacted the results, as different cultures can perceive privacy sharing differently, therefore this is a potential drawback.

### *Evoking priming emotions of guilt and pride*

The concept of priming was used in the experiment to be able to prime the emotions of pride and guilt in the scenarios and to see their impact on the participants' intentions to disclose

private information. As priming emotions exposure to a certain stimulus influences the behavioural outcome without the individual being aware of the context (Solomon et al., 2016). A prime that occurs in a certain environment will trigger a positive or negative emotion (Elgendi et al., 2018). The concept of priming consists of different cues, such as emotions, in which individuals are unaware of the effect it has on their behaviour or choice (Chou et al., 2016). Hence, this concept was suitable as the participants were supposed to be unaware of the fact that emotions of guilt and pride were evoked in the consumer context.

## Study procedure

Participants were sent a link to the online survey to their student email addresses on 22 March 2023. To motivate and receive more answers the researchers used an incentive where the participants at the end of the survey could win an online gift card. Motivating the participants with a reward can attract individuals to participate as well as improve the quality of their responses (Söderlund, 2018; Bryman & Bell, 2011). An important aspect when designing an online experiment is to make a comprehensible survey that is not overly time-consuming (Zikmund et al., 2013). The risk is thus that participants randomly answer questions to complete the survey, thereby decreasing the reliability of the results (Troost, 2012).

When conducting experiments, it is important to keep the setting fixed. In that way, it can be guaranteed that the results of the experiments are not affected by other external factors (Geuens & De Pelsmacker, 2017). It is valid to control all additional factors and expose the participants to the same environment, thus all were exposed to the same consumer situation, the only difference was that the treatments evoked different feelings through two choices. In previous studies, unhealthy and healthy purchase scenarios have evoked emotions of guilty and pride among consumers (Patrick et al., 2009; Burnett & Lunsford, 1994). Therefore, it was suitable to create two purchase scenarios where guilt and pride were evoked by using an example of an unhealthy and healthy purchase.

When opening the survey, the participants were first introduced to the project and thereafter informed of the procedure of the experiment. To eliminate speculation regarding the topic of the experiment, a deception by the commission also known as a cover story was used (Söderlund, 2018). Misleading the respondents was essential to prevent a demand effect. If the participants had been aware of the actual purpose, the objective might have been prevented by the participants while others could have taken the role to act per the hypotheses. The participants were provided with false information to hide the real objective of the experiment. The cover story told the participants that the survey was concerning university students' decision-making. Following this, they were directed to complete a few instructional questions regarding age and gender (Oppenheimer et al., 2009) followed by a quality control question (Geuens & De Pelsmacker, 2017). To guarantee that the respondents are reading the questions carefully before answering and not just randomly checking in answers. Thereby answers that did not qualify as "correct" were removed from the final sample.

After the briefing, participants were randomly allocated to one of two treatments. Each treatment showed the participants a real-life consumer situation in the university cafeteria

where they performed a fictitious choice and purchase of snacks, involving two product categories. In the scenarios, the participants were told that they were in the setting of the cafeteria to purchase a snack to endure the university lecture. There were two available alternatives, the first category of snacks involved a healthy purchase of an apple and the second an unhealthy snack of a cinnamon bun. To emphasize to the participants that the apple was the obvious and most relevant choice following the situation, the healthy snack was more expensive while the cinnamon bun had a reduced price. Before the choice of alternative was made the participants were presented with a short article by the Swedish Food Agency (Livsmedelsverket), stating that added sugar negatively affects our health and food habits, while fruit and greens greatly benefit our health. Each scenario decided which snack alternative the participant purchased, thus they either purchased the apple due to it being healthier and aligning with the participants' own goals, manipulating a feeling of pride, or the cinnamon bun since it satisfied a craving but violated their own goals, manipulating a feeling of guilt. See Appendix 1 and 2 for each treatment of the emotions. After each scenario made it clear which product the consumers purchased, they moved on to a series of statements, where they addressed their position related to the different variables. Subsequently completing the mandatory questions, the participants that wanted to compete in the competition filled in their email addresses. Lastly, a debriefing was necessary before ending the survey since a cover story was used to cover the real purpose of the study. The participants were debriefed on how they had been manipulated to feel guilty or proud (Geuens & De Pelsmacker, 2017).

### *Pre-test*

As a source of inspiration for developing the treatments, Antonetti and Maklan (2014 a) manipulation of a consumer situation was used. The researchers manipulated consumers to feel guilty and proud when purchasing either unethical or ethical coffee. To ensure that such manipulation would work in this experiment a pre-test was conducted on 17 participants. According to Presser and Blair (1994), pre-testing of surveys is of high importance to get accurate results that can later be analysed, this is also the case for experiments that use surveys (Reynolds et al., 1993). Pre-testing is further convenient to test the usefulness and formulation of the questions (Bryman & Bell, 2011). The pre-test had the same structure as the actual experiment, the only difference was that the respondents were asked to leave their feedback after the survey had been completed.

The participants for the pre-test were a random sample of the target audience since each participant had the same probability of being selected. The participants of the pre-test represented different aspects of the target audience and gave indications if the survey and belonging questions were understandable (Bryman & Bell, 2011).

### *Data collection*

The survey following the experiment resulted in 267 responses without any missing data. To generalize a group's reaction and answers, it can be necessary to remove answers with extreme values as it indicates potential errors (Söderlund, 2018; McNabb, 2013; Bryman & Bell, 2011). Therefore, 37 respondents were removed from the data set before any analyses were conducted since they did not fall into the requirement of being between the age of 18-29 years



old and additionally, 31 responses were removed due to incorrect answers to the control question. After the dataset had been cleared and all errors had been removed, a final dataset of 198 students both from undergraduate and graduate levels was used for the analyses. According to Hair et al. (2014), a sample of a minimum of 150 participants is needed if the study measures fewer than 7 constructs. Following the final dataset consisting of 198 participants, 102 respondents, 52 %, were exposed to the pride treatment and 96 respondents, 48 %, were exposed to the guilt treatment.

### Measuring the variables

To measure the variables, relevant items that had previously been investigated were gathered. Thereby the authors can be certain that all items following are properly measuring the variables. Some adjustments were made to guarantee that it fits the context of the study area, also strengthening the construct validity (Söderlund, 2018; Geuens & De Pelsmacker, 2017). All items in this study will be measured using a 7-point Likert scale, which is recommended as best practice when surveys are done with students since they generally have higher verbal and cognitive skills than a typical consumer (Geuens & De Pelsmacker, 2017). Recent studies also point to providing a midpoint, an odd number of scales, which rises the quality of the dataset since forcing respondents to choose sides have proven to make them feel anxious and often resulted in the participants choosing a more negative/lower scale. Meanwhile, this study investigates emotions, it is of high relevance that no other feelings than guilt or pride are experienced during the experiment, thereby an odd number of scales was selected.

To ensure that the manipulation of the emotions was successful, two items measuring guilt and pride were developed, inspired by previous experiments measuring the emotions, see *Table 1*. Similar items were used to measure the effect of guilt and pride on sustainable consumption choices (Antonetti & Maklan, 2014 b) and intention to purchase low-carbon cars (Rowe et al., 2019), developed from literature on psychology and consumer behaviour (Soscia, 2007; Roseman, 1991).

To measure the dependent variable *intention to disclose* items developed by Hart and Dinev (2006) were used as inspiration. Their adopted privacy calculus model processes five constructs impacting consumers' willingness to expose private information to complete online transactions. As this experiment is performed in an offline environment, the items were adapted to fit the context of an offline consumer situation. In total three items were used to measure the variables of *intention to disclose*. The intermediate variables of *privacy risk* and *trust* were likewise developed following the privacy calculus model (Hart & Dinev, 2006). Three items measuring privacy risk and three items measuring trust were developed.

Items	Concept	Previous Research
<b>Guilt</b>	Self-conscious emotions	Rowe et al., 2019; Antonetti & Maklan, 2014 b
<b>Pride</b>	Self-conscious emotions	Rowe et al., 2019; Antonetti & Maklan, 2014 b
<b>Intention to disclose</b>	Privacy calculus model	Hart & Dinev, 2006
<b>Privacy Risk</b>	Privacy calculus model	Hart & Dinev, 2006

<b>Trust</b>	Privacy calculus model	Hart & Dinev, 2006
<b>Privacy Concerns</b>	CFIP – Concerns for information privacy	Park et al., 2021; Stewart & Segars, 2002; Smith et al., 1996

Table 1 Composed items from previous literature

To measure the intermediate variable *privacy concerns* items developed from Smith et al. (1996) instrument that identifies consumers' privacy concerns related to sharing and collecting private information from organizations. The instrument comprises various factors such as collection and secondary use which builds a framework called Concerns for information privacy, CFIP. The framework aims to explain information privacy concerns by understanding underlying factors which make researching privacy concerns more accurate when testing causal links between privacy concerns and consumer behaviour. As the framework has been well used by researchers such as Stewart and Segars (2002), who assured the validity of the instrument and most recently Park et al. (2021) who slightly adapted the instrument to measure consumers' privacy concerns for smart speakers. The factors from CFIP, collection and secondary use, were grouped to measure consumers' privacy concerns using five items, as both intended to measure the same object.

Former decisions regarding the introduced items were made to include no reverse items to avoid the repetition of similar questions and prevent confusion (Viglia et al., 2021). Rossiter (2002) moreover argues that unipolar scales should be used when measuring behaviour, which was the case for this study. Thus, to avoid repeating two explicit statements referring to a positive and negative pole, only one scale was used to measure the individual items.

### Manipulation-check

When conducting an experiment, one of the building blocks to correctly achieving causality is to make sure that guilt and pride as the dependent variables are correctly manipulated before quantifying the dependent variables (Kirk, 2013). Thereby including manipulation checks as questions in the questionnaire are used to make sure the treatments worked as designed (Viglia et al., 2021). This experiment had two different treatments, one for each emotion, the manipulation check is thus related to measuring the items of guilt and pride. Meaning that the manipulation check is situated after the participants have read the scenario to make sure that they are experiencing a feeling of either guilt or pride after the purchase decision. Following the described situations see Appendix 1 and 2, the participants were asked to describe how intensely they felt a feeling of pride and respective guilt based on the made decisions. According to Fiedler et al. (2021), it is crucial to include a manipulation check in the main study since only including it in a pre-study does not guarantee that the different treatments will manipulate the independent variables without affecting the dependent variables.

### Results

To investigate the dataset and potential relations between the constructs, a structural equation modelling (SEM) was implemented to test the hypotheses of the experimental research. SEM is applicable as multiple dependent relationships among and between a series of variables, as well as latent constructs can be examined simultaneously (Hair et al., 2014). Therefore,

conducting a SEM analysis was relevant to see the guilt and pride effect on the dependent variable intention to disclose through the intermediate variables. One model was built based on the guilt scenario, and one based on the pride scenario, to compare and analyze the effect of the feeling on consumers' intention to disclose private information. As this study is exploratory and built on existing theory, using SEM is ideal to investigate multiple constructs' potential correlations between cause and effect (Hair et al., 2014).

The sample was divided among the two scenarios of guilt and pride, hence the two cases were tested separately to see the emotional impact on consumers' intention to disclose. Figure 2 represents the sample consisting of consumers that were exposed to the guilt scenario, 96 participants, while Figure 3 represents the sample following the pride scenario of 102 participants.

Table 2 presents the average of the two manipulation check items for each scenario. The participants exposed to the unhealthy purchase, guilt scenario, created adequate feelings of guilt. While the participants that were exposed to the scenario describing the purchase of the healthy snack option, the pride scenario, experienced feelings of pride as predicted. Succeeding the pride scenario evoked strong feelings of pride and low feelings of guilt. Conversely, for the guilt scenario, feelings of guilt were stronger than feelings of pride, however, the difference was not as convincing as expected. Equally, the guilt and pride scenario showed significant t-values, with a confidence interval of 99%. This result indicated that the manipulation was successful.

	<b>Guilt (average)</b>	<b>Pride (average)</b>	<b>Guilt (t-test)</b>	<b>Pride (t-test)</b>
<b>Guilt (7-point rating scale)</b>	3.76 (1.89)	2.25 (1.76)	0.00	0.00
<b>Pride (7-point rating scale)</b>	3.05 (1.50)	4.32 (1.82)	0.00	0.00

*Table 2 Manipulation check*

Note: The values presented in the first two columns are the average of the items, while the values in parentheses are standard deviations. The third and fourth columns present if the manipulation was significant on a value of  $t < 0.01$ .

The standardized loadings presented in Table 3 indicate to what extent each item contributes to its construct, hence the convergent validity. Values over 0.5 are acceptable while values over 0.7 are ideal (Hair et al., 2014). The result showed that most items had a loading over the ideal 0.7 while some had an acceptable loading. Most of the items contribute to their constructs, except the item "credit card information" since it had a loading below acceptable. This item was removed from the construct *Intention to disclose* since it contributed with little information. Following the removed variable all items showed satisfactory values in terms of validity.

<b>Items</b>		<b>Guilt-Standardized loading</b>	<b>Pride-Standardized loading</b>
<b>Trust</b>			
	I believe that it is safe to disclose private information in order to join a loyalty club.	0.74	0.74
	I believe that the private information I share with a company is handled in a competent way.	0.91	0.78
	When sharing my private information, I rely on the company that they protect it.	0.73	0.59

<b>Privacy Concerns</b>			
	If the cafeteria asked me to share additional private information (e.g., address or personal identification number) to the loyalty club I would think twice before providing it.	0.75	0.68
	It would bother me if the cafeteria asked me to share additional private information to the loyalty club (e.g., address or personal identification number).	0.84	0.69
	I am concerned that the cafeterias loyalty club is collecting too much private information about me.	0.86	0.94
	I think the cafeteria is likely to misuse my private information without my permission.	0.80	0.75
	I think the cafeteria is likely to share my private information with other companies or organizations.	0.66	0.67
<b>Privacy Risk</b>			
	What do you believe is the risk that your private information could be misused by the company?	0.87	0.92
	What do you believe is the risk that the company would make your private information available to unknown individuals or companies without your knowledge?	0.82	0.82
	What do you believe is the risk that someone unauthorized (e.g., a hacker) would get access to your private information?	0.67	0.58
<b>Intention to disclose</b>	If the cafeteria asked you to share additional private information for the loyalty club, to what extend would you be willing to provide the following?		
	Personal identification number	0.84	0.75
	Credit card information	0.56	0.35
	Home address	0.64	0.75

*Table 3 Loadings for each item following the guilt and pride scenario*

Tables 4 and 5 present the overall assessment models and reliability measures for the guilt and pride scenarios. The average variance extracted showed the commonality of the variables and the guilt scenario showed that all values were above the acceptable 0.5 (Hair et al., 2014). For the pride scenario, the first construct *trust* showed an AVE just under acceptable, however, according to Lam (2012) a composite reliability value that is above 0.6 or stronger can compensate for a weaker AVE value. Apart from one deviant AVE value, all other constructs showed an acceptable level of this reliability measure. For all constructs, the composite reliability values in the guilt and pride scenario were above the acceptable value of 0.6-0.7 (Hair et al., 2014). Cronbach alpha is an additional measurement of the model's reliability, the presented values showed that all values were over the acceptable value of 0.7, and some beyond the superior 0.8 (Hair et al., 2014). Both measurement models of guilt and pride showed satisfactory values associated with good reliability.

<b>Construct</b>	<b>AVE</b>	<b>Composite reliability</b>	<b>Cronbach alpha</b>
Trust	0.637	0.839	0.833
Privacy concern	0.615	0.888	0.886
Privacy risk	0.627	0.833	0.824
Intention to disclose	0.512	0.669	0.700

*Table 4 Overall assessment of measurement model, guilt scenario*

<b>Construct</b>	<b>AVE</b>	<b>Composite reliability</b>	<b>Cronbach alpha</b>
Trust	0.496	0.744	0.736
Privacy concern	0.567	0.866	0.864
Privacy risk	0.617	0.824	0.799
Intention to disclose	0.569	0.725	0.725

*Table 5 Overall assessment of measurement model, pride scenario*

Table 6 and Figure 2 present the coefficient and path estimates following the structural model of guilt. Apart from two correlations between *trust* – *intention to disclose* and *privacy risk* – *intention to disclose*, all paths had a significant correlation as the p-values were lower than 0.01 (Hair et al., 2014). However, guilt showed to positively influence *trust* and negatively influence *privacy concerns* and *privacy risks*. Therefore, none of the guilt-related hypotheses could be accepted. Hypotheses 1, 4 and 7 were rejected even though they showed significant coefficients, see Table 9 for results of the hypotheses. Further, *trust* and *privacy risk* did not significantly correlate with the intention to disclose, thus hypotheses 3 and 6 were rejected. Following the rejection of the hypotheses it cannot be stated for sure that *trust* and *privacy risk* influences *intention to disclose* when it comes to guilt. However, *privacy concerns* showed to negatively influence *intention to disclose* and thereby hypothesis 9 can be accepted for the guilt scenario. The guilt model overall explained 66% of the variance in consumers' intention to disclose private information.

Independent variable	Dependent variable	Coefficient	Standard error	p >
Guilt	Trust	0.880	0.059	0.000
Guilt	Privacy Concerns	-0.725	0.069	0.000
Guilt	Privacy Risk	-0.934	0.560	0.000
Trust	Intention to disclose	0.252 <sup>NS</sup>	0.219	0.251
Privacy Concerns	Intention to disclose	-0.829	0.131	0.000
Privacy Risk	Intention to disclose	0.285 <sup>NS</sup>	0.242	0.238

Table 6 Structural path estimates, guilt scenario

Note: Parameters are significant at a value of  $p < 0.01$  based on a two-tailed test, values marked <sup>NS</sup> are not significant.

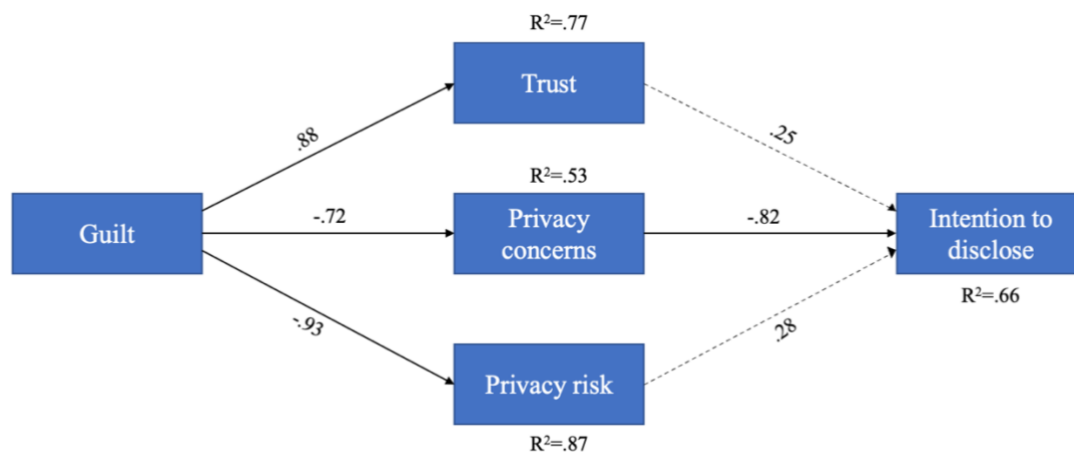


Figure 2 Path diagram guilt scenario

Respective goodness-of-fit values were extracted to measure the overall fit of the developed model of the guilt scenario, see Table 7. Selection of the most important measures of degrees of freedom and chi-square, CMIN showed a value below 3 which was appropriate (Hair et al., 2014). RMSEA has a cut of value below 0.08, however, the RMSEA of the guilt scenario showed a higher value which indicated a poor fit. As RMSEA is a value that tests the sample compared to the overall population, hence a bigger sample often results in a better RMSEA, which should be considered (Hair et al., 2014). The value of CFI was close to the desired value

of 0.9 which indicated a suitable fit (Hair et al., 2014). The TLI value was close to 1 which indicated a suitable model (Hair et al., 2014). Following various values that tested the model's overall fit, some values indicated that the model had a good fit while others showed a contradiction.

Scenario	CMIN ( $\chi^2/df$ )	RMSEA	CFI	TLI
Guilt	2.55	0.128	0.837	0.796
Pride	3.07	0.143	0.777	0.721

Table 7 Extracted goodness of fit values

Table 8 and Figure 3 present the coefficient and path estimates following the structural model of the pride scenario. All coefficients showed significant relationships apart from two relationships which were likewise not significant for the guilt scenario. According to the coefficient and path diagram pride had a positive effect on *trust* while it also negatively affected *privacy risk* and *privacy concern*. Those findings provided support for the research, hence hypotheses 2, 5, and 8 were accepted. According to the model, high levels of pride lead to higher trust, lower privacy concerns, and risks. Further, *trust* and *privacy risk* did not significantly correlate with the *intention to disclose*, hypotheses 3 and 9 cannot be accepted, see Table 9. Following this guilt nor pride seemed to affect how trust and privacy risk affected the consumers' intention to disclose. Even though both feelings of guilt and pride showed to affect trust and privacy risk. As *privacy concerns* and *intention to disclose* were significant in both scenarios, hypothesis 9 could be accepted. Thus, *privacy concerns* affected consumers' intentions to disclose when feeling either guilt or pride. The pride model overall explained 57% of the variance in consumers' intention to disclose private information.

Independent variable	Dependent variable	Coefficient	Standard error	p >
Pride	Trust	0.834	0.072	0.000
Pride	Privacy Concerns	-0.863	0.069	0.000
Pride	Privacy Risk	-0.809	0.072	0.000
Trust	Intention to disclose	0.121 <sup>NS</sup>	0.198	0.543
Privacy Concerns	Intention to disclose	-0.799	0.171	0.000
Privacy Risk	Intention to disclose	0.206 <sup>NS</sup>	0.168	0.220

Table 8 Structural path estimates, pride scenario

Note: Parameters are significant at a value of  $p < 0.01$  based on a two-tailed test, values marked <sup>NS</sup> are not significant.

Table 7 presents values measuring the guilt model's goodness of fit. The CMIN value was close to the desirable 3 and under the acceptable value of 5 (Hair et al., 2014). The RMSEA value for pride was not ideal. CFI was marginally worse for pride than for guilt. The TLI was closer to one than zero, which indicated a good fit. To summarize the model of pride's overall fit, certain values indicated a generally good fit while other values did not fulfil the requirements.



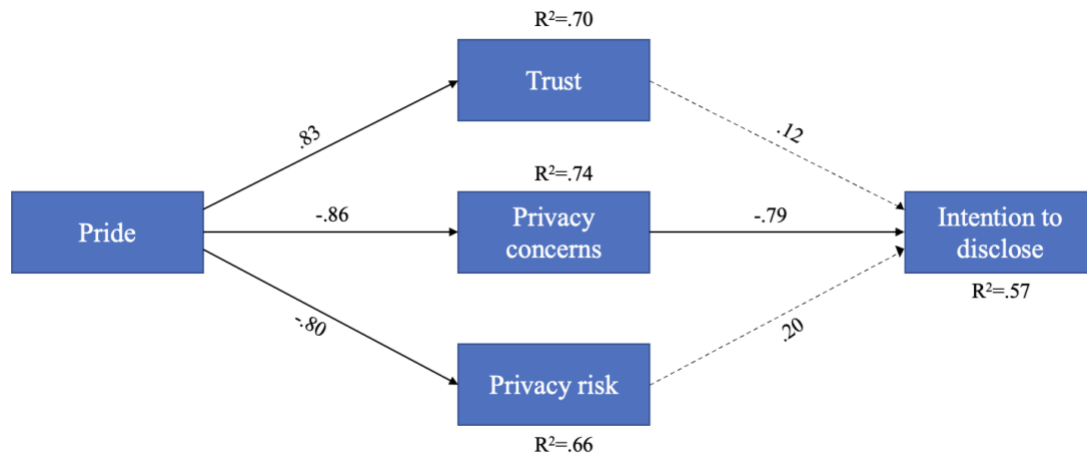


Figure 3 Path diagram pride scenario

Hypotheses		Result
H1	A high level of guilt leads to lower trust.	Reject
H2	A high level of pride leads to higher trust.	Accept
H3	Trust positively influences intention to disclose.	Reject
H4	A high level of guilt leads to high privacy risk.	Reject
H5	A high level of pride leads to low privacy risk.	Accept
H6	Privacy risk negatively influences intention to disclose.	Reject
H7	A high level of guilt leads to high privacy concerns.	Reject
H8	A high level of pride leads to low privacy concerns.	Accept
H9	Privacy concerns negatively influence intention to disclose.	Accept

Table 9 Acceptance of Hypotheses

## Discussion and contribution

Following the results of the performed experiment, emotions' impact, here guilt and pride, on privacy will be discussed on a general level to further dive deeper into the specific areas of the research.

### Pride and guilt, the expected versus the unexpected

In the pride scenario, consumers expressed that they felt a higher level of pride which reflected the effects as the intention to disclose was positively connected to pride, through privacy concerns, which was expected based on theory (Andrade, 2015). When individuals experienced the emotion of pride by selecting the apple, which according to theory should occur as individuals consume healthy products (Patrick et al., 2009). Picking the apple increased the likelihood of feeling accomplishment as the choice aligned with the consumers' personal goals of eating healthy during the weekdays, it made them feel satisfied and proud, further making individuals receive higher self-confidence and motivation to behave responsibly in the future (Rowe et al., 2019; Lima et al., 2019; Antonetti & Markland, 2014 a). As positive emotions are pleasant feelings consumers want to stay within this stimulus, which further impacts upcoming decisions (Antonetti & Markland, 2014 b). In the case of the healthy snack, it impacted the

consumers to feel proud, further the positive emotion encouraged the consumers. Following this, their upcoming behaviour hence their likelihood of sharing private information increased due to the pride impacting behaviour. To maximize the feeling of pride, confirmation from others (Kaur & Verma, 2023) could be a reason why the emotion of pride had a great impact on the consumers. As an effect of pride and high willingness to share proud moments, this potentially also affected upcoming behaviour to share private information with the cafeteria, as the results indicated, to make the consumers' value increase among others.

The case of guilt was not supported by theory, as it did not negatively influence consumers' intentions to share. Even though this can seem surprising as a negative emotion should negatively affect consumers' engagement, their behaviour thus impacted them to escape the unpleasant feeling (Park et al., 2021; Andrade, 2015). The expectation following theory (Lunardo & Saintives, 2018; Antonetti & Markland, 2014 a), was that the consumers picked the cinnamon bun instead of the apple, thus evoking a feeling of regret and concern by realizing that actions do not match personal goals or standards of eating healthy. The behaviour evoked concern since the choice was "bad" and a feeling of guilt was raised. To a certain extent, the consumers felt guilty, as reposted in the manipulation check, however, this feeling did not negatively affect their upcoming decision of sharing private information. Even if the consumers felt guilt by picking the cinnamon bun over the apple, they resolved and corrected this behaviour to avoid the feeling of guilt influencing the intention to disclose negatively. If such, guilt became a motivation and driving force instead of a negative influence on privacy (Lima et al., 2019). A reason for consumer reposting that they were still willing to share private information, could be due to a lack of control in the situation (Burnett & Lunsford, 1994). If consumers interpreted the situation as they had no choice and had already shared parts of their private data, as stated in the scenarios, the decision is less likely to be affected by a negative feeling of guilt since few options were left to the consumer to freely select.

The unsure results of guilts influence on consumers' intention to share privacy, could additionally be explained by different levels of guilt affecting consumers differently, some sense disappointment and act upon frustration while others simply feel uncomfortable (Gregory-Smith et al., 2013). Following this, not all consumers are likely to base their decision upon the negative feeling of guilt by acting in frustration and hence be more apprehensive about sharing. Some might have felt disappointed due to the unhealthy snack choice, however, tried to disregard the negative feeling and correct the actions instead of letting it influence their current and future behaviour of privacy. Comparable, problem-focused strategy (Lunardo & Saintives, 2018) is an additional explanation for why consumers experienced a negative feeling of guilt nevertheless did not to a wide extent let it negatively influence their intention to share. If this applies, consumers felt guilty as they picked the unhealthy snack over the healthy one but compensated for the bad choice by not letting the current negative feeling affect consumers' next choice of sharing private information, thus they were more open to sharing their private data. Lastly, there are similarities between guilt and fatigue, meaning that an individual will not put effort into the decision and chose the easiest possible escape (Tang et al., 2021; Choi et al., 2018). A consumer affected by privacy fatigue becomes less thoughtful and therefore it is likely that they felt guilty and accepted to disclose information since it was an easy way out.

Thus, this can be why consumers felt guilty when pricking the cinnamon bun, however, such negative feeling did not further influence their choice of sharing private information negatively. Their willingness to expose did not decrease despite the influence of guilt.

Previous studies investigating the emotions of pride and guilt effect on decision-making (Wang et al., 2017; Onwezen et al., 2014), showed that pride had a stronger impact than guilt. It is possible that consumers felt consent when picking the apple since it makes them feel good and therefore more open to sharing private information. While the consumers that felt guilty about picking the cinnamon bun could more easily switch feelings and not let the emotion of guilt influence their decisions related to privacy.

### Emotions influence trust

The result of guilt and pride's influence on trust showed that there was not a huge difference between the two emotions' influence as predicted. A negative relationship between guilt and trust was not found and instead, guilt positively impacted trust. A possible reason can be found in privacy fatigue, as consumers escape the negative feelings such as guilt, by acting differently compared to the expected which was that guilt would decrease the consumers' trust. Therefore, it is possible that the consumers did not put effort into their behaviour and instead opted for the easiest possible escape (Tang et al., 2021), which could have been to put trust in the company and believe that their information is handled competently. Instead of questioning the company and worrying about how their private information is handled which requires additional effort. On the other hand, consumers present in a comfortable environment positively impact their trust, which can be due to the company of a friend (Norberg et al., 2007). As the sample consisted of students who were familiar with the environment of the cafeteria, likely, their trust was not negatively affected by the feeling of guilt since they based their behaviour on the feeling of comfort of knowing the cafeteria and thereby felt a high trust.

Pride had a positive impact on trust, according to the theory. Consequently, consumers that felt proud reposted to feel a high trust in the cafeteria and that they would safely handle their private information. As pride increases self-confidence which is closely intertwined with higher trust (Antonetti & Markland, 2014 a; Dinev & Hart, 2006). It can be argued that the consumers exposed to the pride scenario felt high self-confidence since they selected the apple which further made their trust for others, such as the cafeteria, rise.

### Emotions influence on privacy concerns

Emotions' effect on privacy concerns pointed in the same direction as consumers affected by pride and guilt decreased their privacy concerns. According to Antonetti & Markland (2014 a), as the pleasant feeling of pride increases, it becomes difficult to neutralize one's self-confidence. Thus, it is likely that the consumers that felt pride in their previous decision of picking the apple, transport a pleasant feeling, hence impacting them to feel less worried about their privacy. As positive feelings influence consumers to be more open to sharing private information and less concerned (Forgas, 1995), the same likely occurred for the consumers that picked the apple over the cinnamon bun.

As guilt did not increase consumers' privacy concerns, even though individuals interpret behaviour as bad by picking the cinnamon bun which should generate a negative feeling and increase concerns. Privacy fatigue can be a possible explanation for why consumers did not report high levels of privacy concerns even though they felt guilty. As the consumers were influenced by negative emotions, here guilt, escaping the unpleasant emotion by opting for the easiest possible option (Choi et al., 2018). Which here was to have confidence in the company and lower their concerns. Further, as concerns can be a trait in one's personality consumers can feel a great need to control their private information (Li et al., 2008), thus affecting privacy concerns. Following this it can be argued that if consumers already have shaped privacy concerns, a negative emotion of guilt will not impact their privacy concerns due to perceived control of the situation and the consumer trusting their traits rather than acting upon emotions. Additionally, the sample was familiar with the company, it could simply be that a negative emotion did not negatively impact privacy concerns since they were already low.

### Emotions influence privacy risk

Guilt and pride impact on privacy risk showed that both emotions negatively impacted privacy risk, hence a great difference was not found. Consumers that felt a high level of pride reported a low degree of privacy risk. This is strengthened by the privacy calculus model declaring that if the risk connected to disclosing private information is lower than the received benefits the consumer is likely to disclose the information (Dinev & Hart, 2006). This can be interpreted as the emotion of pride increasing consumers' self-confidence which makes them feel more engaged and positively evaluate the environment (Andrade, 2015). Since those are factors that lower consumer risk, consumers possibly interpreted that the environment connected to disclosing the private information felt safe and the privacy risk decreased to a low level.

As guilt did not increase consumers' privacy risks, it cannot be stated for sure that guilt leads to higher privacy risks. Even though this can seem surprising following previous research on guilt and behaviour (Lima et al., 2019; Norberg et al., 2007; Burnett & Lunsford, 1994). However, negative emotions such as guilt do not necessarily mean that a consumer will act based on a current feeling. As privacy fatigue can influence consumers to feel less engaged in the decision (Choi et al., 2018), possibly consumers that reposted feel guilty about picking the cinnamon bun led to disengagement and unpleasant stimuli that followed by either denying or escaping it. This explains why consumers that felt guilty did not report a high level of privacy risk. Consumers either felt disengaged due to the decision being of less importance or simply did not feel that the environment was risky enough to negatively influence their level of risk meanwhile the sample was familiar with the environment.

### Trust, privacy concerns and risks affect on intention to disclose

The result presented that trust did not have a positive influence on consumers' intention to share private information, in both the case of guilt and pride, although emotions have a positive impact on trust. Privacy trust consists of several aspects in the calculus model (Dinev & Hart, 2006), where several might have influenced the consumers into feeling that trust was not a

valuable factor for them to disclose private information. One likely explanation behind this is that the cafeteria was already a safe and familiar environment, hence there was no need to increase or decrease consumers' level of trust. Aligning with this, the level of competence was perhaps not an essential factor for the consumers, even though the level of competence of the company had in previous studies shown to impact trust (Dinev & Hart, 2006). However, as the cafeteria is a small business it is possible that consumers did not question their intentions, level of protection and what they do with the private information.

Guilt and pride as examples of emotions, showed to impact consumers' privacy concerns which in turn impacted their intention to disclose privacy-related information. Although no huge difference between the emotional impact on privacy concerns and further intention to disclose was found. Pride's influence on privacy concerns and further intention to disclose confirmed the theory that positive emotions such as pride are linked to lower concerns and increased purchase intention (Jai et al., 2013). It is not surprising that the results showed that a high level of pride leads to low privacy concerns which in turn increased consumer intentions to disclose private information. In the case of guilt, the emotion seems to impact the relationship between privacy concerns and the intention to disclose, even though it was not strong. As guilt did not impact consumers to feel higher privacy concerns, even if the expectation was that guilt would increase concerns (Forgas, 1995). It is reasonable that even if the consumers felt guilt this feeling did not negatively impact their intention to share as their privacy concerns had not increased. This is evidence of emotions decreasing consumers' privacy concerns which impact the intention to disclose.

No significant relationship was found between privacy risk and intention to disclose for either the pride or guilt scenario. Despite there being a significant relationship between emotions and privacy risk. Even if pride affected privacy risk, it cannot be stated for sure that emotion influences the intention to disclose. This can be because consumers are more sensitive to disclosing private information related to medical, financial, and family behaviour (Norberg et al., 2007), and in this research, the intention to disclose was measured through home address and personal identification number, which is considered as less sensitive information (Acquisti et al., 2020). Consumers might have considered the risk connect to their private information to be low, or it could simply be that they did not value protection as a crucial factor when considering disclosing private information, thereby being more willing to take a risk. Further, as mentioned when deliberating privacy trust, the environment of the exchange could have contributed to risk not being a crucial factor. When considering risk, it is possible that the consumers already had beliefs in the cafeteria and therefore did not consider there to be a big risk of their shared information being misused, shared with other companies or unauthorized users. Perceived risk in the calculus model is measured by comparing the risk versus the benefits (Dinev & Hart, 2006), thus it is likely that the consumers experienced some risks with their information becoming available to other parties but considered the benefits to be greater of completing the transaction. Hence risk was not a determining factor that influenced the intention to share.

## Theoretical implication

On a theoretical level, the purpose of this study was to highlight this unexplored connection between the relatively unstudied area of consumers' intentions to disclose private information and the emotional influence on consumers' decisions. This study was built on previous research which was the basis for constructing the conceptual model to be able to conduct the empirical model, nine hypotheses were developed followed by results with the potential to understand how emotions influence consumers in their decisions of disclosing private information. From a consumer perspective, an understanding of how emotions affect consumers in their decision-making and intention to disclose private information, although no direct relationship was found, has provided implications for the field of emotions and privacy behaviour. By testing two emotions, guilt and pride, to identify their effect on consumers privacy related behaviour, this is one of the first research that tests specific emotions to see their impact on behaviour related to privacy and disclosing information. Pride, as an example of an emotion, showed to have a greater influence on consumers' intention to disclose compared to the emotion guilt, thus this insight contributes both to the field of emotions and intention to share.

This study further adds to research on intention to disclose private information. As shown when consumers are influenced by certain emotions, privacy risk and trust are not crucial factors that affect consumers' intention to disclose, despite previous research in other areas of internet usage showing the contradiction (Dinev & Hart, 2006). However, privacy concerns were a major factor that influenced consumers' intention to disclose, at least in the case of the tested emotions, a result that supported previous research (Acquisti et al., 2020; Rohunen, et al., 2020; Dinev & Hart, 2006). As an outcome of combining the research fields of emotional influence and privacy behaviour, the example of pride supports previous research on emotions since it had a positive influence on behaviour (Rowe et al., 2019; Lima et al., 2019; Antonetti & Markland, 2014 a). Whereas the example of guilt added unique insights into emotion's influence on privacy as it did not as predicted negatively influence the future behaviour of sharing private information, rather the opposite. This indicates that strong emotions are important in decision-making, thereby this study brings the theory of emotional decision-making forward.

## Practical implications

Inducing different emotions in consumers' situations related to disclosing private information could in many cases be beneficial nevertheless harmful for enterprises. When considering the above findings, enterprises could use emotions to increase their credibility with consumers and lower consumers' privacy concerns and risks. Further, the tested emotions impacted the consumers to have an open and positive mindset to disclosing additional private information. Thus, including stimulus effecting consumers to feel the tested emotions, can benefit enterprises wanting to collect additional private information about their consumers.

Potential pitfalls for enterprises inducing consumers to evoke emotions can further be harnessed as well as misused, as consumers could feel tricked and question why additional private information is collected. Furthermore, if the private information is used for the wrong



purpose such as traded with third parties or shared with unauthorized users. The findings of this experiment showed that consumers process emotions differently which impacts behaviour. Consequently, the outcome of evoking emotions related to collecting private information will not necessarily generate more private information for enterprises and it is therefore important to highlight.

## Limitations and further research

As privacy is still a relatively new area, although the interest in it has grown in recent years, the connection to specific emotions' influence on consumers' privacy behaviour has not been touched. This study is one of the first to subsidise this research field and to inspire other scholars to dive deeper into the emotional effect on privacy. Consequently, it is challenging to find theoretical proof within the privacy area to support accurate conclusions. Hence a more detailed analysis is needed which would consent to a more precise explanation to detect other important causes. As deeper knowledge reaches the surface, more rich evidence could optimistically be established to further understand emotions influence on consumers' willingness to disclose private information.

The finding of this research was affected by decisions concerning theory, sampling, experimental stimuli as well as independent variables, which resulted in some limitations and future research topics to explore. The first limitation of this study is related to the sampling and generalization of the presented results. This convenience sample of students consisted of participants between the ages of 18-29. Thereby it is difficult to generalize the result of this study to the whole population. However, as the result indicated that the constructs had good values related to reliability and validity, therefore this study could to a certain extent be generalized to represent a younger population in a Swedish context. Subsequent to the results, the great value of reliability and validity indicated a relationship between emotions and intention to disclose private information. Therefore, it would further be interesting to investigate the same research topic but among other age groups of various cultural backgrounds to compare the results.

A further limitation of this research is that the sample was familiar with the environment of the experiment, which could to a certain extent have impacted the result. Thereby further research could experiment using a fictitious purchase environment or an unfamiliar company to see if other results might be discovered. As this study did not reveal a huge difference between the two emotions' influence on consumers' intention to share. Further studies could perform an identical experiment to uncover if it was a coincidence that the used sample did not report a superior difference in intention to share or if the emotions do not hugely different in their impact on behaviour. Investigating additional emotions to understand their impact on consumers' intention to disclose would be interesting, meanwhile, few emotions have been researched within the context of privacy. As this research investigates the emotional perspective of decision-making it would further be important to compare rational decision-making with emotional decision-making to see if any differences can be discovered. This

would contribute to a deeper understanding of decision-making in the privacy context as this study found identical results when investigating different emotions.

The potential impact privacy fatigue has on consumers indicates that there is an influence on intention to disclose when guilt was evoked. As privacy fatigue is a relatively new concept that has only been tested in a few studies, it can be a potential factor that has a greater impact on intention to disclose rather than trust and risk. In future studies, privacy fatigue should be tested as a central concept to see if it is a crucial intermediate variable that impacts consumers' intention to disclose private information in research of emotions.



## Conclusion

This research investigates the unexplored area of emotions influence on consumers' intentions to disclose private information. To merge emotions' effect on consumer behaviour with privacy as a relatively new research area. Specifically, the emotions of guilt and pride were investigated, which represent an example of negative and positive emotions. The results of this study showed that overall emotions influenced consumers' intentions to disclose private information. However, rather surprising when testing the emotional impact, was that privacy risk and trust were not crucial factors that impact consumers' intention to disclose, despite research on privacy showing the contradiction. Nevertheless, privacy concern was a crucial factor that influenced the consumers' intention to disclose private information. It was found that pride as a positive emotion had a greater influence on the intention to disclose compared to guilt as a negative emotion, although the difference was not remarkable. This indicates that the pleasant feeling of pride is more acceptable for consumers to feel and stay within, rather than the unpleasant feeling of guilt which makes consumers want to correct past behaviour and escape the negative feeling to avoid it impacting future behaviour. Lastly to conclude, the tested emotions of guilt and pride both had a positive impact on consumers' intention to disclose private information as they were willing to share private information with the company.

# Appendix

## Appendix 1 – Guilt Treatment

**It is Monday afternoon and you currently have a 15-minute break from your university lecture. You and your friends head to the school cafeteria to purchase a snack to be able to survive the rest of the lecture. In the cafeteria, you find two snack alternatives, but you will only buy one snack on the spot. Details of the two alternatives are presented below.**

<p><b>Alternative 1</b> Apple Price: 20 SEK, double loyalty points Number of calories: 52 kcal Locally farmed</p> 	<p><b>Alternative 2</b> Cinnamon bun Price: 25 SEK, loyalty offer 15 SEK Number of calories: 436 kcal Factory-made</p> 
---	---

 Livsmedelsverket 004

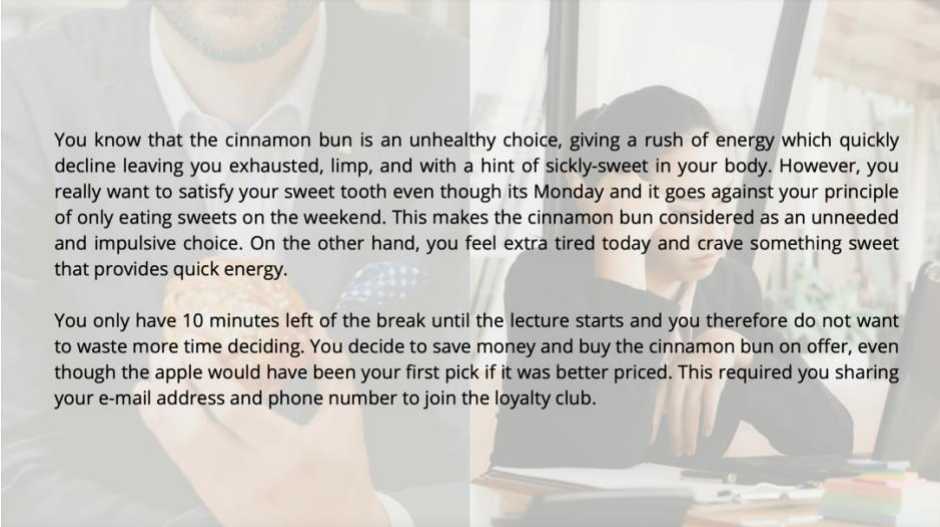
### Eat your greens!

You remember reading an article in the newspaper by the Swedish Food Agency (Livsmedelsverket) concerning younger individuals' food habits. It discusses how young adults in the age between 18-30 have terrible food habits, 50% have a sugar intake over the recommended amount which is worrying since it leads to consuming too many empty calories. Young individuals eat far too little vegetables and fruit, horrifyingly less than 1 in 10 eat the recommended amount of 500 grams of fruits and greens per day. The article also mentions how consuming more greens and fruit improves our health by containing lots of vitamins and fibres that strengthens the immune system and greatly reduces illness. While overconsuming products containing added sugar, like candy, soda, cake, and snacks, leads to unhealthy food habits and the risk of major chronic diseases like heart attack, type 2 diabetes, stroke, and cancer greatly increases.



You know that the cinnamon bun is an unhealthy choice, giving a rush of energy which quickly decline leaving you exhausted, limp, and with a hint of sickly-sweet in your body. However, you really want to satisfy your sweet tooth even though its Monday and it goes against your principle of only eating sweets on the weekend. This makes the cinnamon bun considered as an unneeded and impulsive choice. On the other hand, you feel extra tired today and crave something sweet that provides quick energy.



You only have 10 minutes left of the break until the lecture starts and you therefore do not want to waste more time deciding. You decide to save money and buy the cinnamon bun on offer, even though the apple would have been your first pick if it was better priced. This required you sharing your e-mail address and phone number to join the loyalty club.





## Appendix 2 – Pride Treatment

**It is Monday afternoon and you currently have a 15-minute break from your university lecture. You and your friends head to the school cafeteria to purchase a snack to be able to survive the rest of the lecture. In the cafeteria, you find two snack alternatives, but you will only buy one snack on the spot. Details of the two alternatives are presented below.**

<p><b>Alternative 1</b> Apple Price: 20 SEK, double loyalty points Number of calories: 52 kcal Locally farmed</p> 	<p><b>Alternative 2</b> Cinnamon bun Price: 25 SEK, loyalty offer 15 SEK Number of calories: 436 kcal Factory-made</p> 
---	---

 Livsmedelsverket 004

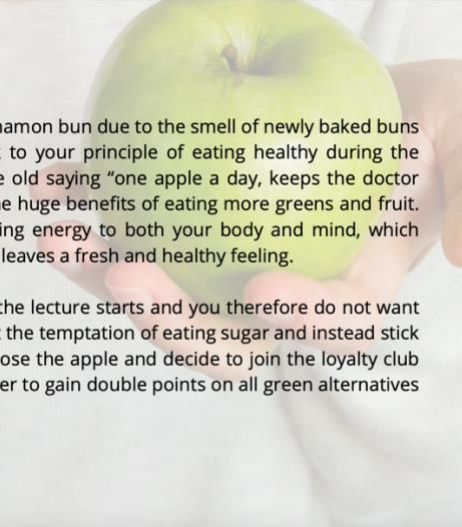
### Eat your greens!

You remember reading an article in the newspaper by the Swedish Food Agency (Livsmedelsverket) concerning younger individuals' food habits. It discusses how young adults in the age between 18-30 have terrible food habits, 50% have a sugar intake over the recommended amount which is worrying since it leads to consuming too many empty calories. Young individuals eat far too little vegetables and fruit, horrifyingly less than 1 in 10 eat the recommended amount of 500 grams of fruits and greens per day. The article also mentions how consuming more greens and fruit improves our health by containing lots of vitamins and fibres that strengthens the immune system and greatly reduces illness. While overconsuming products containing added sugar, like candy, soda, cake, and snacks, leads to unhealthy food habits and the risk of major chronic diseases like heart attack, type 2 diabetes, stroke, and cancer greatly increases.



Back at cafeteria you are tempted to pick the cinnamon bun due to the smell of newly baked buns filling the cafeteria. However, you want to stick to your principle of eating healthy during the weekdays and stay away from added sugar. The old saying "one apple a day, keeps the doctor away" comes to your mind with remind you of the huge benefits of eating more greens and fruit. Picking the apple would provide more long-lasting energy to both your body and mind, which helps you to stay alert for the rest of the day and leaves a fresh and healthy feeling.

You only have 10 minutes left of the break until the lecture starts and you therefore do not want to waste more time deciding. You decide to resist the temptation of eating sugar and instead stick to your values and put your health first. You choose the apple and decide to join the loyalty club by provide your e-mail address and phone number to gain double points on all green alternatives which is more rewarding in the long run.



## Reference list

- Antonetti, P., & Maklan, S. (2014 a). Feelings that Make a Difference: How Guilt and Pride Convince Consumers of the Effectiveness of Sustainable Consumption Choices. *Journal of Business Ethics*, 124(1), 117-134.
- Antonetti, P. and Maklan, S. (2014 b). Exploring Postconsumption Guilt and Pride in the Context of Sustainability. *Psychology & Marketing*, 31(9), pp. 717–735.
- Acquisti, A., Brandimarte, L., & Loewenstein, G. (2020). Secrets and Likes: The Drive for Privacy and the Difficulty of Achieving It in the Digital Age. *Journal of Consumer Psychology*, 30(4), 736-758.
- Acquisti, A., Brandimarte, L., & Loewenstein, G. (2015). Privacy and Human behavior in the age of information. *Science (American Association for the Advancement of Science)*, 347(6221), 509-514.
- Andrade, E. B. (2015). Costumer Emotions. In M. I. Norton, D. D. Rucker, & C. Lamberton (Ed.), *The Cambridge Handbook of Consumer Psychology*. Cambridge University Press, 90-121.
- Allen, M. (2017). *The sage encyclopedia of communication research methods* (Vols. 1–4). SAGE Publications, Inc: Thousand Oaks, C
- Ariely, D., Loewenstein, G. (2006). The heat of the moment: The effect of sexual arousal on sexual decision making. *Journal of Behavioral Decision Making*, 19(2), 87–98.
- Bryman, A. & Bell, E. (2011). *Business research methods*. Oxford university press. 3<sup>rd</sup> edition.
- Burnett, M., S. & Lunsford, D., A. (1994). Conceptualizing Guilt in the Consumer Decision-making Process. *Journal of Consumer Marketing*, 11(3), 33-43.
- Chou, T., Chang, E., Zheng, Y., & Tang, X. (2016). What makes consumers believe: The impacts of priming and sequential service experiences on consumer emotions and willingness to pay. *Journal of Service Marketing*, 30(1), 115-127.
- Choi, H., Park, J. & Jung, Y. (2018). The role of privacy fatigue in online privacy behavior. *Computers in Human Behavior*, 81, 42-51.
- Cohen, J. B., Pham, M. T. & Andrade, E. B. (2008). The nature and role of affect in consumer behaviour. In C. Haugtvedt, F. Kardes, & P. Herr. Mahway, *Handbook of Consumer Psychology*. Mahwah, NJ: Erlbaum, 297-348.
- Culnan, M., & Armstrong, P. (1999). Information Privacy Concerns, Procedural Fairness, and Impersonal Trust: An Empirical Investigation. *Organization Science (Providence, R.I.)*, 10(1), 104-115.
- Dinev, T., & Hart, P. (2006). An Extended Privacy Calculus Model for E-Commerce Transactions. *Information systems research*, 17(1), 61-80.

- Elgendi, M., Kumar, P., Barabic, S., Howard, N., Abbott, D., & Cichocki, A. (2018). Subliminal Priming- State of the Art and Future Perspective. *Behavioral Sciences*, 8(6), 54.
- Fiedler, K., McCaughey, L., & Prager, J. (2021). Quo Vadis, Methodology? The Key Role of Manipulation Checks for Validity Control and Quality of Science. *Perspectives on Psychological Science*, 16(4), 816–826.
- Forgas, J. P. (1995). Mood and judgment: The affect infusion model (AIM). *Psychological Bulletin*, 117(1), 39-66.
- Goldsmith, K., Cho., E., & Dhar, R. (2012). When Guilt Begets Pleasure: The Positive Effect of a Negative Emotion. *Journal of Marketing Research*, 49(6), 872-881.
- Gregory-Smith, D., Smith, A., & Winklhofer, H. (2013). Emotions and dissonance in “ethical” consumption choices. *Journal of Marketing Management*, 29(11-12), 1201-1223.
- Geuens, M. & De Pelsmacker, P. (2017). Planning and conducting experimental advertising research and questionnaire design. *Journal of Advertising*, 46(1), 83-100.
- Hair, J., Black, W., Babin, B., Anderson, R. (2014). *Multivariate Data Analysis*. Pearson New International Edition. Edinburgh: Pearson Education Limited. Vol. 7.
- Hardy, G., E., Shapiro, D., A., & Borrill, C., S. (1997). Fatigue in the workforce of national health service trust: Levels of symptomatology and links with minor psychiatric disorder, demographic, occupational and work role factors. *Journal of Psychosomatic Research*, 43(1), 83-92.
- He, X., & Hu, Y. (2022). Understanding the role of emotions in consumer adoption of electric vehicles: The mediating effect of perceived value. *Journal of Environmental Planning and Management*, 65(1), 84-104.
- Hong, J., Lim, R., & Atkinson, L. (2021). “Doing Good” versus “Being Good”: The interplay between pride appeals and regulatory-focused messages in green advertising. *Journal of Applied Social Psychology*, 51(11), 1089-1108.
- Jai, T.-M., Burns, L. D., & King, N. J. (2013). The effect of behavioral tracking practices on consumers' shopping evaluations and repurchase intention toward trusted online retailers. *Computers in Human Behavior*, 29(3), 901–909.
- Kaur, H., & Verma, H. (2023). The emotion of pride in consumer behaviour and marketing: A review, classification and future research agenda. *Management Research Review*, 46(4), 579-604.
- Kirk, R. E. (2013). *Experimental design: Procedures for the behavioral sciences*. Thousand Oaks, CA: SAGE Publications, Inc.
- Lam, L., W. (2012). Impact of competitiveness on salespeople’s commitment and performance. *Journal of Business Research*, 65(9), 1328-1334.

Lawinsider (n.d.). Private information definition. Accessed 22 of February 2023, Available: <https://www.lawinsider.com/dictionary/private-information>

Levontin, L. & Yom-Tov, E. (2017). Negative Self-Disclosure on the Web: The Role of Guilt Relief. *Frontiers in Psychology*, 8, 1068.

Lima, E. B., Costa, C. S. R. & Félix, G. R. (2019). Guilt and Pride Emotions and their Influence on Intention of Purchasing Green Products. *Consumer Behavior Review*, 3(2), 70-84.

Li, H., Sarathy, R. & Zhang, J. (2008). The Role of Emotions in Shaping Consumers' Privacy Beliefs about Unfamiliar Online Vendors. *Journal of information privacy & security*. 4 (3), 36-62.

Lunardo, R., & Saintives, C. (2018). Coping with the ambivalent emotions of guilt and pride in the service context. *The Journal of Services Marketing*, 32(3), 360-370.

Martin, K. (2016). Understanding Privacy Online: Development of a Social Contract Approach to Privacy. *Journal of Business Ethics*, 137(3), 551-569.

McNabb, D. (2013). *Nonsampling Error in Social Survey*. Thousand Oaks: SAGE Publications, Incorporated.

Norberg, P., A., Horne, D., R., & Horne, D., A., (2007). The Privacy Paradox: Personal Information Disclosure Intentions versus Behaviors. *The Journals of Consumer Affairs*, 41(1), 100-126.

Onwezen, M., Jos Bartels, C., & Antonides, G. (2014). Environmentally Friendly Consumer Choices: Cultural Differences in the Self-Regulatory Function of Anticipated Pride and Guilt. *Journal of Environmental Psychology*, 40, 239–248.

Oppenheimer, D., Meyvis, T., & Davidenko, N. (2009). Instructional manipulation checks: Detecting satisficing to increase statistical power. *Journal of Experimental Social Psychology*, 45(4), 867–872.

Park, J., Choi, H., & Jung, Y. (2021). Users' Cognitive and Affective Response to the Risk to Privacy from a Smart Speaker. *International Journal of Human-computer Interaction*, 37(8), 759-771.

Patrick, V. M., Chun, H. H., & Macinnis, D. J. (2009). Affective forecasting and self-control: Why anticipating pride wins over anticipating shame in a self-regulation context. *Journal of Consumer Psychology*, 19(3), 537–545.

Peter, P. C., & Honea, H. (2012). Targeting social messages with emotions of change: The call for optimism. *Journal of Public Policy & Marketing*, 31(2), 269–283.

Phelps, J. E., D'Souza, G., & Nowak, G. J. (2001). Antecedents and consequences of consumer privacy concerns: An empirical investigation. *Journal of Interactive Marketing*, 15(4), 2-17.



Piper, B., F., Lindsey, A., M., & Dobb, M., J. (1987). Fatigue mechanisms in cancer patients: Developing nursing theory. *Oncology Nursing Forum*, 14(6), 17-23.

Presser, S., & Blair, J. (1994). Survey pretesting: Do different methods produce different results. *Sociological methodology*, 24 (5), 73-104.

Ram, P., Krishna, S. & Kumar, AP. (2021). Modern Privacy Threats and Privacy Preservation Techniques in Data Analytics. In *Factoring Ethics in Technology, Policy Making and Regulation*.

Reynolds, N., Diamantopoulos, A. & Schlegelmilch, B. (1993). Pre-Testing in Questionnaire Design: A Review of the Literature and Suggestions for Further Research. *International Journal of Market Research*, 35(2).

Rohunen, A., Markkula, J., Heikkilä, M., & Oivo, M. (2020). Explaining Diversity and Conflicts in Privacy Behavior Models. *Journal of Computer Information Systems*, 60(4), 378-393.

Roseman, I. J. (1991). Appraisal determinants of discrete emotions. *Cognition and Emotion*, 5(3), 161–200.

Rossiter, J. R. (2002). The C-OAR-SE Procedure for Scale Development in Marketing. *International Journal of Research in Marketing*, 19 (4), 305–335.

Rowe, Z., Wilson, H., Dimitriu, R., Charnley, F., & Lastrucci, G. (2019). Pride in my past: Influencing sustainable choices through behavioral recall. *Psychology & Marketing*, 36(4), 276-286.

Salerno, A., Laran, J. & Janiszewski, C. (2015). Pride and Regulatory Behavior: The Influence of Appraisal Information and Self-Regulatory Goals. *The Journal of Consumer Research*, 42(3), 499-514.

Salice, A. & Montes Sánchez, A. (2016). Pride, Shame, and Group Identification. *Frontiers in Psychology*, 7, 557.

Schwartz, D. & Loewenstein, G. (2017). The Chill of the Moment: Emotions and Proenvironmental Behavior. *Journal of Public Policy & Marketing*, 36(2), 255-268.

Shariff, A., Tracy, J., Cheng, J., & Henrich, J. (2010). Further Thoughts on the Evolution of Pride's Two Facets: A Response to Clark. *Emotion Review*, 2(4), 399-400.

Smith, H., Milberg, S., & Burke, S. (1996). Information Privacy: Measuring Individuals' Concerns about Organizational Practices. *MIS Quarterly*, 20(2), 167-196.

Soscia, I. (2007). Gratitude, delight, or guilt: The role of consumers' emotions in predicting postconsumption behaviours. *Psychology & Marketing*, 24(10), 871–894.

Stark, L. (2016). The emotional context of information privacy. *The Information Society*, 32(1), 14-27.

Stewart, K., & Segars, A. (2002). An Empirical Examination of the Concern for Information Privacy Instrument. *Information Systems Research*, 13(1), 36-49.

Stone, E. F., Gueutal, H. G., Gardner, D. G., & McClure, S. (1983). A field experiment comparing information-privacy value, beliefs, and attitudes across several types of organizations. *Journal of Applied Psychology*, 68(3), 459-468.

Solomon, R., M., Bamossy, G., J., Askegaard, S., & Hogg, M., K. (2016). *Consumer Behavior: A European Perspective*. Harlow: Pearson Education. 6<sup>th</sup> edition.

Söderlund, M. (2018). *Experiments in Marketing*. Studentlitteratur, 1<sup>st</sup> edition.

Tang, J., Akram, U., & Shi, W. (2021). Why people need privacy? The role of privacy fatigue in app users' intention to disclose privacy: based on personality traits. *Journal of Enterprise Information Management*, 34(4), 1097-1120.

Tracy, J. L., & Robins, R. W. (2007). The psychological structure of pride. *Journal of Personality and Social Psychology*, 92(3), 506–525.

Trost, J. (2012). *Enkätboken*. Lund, Studentlitteratur, 4<sup>th</sup> edition.

Viglia, G., Zaefarian, G., & Ulqinaku, A. (2021). How to design good experiments in marketing: Types, examples, and methods. *Industrial Marketing Management*, 98, 193-206.

Wang, J., & Wu, L. (2016). The impact of emotions on the intention of sustainable consumption choices: evidence from a big city in an emerging country. *Journal of Cleaner Production*, 126, 325–336.

Wang, J., Wang, C., & Wu, L. C. (2017). Mechanism of Green Emotional Appeals Impacting on the Green Purchase Decision-Making Process. *Journal of Management Science*, 10 (5), 38–56.

Zikmund, W. G., Babin, B., J., Carr, J., C. & Griffin, M. (2013). *Business Research Methods*. The Dryden Press. 9<sup>th</sup> edition.