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**NEGATIVE WORD OF MOUTH IN THE CONTEXT OF
SUSTAINABILITY: THE IMPACT OF SUSTAINABILITY
SCANDALS ON CONSUMERS**



MASTER'S THESIS

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LIST OF ABBREVIATIONS

AVE	: Average variance extracted
BM	: Birleşmiş Milletler
CO	: Collectivism
E.g.	: For example
Et al.	: And others
HTMT	: Heterotrait-monotrait Ratio
NE	: Negative emotions
NWO	: Negative word-of-mouth
PLS-SEM	: Partial Least Squares – Structural Equation Modeling
PWC	: PricewaterhouseCoopers
SPSS	: Statistical Package for the Social Sciences
UN	: United Nations
V.d	: Ve diğerleri
VIF	: Variance inflation factor
WOM	: Word-of-mouth

LIST OF SYMBOLS

f^2 : Evaluation of the effect size

R^2 : The predictive power of the model



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RÉSUMÉ

Les crises mondiales telles que la pauvreté, l'épuisement des ressources clés et la crise financière ont commencé à affecter les sociétés du monde entier (Sanders, 2016). Les effets ne se limitent pas seulement à l'écologie ; les sociétés et l'économie sont considérées comme des domaines connus liés à la durabilité. En tenant compte de cela, le concept de durabilité est devenu important ces dernières années, bien qu'il remonte à des époques antérieures. Il a également commencé à attirer l'attention des entreprises et des marketeurs après la Commission Brundtland (Kuhlman et Farrington, 2010). Le terme de durabilité est défini comme répondant aux besoins actuels de l'humanité tout en tenant compte des besoins des générations futures (Corral-Verdugo et coll., 2019). Bien qu'il existe différentes classifications dans la littérature, les dimensions économique, sociale et environnementale ont généralement été acceptées pour la durabilité (United Nations, 2015).

Ces préoccupations en matière de durabilité pour le monde et les générations futures ont amené les gouvernements et les organisations mondiales à prendre les mesures nécessaires. Les Nations unies, par exemple, organisent régulièrement un sommet sur le climat avec différents pays et organisations (Programme des Nations Unies pour l'environnement, 2023). D'un point de vue commercial, les rapports de durabilité des entreprises montrent également qu'elles évaluent les défis environnementaux, sociaux et économiques comme une pression pour leur succès futur (Deloitte, 2023). Il y a plusieurs raisons de se concentrer sur la création d'un monde durable pour les entreprises. Les incitations données par les autorités légales et les communautés de durabilité, les attentes des parties prenantes et les objectifs basés sur le profit sont les principaux motifs pour les entreprises. Alors que les gouvernements accordent des avantages financiers tels que l'exonération fiscale (PWC, 2023), certains prix comme les Sustainability Awards (2023) encouragent les

gestionnaires à agir de manière responsable envers l'environnement et la société. De plus, il est observé que les consommateurs et les investisseurs remettent en question la responsabilité des entreprises en matière de durabilité (Martinez-Alier et coll., 2014). En retour, les gestionnaires ont commencé à utiliser leurs activités durables dans leurs stratégies de communication (Liu et coll., 2019) pour promouvoir leurs produits et augmenter leur rentabilité.

D'autre part, il existe également un intérêt pour le comportement des consommateurs à l'égard des questions de durabilité dans la littérature marketing. Il a été prouvé que la sensibilisation des consommateurs individuels à la consommation responsable a augmenté ces dernières années (Bagdare, 2018). Le rapport de Deloitte (2023) indique que 30 % des consommateurs ont cessé d'acheter certaines marques en raison de préoccupations liées à la durabilité. De plus, les inégalités sociales (Maio et Fabbri, 2013) et les préoccupations économiques (Kurt et Gino, 2023) empêchent les consommateurs d'acheter certaines marques.

Il y a plusieurs raisons derrière la sensibilisation des consommateurs aux questions de durabilité. Les politiques gouvernementales pourraient amener les consommateurs à prendre des décisions responsables ainsi que les entreprises (Schrader et Thøgersen, 2011). Les normes sociales (Liu et coll., 2017), la culture (Chekima et coll., 2015) et des facteurs psychologiques tels que les émotions (Elhoushy et Lanzini, 2020) affectent également le comportement de consommation durable. Par exemple, les émotions pourraient aider à comprendre les préférences pro-environnementales (Corral-Verdigo et coll., 2008) ou le niveau d'acceptation des inégalités sociales (Barford, 2017) des consommateurs. De plus, la culture, qui est un concept mental collectif partagé (Hofstede, 2011), a un impact inévitable sur l'évaluation des choix durables sur le marché. Les consommateurs ont tendance à s'engager dans une consommation durable grâce à leurs normes sociales et à leurs systèmes de croyances (Sharma et Jha, 2017). Plus précisément, il a été prouvé que le niveau d'individualisme et de collectivisme au sein des sociétés a un impact sur les décisions des consommateurs à agir de manière responsable (Xiang et coll., 2019).

Au-delà des préférences durables, les consommateurs évaluent leurs expériences d'achat qui génèrent des émotions particulières (Soodan et Pandey, 2016) et des niveaux de satisfaction (White et Yu, 2005) en conséquence. Le comportement de bouche à oreille (WOM), qui consiste à diffuser des informations sur les places de marché (Podnar et Javernik, 2012), pourrait émerger grâce aux niveaux de satisfaction (Dias et coll., 2023). Ces dernières années, les consommateurs sont devenus plus ouverts à partager leurs expériences d'achat, leurs aversions et leur appréciation envers une marque (Wang et coll., 2021). Il a été observé que les consommateurs ont tendance à mettre en garde les autres via le WOM négatif s'ils se rendent compte de toute communication ou opération verte insincère des entreprises (Guerreiro et Pacheco, 2021).

À ce stade, les émotions (Ladhari, 2007) et la culture (Chapa et coll., 2014) sont apparues comme des facteurs cruciaux affectant la propension au WOM des consommateurs ainsi que la sensibilisation à la durabilité. L'étude de Xie et coll. (2015) affirme que les émotions négatives envers les actions non écologiques ont un effet significatif sur le WOM négatif. Plus précisément, l'étude de Halim et coll. (2022) a constaté que le WOM négatif induit par des émotions négatives est une réaction comportementale plus forte que celle positive chez les consommateurs (Halim et coll., 2022). D'un point de vue culturel, les consommateurs ont tendance à diffuser des WOM plus pertinents, personnalisés et persuasifs lorsque les liens sociaux sont renforcés entre les individus culturellement (Baker et coll., 2016), tandis que les individualistes ont tendance à prendre moins d'actions (Xiang et coll., 2019).

Cependant, à notre connaissance, il existe un besoin de recherches supplémentaires dans la littérature sur le rôle des caractéristiques culturelles et des émotions spécifiques sur l'intention de WOM des consommateurs dans le contexte de la durabilité. En considérant ces éléments, notre recherche vise à étudier la relation entre les orientations culturelles et l'intention de recommandation des consommateurs individuels dans le contexte de la durabilité. De plus, l'effet médiateur des émotions négatives sur cette relation est étudié. À travers l'objectif de recherche, le modèle de recherche et quatre hypothèses avec une base théorique ont

été constitués. Trois scandales de durabilité de trois marques différentes ont été déterminés pour la recherche.

Dans notre recherche, la recherche descriptive a été utilisée comme conception de recherche et la méthode d'enquête a été sélectionnée comme méthode de recherche. Trois enquêtes basées sur des scénarios, dont chacune contient des nouvelles de scandales de durabilité différents, ont été générées. Dans les scénarios, les nouvelles d'une célèbre entreprise de meubles ont été utilisées pour un scandale de durabilité environnementale, les nouvelles d'un fabricant d'équipements sportifs ont été utilisées pour un scandale de durabilité sociale, et les nouvelles d'une entreprise textile ont été utilisées pour un scandale de durabilité économique. Toutes les nouvelles ont été obtenues à partir de sites web d'actualités accessibles au public. Les échelles existantes dans la littérature ont été utilisées pour tester les hypothèses. Les enquêtes ont été finalisées après l'étude pilote et 50 répondants ont été contactés pour chaque enquête. Pour analyser les résultats, la modélisation par équations structurelles est utilisée dans SmartPLS 4, un programme statistique fiable qui fonctionne avec de petites données.

Dans les résultats de la recherche, des descriptifs ont été fournis en premier lieu. Après que les exigences de l'analyse factorielle ont été satisfaites, les hypothèses ont été testées avec une analyse de chemin. Selon les résultats, le collectivisme a été trouvé positivement lié au WOM négatif uniquement dans le cas du scandale de durabilité sociale. La relation entre le collectivisme et les émotions négatives a été trouvée significative pour tous les cas, sauf les cas de dimension économique de la durabilité. Les émotions négatives ont été observées comme étant positivement liées au bouche-à-oreille négatif dans tous les cas. Enfin, l'effet médiateur des émotions négatives a été observé sur la relation entre le collectivisme et le WOM négatif uniquement dans les cas environnementaux et sociaux.

Dans la revue de littérature sur la durabilité, il a été observé qu'elle se concentre principalement sur des sujets tels que les dimensions de la durabilité, les fonctions et les responsabilités des entreprises, et les intentions comportementales

des consommateurs individuels dans des contextes émotionnels et culturels (par exemple, Chekima et coll., 2015 ; Corral-Verdigo et coll., 2008 ; Unruh et coll., 2016 ; Yiftachel et Hedgcock, 1993). De plus, il existe un focus limité en termes de dimensions de la durabilité dans la littérature (par exemple, Amatulli et coll., 2020 ; Maio et Fabbri, 2013 ; Zhang et Sun, 2021). En tenant compte de cela, il est attendu dans cette recherche d'élargir la perspective des consommateurs et de contribuer à la littérature existante avec une perspective tridimensionnelle. De plus, les émotions et les caractéristiques culturelles ont été trouvées positivement liées à la consommation durable et à l'intention de WOM au niveau individuel dans la littérature (par exemple, Antonetti et Maklan, 2014 ; Xiang et coll., 2019). Plus spécifiquement, les émotions dirigées vers un but (par exemple, Tarditi et coll., 2018) et le niveau d'individualisme par rapport au collectivisme (par exemple, Baker et coll., 2016) ont été étudiés ces dernières années. À ce stade, notre recherche pourrait étendre la littérature sur les émotions et la culture. Enfin, cette recherche pourrait ajouter une perspective culturelle et émotionnelle à la littérature existante sur le WOM en plus des études axées sur le comportement d'achat et la communication WOM (par exemple, Dimitrova et coll., 2022 ; Xiang et coll., 2019).

De plus, on s'attend à ce que notre recherche contribue à la littérature culturelle grâce à l'investigation de la relation entre le collectivisme et le WOM négatif dans notre recherche. Dans des études antérieures, le degré de collectivisme et d'individualisme au niveau sociétal a été trouvé lié aux décisions de consommation responsable et à l'intention de WOM (par exemple, Amatulli et coll., 2020; Baker et coll., 2016; Kohler et coll., 2023; White et Yu, 2005). Cependant, à notre connaissance, il n'y a pas eu d'études se concentrant sur le collectivisme avec des émotions dirigées vers un but et l'intention de WOM spécifiquement dans la littérature sur la durabilité. Ainsi, cette recherche pourrait contribuer à comprendre les effets culturels sur l'intention de diffuser du bouche-à-oreille négatif à la fois du point de vue psychologique et marketing.

Du point de vue managérial, il est crucial de contrôler les réactions des consommateurs en période difficile comme les scandales de marque liés à la durabilité. Parce que les managers ont besoin de comprendre et de prévoir les

intentions des consommateurs, notre recherche pourrait aider les entreprises à comprendre les réponses émotionnelles et les tendances comportementales consécutives. Deuxièmement, les relations interpersonnelles et la volonté de partager des expériences pourraient varier selon les cultures. Les marques opérant dans différentes régions pourraient bénéficier de nos résultats de recherche tout en trouvant des solutions pour surmonter les défis liés à la durabilité. De plus, cette étude a révélé que les émotions négatives des consommateurs sont positivement liées non seulement aux scandales de marques environnementales mais aussi à ceux d'ordre social et économique. Concernant ce résultat, une approche globale des crises et des stratégies en matière de durabilité pourrait être créée par les managers, par exemple en initiant des programmes pour faire face aux inégalités au sein de leur organisation. Enfin, la culture, en tant que déterminant important dans notre recherche, pourrait être impliquée dans les stratégies marketing pour surmonter les scandales de durabilité. Selon les orientations culturelles des clients, les managers pourraient reconsidérer leurs plans de crise et envisager de donner la priorité à certains pays dans lesquels ils opèrent.

De plus, il existe certaines limitations dans cette recherche. Étant donné qu'un petit échantillon de données a été étudié et qu'une population jeune a été atteinte dans notre recherche, l'échantillon pourrait être diversifié dans des recherches futures. De plus, trois entreprises axées sur les produits ont été sélectionnées dans les enquêtes. Les dynamiques commerciales et le comportement des consommateurs peuvent varier selon les types d'organisations, il pourrait donc être intéressant d'étudier des entreprises de services ou des organisations à but non lucratif dans des recherches futures. Par ailleurs, une perspective globale pourrait être fournie en incluant à la fois les émotions positives et négatives dans le modèle afin de comprendre les différentes réactions comportementales des consommateurs. Enfin, le comportement des consommateurs pourrait montrer une tendance différente chez les consommateurs individualistes ou dans les cultures individualistes adoptant le collectivisme. Par conséquent, il pourrait être recommandé de valider nos résultats de recherche en tenant compte de différentes caractéristiques culturelles.

ABSTRACT

Global crises such as poverty, depletion of key resources, and financial crises have started to affect societies all around the world (Sanders, 2016). The effects are not only limited to ecology; societies and economics are considered as known fields related to sustainability. Considering these, the concept of sustainability has become important in recent years though it dates to earlier times. It has also started to attract the attention of businesses and marketers after the Brundtland Commission (Kuhlman and Farrington, 2010). The term of sustainability is defined as meeting the current needs of humanity while caring for the needs of future generations (Corral-Verdugo et al., 2019). Though there exist different classifications in the literature, economic, social, and environmental dimensions have been generally accepted for sustainability (United Nations, 2015).

These sustainability concerns for the world and future generations have led governments and worldwide organizations to take the required actions. United Nations, for example, organizes a climate summit every year regularly with different nations and organizations (UN Environment Programme, 2024). From a business perspective, the sustainability reports of companies also show that they evaluate environmental, social, and economic challenges as pressure for their success in the future (Deloitte, 2023). There are some reasons to focus on creating a sustainable world for businesses. Incentives given by legal authorities and sustainability communities, expectations of stakeholders, and profit-based goals are the main motives for businesses. While governments provide financial benefits such as exemption from tax (PWC, 2023), some awards like the Sustainability Awards (2023) encourage managers to act responsibly toward the environment and society. Also, it is observed that consumers and investors question the accountability of companies regarding sustainability (Martinez-Alier et al., 2014). In return for this,

managers have started to use sustainable activities in their communication strategies (Liu et al., 2019) to promote their products and increase their profitability.

On the other hand, there is also an interest in consumer behavior toward sustainability issues in the marketing literature. It has been evidenced that the awareness of individual consumers about responsible consumption has increased in recent years (Bagdare, 2018). The report of Deloitte (2023) indicates that 30% of consumers have stopped purchasing some brands due to sustainability-related concerns. Also, social inequalities (Maio and Fabbri, 2013) and economic concerns (Kurt and Gino, 2023) prevent consumers from buying from certain brands.

There are some reasons behind the awareness of consumers toward sustainability issues. Governmental policies might lead consumers to make responsible decisions as well as businesses (Schrader and Thøgersen, 2011). Social norms (Liu et al., 2017), culture (Chekima et al., 2015), and psychological factors such as emotions (Elhoushy and Lanzini, 2020) also affect sustainable consumption behavior. For instance, emotions might help understand pro-environmental preferences (Corral-Verdigo et al., 2008) or the acceptance level of social inequalities (Barford, 2017) of consumers. Moreover, the culture which is a shared collective mental concept (Hofstede, 2011) has an inevitable impact on the evaluation of sustainable choices in the market. Consumers tend to engage in sustainable consumption thanks to their social norms and belief systems (Sharma and Jha, 2017). More specifically, it has been evidenced that the level of individualism and collectivism within societies have an impact on consumer decisions to act responsibly (Xiang et al., 2019).

Beyond sustainable preferences, consumers evaluate their purchase experiences which generate particular emotions (Soodan and Pandey, 2016) and satisfaction levels (White and Yu, 2005) consequently. Word-of-mouth (WOM) behavior, which means spreading information about marketplaces (Podnar and Javernik, 2012), could emerge through satisfaction levels (Dias et al., 2023). In recent years, consumers have become more open to sharing their purchase experiences, aversions, and liking

toward a brand (Wang et al., 2021). It has been observed that consumers tend to warn others via negative WOM if they realize any insincere green communication or operations of businesses (Guerreiro and Pacheco, 2021).

At this point, emotions (Ladhari, 2007) and culture (Chapa et al., 2014) have been found as crucial factors affecting the WOM tendency of consumers as well as sustainability awareness. The study of Xie et al. (2015) claims that negative emotions toward non-green actions have a significant effect on negative WOM. More specifically, the study of Halim et al. (2022) has found that negative WOM led by negative emotions is a stronger behavioral reaction than positive one among consumers (Halim et al., 2022). From a cultural perspective, consumers tend to spread more relevant, personalized, and persuasive WOM when social ties are strengthened among people culturally (Baker et al., 2016) while individualists tend to take fewer actions (Xiang et al., 2019).

Still, to our knowledge, there is a need for further research in the literature about the role of cultural characteristics and specific emotions on the WOM intention of consumers within the sustainability context. Considering these, our research aims to investigate word-of-mouth intention from the perspective of consumer emotions and cultural orientations within the sustainability context. Through the research aim, the research model and four hypotheses with a theoretical basis have been constituted. Three sustainability scandal news of three different brands have been determined for the research.

In our research, descriptive research has been used as the research design and the survey method has been selected as the research method. Three surveys based on three different sustainability scandal news have been generated. For scandal news in surveys, the news of a famous furniture firm has been used for an environmental sustainability scandal, the news of a sports equipment producer has been used for a social sustainability scandal, and the news of a textile company has been used for an economic sustainability scandal. All news has been sourced from publicly accessible news websites. Existing scales in the literature have been used to test hypotheses.

The surveys were finalized after the pilot study and 100 respondents were reached for each survey. To analyze the findings, the structural equation modeling is used in SmartPLS 4 which is a reliable statistical program that works with small data.

In the research findings, descriptives have been provided first. After the requirements of factor analysis have been satisfied, hypotheses have been tested with path analysis. According to the results, collectivism has been found positively related to negative WOM intention in only the case of social sustainability scandal. The relationship between collectivism and negative emotions has been found as significant for all cases except cases of economic sustainability dimension. Negative emotions have been observed positively related to negative WOM intention in all cases. Lastly, the mediating effect of negative emotions has been observed in the relationship between collectivism and negative WOM intention in only environmental and social cases.

In the sustainability literature, it has been observed that it is primarily focused on topics like sustainability dimensions, the functions and responsibilities of businesses, and the behavioral intentions of individual consumers within emotional and cultural contexts (e.g., Chekima et al., 2015; Corral-Verdigo et al., 2008; Unruh et al., 2016; Yiftachel and Hedgcock, 1993). Also, there exists a limited focus in terms of the sustainability dimensions in the literature (e.g., Amatulli et al., 2020; Maio and Fabbri, 2013; Zhang and Sun, 2021). Considering these, it is expected to extend the consumer perspective and contribute to the existing literature with a three-sided perspective in this research. Moreover, emotions and cultural characteristics have been found positively related to sustainable consumption and WOM intention at the individual level in the literature (e.g., Antonetti and Maklan, 2014; Xiang et al., 2019). Specifically, goal-directed emotions (e.g., Tarditi et al., 2018) and the level of individualism versus collectivism (e.g., Baker et al., 2016) have been investigated in recent years. At this point, our research could extend the emotion and culture literature. Lastly, this research could add a cultural and emotional perspective to the existing literature on WOM besides the studies focusing on purchase behavior and WOM communication (e.g., Dimitrova et al., 2022; Xiang et al., 2019).

Additionally, our research is expected to contribute to extant research on culture thanks to the investigation of the relationship between collectivism and negative WOM intention. In prior studies, the degree of collectivism and individualism at the societal level has been found related to responsible consumption decisions and WOM intention (e.g., Amatulli, et al., 2020; Baker et al., 2016; Kohler et al., 2023; White and Yu, 2005). However, to our knowledge, there were no studies focusing on collectivism with goal-directed emotions and WOM intention specifically in the sustainability literature. Thus, this research might contribute to understanding cultural effects on the intention to spread negative word-of-mouth from both psychology and marketing perspectives.

From the managerial perspective, it is crucial to control consumer reactions in tough times such as sustainability brand scandals. Because managers need to understand and forecast consumer intentions, our research might help businesses in terms of understanding emotional responses and consecutive behavioral tendencies. Secondly, interpersonal relationships and the willingness to share experiences could vary for different cultures. Brands operating in different regions could benefit from our research results while finding solutions to overcome sustainability-related challenges. Additionally, it has been found in this study that the negative emotions of consumers are positively related to not only environmental brand scandals but also social and economic ones. Regarding this result, a comprehensive approach toward sustainability crises and strategies could be created by managers such as initiating programs to cope with inequalities in their organization. Lastly, culture, as an important determinant in literature, might be involved in marketing strategies while overcoming sustainability scandals. According to the cultural orientations of customers, managers might reconsider their crisis plans and think about prioritizing some countries in which they operate.

Additionally, there are some limitations in this research. Since small data has been studied and young population has been reached in our research, the sample could be diversified in future research. Also, three product-based companies have been selected in the surveys. Business dynamics and consumer behavior could vary in different types of organizations, so service-based companies or non-profit

organizations might be desired to be studied in further research also. Moreover, a comprehensive perspective could be provided by including both positive and negative emotions in the model to understand the different behavioral reactions of consumers. Finally, consumer behavior could provide a different trend in individualist consumers or individualist cultures adopting collectivism. Therefore, it might be recommended to expand our research results via different cultural characteristics.



ÖZET

Küresel krizler, yoksulluk, temel kaynakların tükenmesi ve yaşanan mali krizler dünya genelinde toplumları etkilemeye başlamıştır (Sanders, 2016). Etkiler sadece çevreyle sınırlı olmayıp toplum ve ekonomi de sürdürülebilirlikle ilişkilendirilen alanlar olarak kabul edilmektedir. Bu durum göz önünde bulundurulduğunda, sürdürülebilirlik kavramı son yıllarda önem kazanmıştır. Ancak kavramın kökleri çok daha eskiye dayanmaktadır. Bu kavram Brundtland Komisyonu'ndan sonra işletmelerin ve pazarlamacıların dikkatini çekmeye başlamıştır (Kuhlman ve Farrington, 2010). Sürdürülebilirlik terimi, mevcut insan ihtiyaçlarını karşılarken gelecek nesillerin ihtiyaçlarını da göz önünde bulundurma anlamını taşımaktadır (Corral-Verdugo ve diğ., 2019). Literatürde farklı sınıflandırmalar olsa da sürdürülebilirliğin ekonomik, sosyal ve çevresel boyutları temel kabul edilmiştir (United Nations, 2015).

Dünya ve gelecek nesiller için devam eden sürdürülebilirlik endişeleri, devletleri ve küresel kuruluşları gerekli önlemler almaya zorlamıştır. Örneğin Birleşmiş Milletler farklı ülke ve kuruluşlarla düzenli olarak iklim zirveleri düzenlemektedir (Birleşmiş Milletler Çevre Programı, 2023). Ticari açıdan işletmelerin sürdürülebilirlik raporları da çevresel, sosyal ve ekonomik zorlukları başarıları için bir baskı olarak değerlendirdiklerini göstermektedir (Deloitte, 2023). İşletmeler için sürdürülebilir bir dünya oluşturmak istemelerinin birkaç nedeni vardır. Yasal otorite ve sürdürülebilirlik topluluklarının sağladığı teşvikler, paydaş beklentileri ve kâr amacına dayalı hedefler işletmeler için başlıca motivasyonlardır. Hükümetler vergi muafiyeti gibi mali avantajlar sağlarken (PWC, 2023), Sürdürülebilirlik Ödülleri (2023) gibi bazı ödüller de yöneticileri çevre ve topluma karşı sorumlu davranmaya teşvik etmektedir. Ayrıca tüketici ve yatırımcıların, işletmelerin sürdürülebilirlik konusundaki sorumluluklarını sorguladığı

gözelemlenmektedir (Martinez-Alier ve diğ., 2014). Buna karşılık yöneticiler sürdürülebilirlik stratejileri doğrultusunda operasyonlarını düzenlemeye başlamıştır (Liu ve diğ., 2019). Ürünlerini tanıtmak ve kârlılıklarını artırmak için iletişim stratejilerine sürdürülebilirlik unsurlarını dahil etmektedirler.

Öte yandan pazarlama literatüründe, tüketicilerin sürdürülebilirlik konularına yönelik davranışlarına yönelik de bir ilgi vardır. Bireysel tüketicilerin sorumlu tüketim konusundaki farkındalığının son yıllarda arttığı kanıtlanmıştır (Bagdare, 2018). Deloitte'un (2023) raporu tüketicilerin %30'unun sürdürülebilirlikle ilgili endişeler nedeniyle bazı markaları satın almayı bıraktığını göstermektedir. Ayrıca sosyal eşitsizlikler (Maio ve Fabbri, 2013) ve ekonomik endişeler (Kurt ve Gino, 2023) de tüketicilerin bazı markalardan satın almalarını engellemektedir.

Tüketicilerin sürdürülebilirlik konularına duyarlılığının arkasında birkaç neden olduğu görülmektedir. Hükümet politikaları, işletmeler gibi tüketicileri de sorumlu kararlar almaya yönlendirebilmektedir (Schrader ve Thøgersen, 2011). Aynı zamanda sosyal normlar (Liu ve diğ., 2017), kültür (Chekima ve diğ., 2015) ve duygusal faktörler gibi psikolojik faktörler (Elhoushy ve Lanzini, 2020) tüketici davranışını etkilemektedir. Örneğin duygular çevreci tercihleri anlamada (Corral-Verdigo ve diğ., 2008) veya tüketicilerin sosyal eşitsizliklere olan kabul seviyelerini belirlemede (Barford, 2017) yardımcı olabilmektedir. Ayrıca kolektif bir zihinsel kavram olan kültürün, pazardaki sürdürülebilir seçenekleri değerlendirme üzerinde kaçınılmaz bir etkisi bulunmaktadır. Tüketiciler, sosyal normları ve inanç sistemlerini kullanarak sürdürülebilir tüketimlere yönelme eğilimindedir (Sharma ve Jha, 2017). Daha da önemlisi, toplum içindeki bireysellik ve kolektivizm düzeylerinin tüketicilerin sorumlu davranma kararlarını etkilediği kanıtlanmıştır (Xiang ve diğ., 2019).

Sürdürülebilir tercihlerin ötesinde, tüketiciler alışveriş deneyimlerini belirli duygular ve memnuniyet seviyeleri üzerinden değerlendirmektedir (Soodan ve Pandey, 2016). Ağızdan ağıza iletişim (WOM), pazar yerleri hakkında bilgi yaymayı içermektedir (Podnar ve Javernik, 2012) ve buna bağlı olarak memnuniyet seviyeleri aracılığıyla ortaya çıkabilmektedir (Dias ve diğ., 2023). Son yıllarda tüketicilerin

alışveriş deneyimlerini, hoşnutsuzluklarını ve markalara olan takdirlerini paylaşmaya daha açık oldukları gözlemlenmektedir (Wang ve diğ., 2021). İşletmelerin çevre veya topluma karşı samimi olmayan herhangi bir iletişim veya yeşil uygulaması fark edildiğinde, tüketicilerin ağızdan ağıza negatif iletişim yaymaya eğilimli olduğu gözlemlenmiştir (Guerreiro ve Pacheco, 2021).

Bu noktada duygular (Ladhari, 2007) ve kültür (Chapa ve diğ., 2014), tüketicilerin WOM eğilimlerini ve sürdürülebilirlik farkındalığını etkileyen kritik faktörler olarak ortaya çıkmıştır. Xie ve diğ.'nin (2015) çalışması, çevresel olmayan eylemlere karşı olumsuz duyguların ağızdan ağıza negatif iletişim üzerinde önemli bir etkisi olduğunu belirtmektedir. Spesifik olarak Halim ve diğ.'nin (2022) çalışması negatif duygularla tetiklenen ağızdan ağıza negatif iletişimin, ağızdan ağıza pozitif iletişime göre daha güçlü bir davranışsal tepki olduğunu bulmuştur (Halim ve diğ., 2022). Kültürel açıdan tüketiciler sosyal bağların güçlü olduğu kültürel ortamlarda daha ilgili, kişiselleştirilmiş ve ikna edici ağızdan ağıza iletişim yayma eğilimindedir (Baker ve diğ., 2016). Bireyciler ise daha az etkileşimde bulunma eğilimindedir (Xiang ve diğ., 2019).

Ancak sürdürülebilirlik bağlamında kültürel özelliklerin ve belirli duyguların tüketicilerin ağızdan ağıza iletişim niyeti üzerindeki rolü hakkında literatürde daha fazla araştırma yapılması gerekmektedir. Bununla birlikte araştırmamız, sürdürülebilirlik bağlamında bireysel tüketicilerin kültürel yönelimleri ile ağızdan ağıza negatif iletişim yayma niyeti arasındaki ilişkiyi incelemeyi amaçlamaktadır. Ayrıca bu ilişkide negatif duyguların aracılık etkisi de incelenmektedir. Araştırma hedefi doğrultusunda, araştırma modeli ve dört hipotez teorik bir temel üzerine kurulmuştur. Araştırma için üç farklı markanın üç farklı sürdürülebilirlik skandalı belirlenmiştir.

Araştırmamızda betimsel araştırma tasarımı kullanılmış olup araştırma yöntemi olarak anket yöntemi seçilmiştir. Senaryo temelli üç farklı anket oluşturulmuş olup her senaryo için üç farklı sürdürülebilirlik skandalı haberi kullanılmıştır. Senaryolarda çevresel sürdürülebilirlik skandalı için ünlü bir mobilya firması, sosyal

sürdürülebilirlik skandalı için bir spor ekipmanı üreticisi ve ekonomik sürdürülebilirlik skandalı için bir tekstil firması haberinden yararlanılmıştır. Tüm haberler halka açık olarak paylaşım yapan haber sitelerinden alınmıştır. Hipotezleri test etmek için literatürde mevcut olan ölçekler kullanılmıştır. Yapılan pilot çalışma sonrasında anketler nihai haline getirilmiş olup son durumda her anket için 100 katılımcı ile iletişime geçilmiştir. Sonuçları analiz etmek için, küçük veri ile çalışabilen güvenilir bir istatistik programı olan SmartPLS 4'te yapısal eşitlik modellemesi kullanılmıştır.

Araştırma sonuçlarında öncelikle demografik bilgiler verilmiştir. Faktör analizi gereksinimleri karşılandıktan sonra yol analizi ile hipotezler test edilmiştir. Sonuçlara göre, kolektivizm yalnızca sosyal sürdürülebilirlik skandalı durumunda ağızdan ağıza negatif iletişim niyeti ile pozitif olarak ilişkilendirilmiştir. Kolektivizm ile negatif duygular arasındaki ilişki, ekonomik sürdürülebilirlik skandalı hariç, anlamlı bulunmuştur. Tüm durumlar için negatif duyguların ağızdan ağıza negatif iletişim niyeti ile pozitif olarak ilişkilendirildiği gözlemlenmiştir. Son olarak negatif duyguların ılımlaştırıcı etkisi, sadece çevresel ve sosyal durumlarda kolektivizm ile ağızdan ağıza negatif iletişim niyeti arasındaki ilişki üzerinde gözlemlenmiştir.

Sürdürülebilirlik literatüründe genellikle sürdürülebilirlik boyutları, işletmelerin fonksiyonları ve sorumlulukları ile bireysel tüketicilerin davranışsal niyetleri gibi konulara odaklanıldığı gözlemlenmiştir (Chekima ve diğ., 2015; Corral-Verdigo ve diğ., 2008; Unruh ve diğ., 2016; Yiftachel ve Hedgcock, 1993). Bunun yanı sıra sürdürülebilirlik boyutlarına yönelik sınırlı bir ilgi olduğu gözlemlenmiştir (Amatulli ve diğ., 2020; Maio ve Fabbri, 2013; Zhang ve Sun, 2021). Bu doğrultuda bu araştırmanın tüketici perspektifini genişletmesi ve mevcut literatüre üç boyutlu bir bakış açısıyla katkı sağlaması beklenmektedir. Ayrıca duyguların ve kültürel özelliklerin birey düzeyinde sürdürülebilir tüketim ve ağızdan ağıza iletişim niyeti ile pozitif ilişkilendirildiği literatürde kanıtlanmıştır (Antonetti ve Maklan, 2014; Xiang ve diğ., 2019). Daha spesifik olarak, son yıllarda hedefe yönelik duygular (örneğin, Tarditi ve diğ., 2018) ve bireycilik ile kolektivizm arasındaki seviyeler (Baker ve diğ., 2016) incelenmiştir. Bu noktada araştırmamız duygular ve kültür üzerine literatüre katkı sağlayabilir. Son olarak bu araştırma alışveriş davranışı ve ağızdan

ağıza iletişim ile ilgili çalışmaların yanı sıra mevcut literatüre kültürel ve duygusal bir bakış açısı sunabilir (Dimitrova ve diğ., 2022; Xiang ve diğ., 2019).

Ayrıca araştırmamızın kültürel yönelimler ile ağızdan ağıza negatif iletişim arasındaki ilişkiyi inceleyerek kültürel literatüre katkıda bulunması beklenmektedir. Önceki çalışmalarda toplumsal düzeydeki bireycilik ve kolektivizmin, sorumlu tüketim kararları ve WOM niyeti ile ilişkili olduğu bulunmuştur (Amatulli ve diğ., 2020; Baker ve diğ., 2016; Kohler ve diğ., 2023; White ve Yu, 2005). Ancak bilindiği kadarıyla sürdürülebilirlik literatüründe kolektivizm ile duygulara yönelik kültürel etkiler üzerine odaklanan çalışmalar bulunmamaktadır. Bu nedenle bu araştırma psikoloji ve pazarlama açısından, kültürel etkilerin sürdürülebilirlikle ilgili ağızdan ağıza negatif iletişim yayma niyetine etkilerini anlamak için katkıda bulunabilir.

Yönetim perspektifinden bakıldığında, markaların sürdürülebilirlik skandalları gibi zor dönemlerde tüketicilerin tepkilerini kontrol edebilmesi önemlidir. Çünkü yöneticiler tüketicilerin niyetlerini anlamalı ve buna uygun şekilde aksiyon alabilmelidir. Bu noktada araştırmamızın, tüketicilerin duygusal tepkileri ve devamındaki davranış eğilimlerini anlayabilmek için işletmelere yardımcı olabileceği düşünülmektedir. İkinci olarak, kişiler arası ilişkiler ve deneyimleri paylaşma isteği kültürlere göre değişebilmektedir. Farklı bölgelerde faaliyet gösteren markalar, sürdürülebilirlikle ilgili zorlukların üstesinden gelmek için çözümler bulurken araştırmamızın sonuçlarından yararlanabilirler. Ek olarak bu çalışmada, tüketicilerin negatif duygularının sadece çevresel marka skandallarıyla değil aynı zamanda sosyal ve ekonomik skandallarla da pozitif olarak ilişkilendirildiği gözlemlenmiştir. Bu sonuçla ilgili olarak, yöneticilerin -kuruluşlarındaki eşitsizliklerle başa çıkmak için programlar başlatmak gibi- sürdürülebilirlik krizleri ve stratejilerine yönelik kapsamlı bir yaklaşım geliştirebilecekleri düşünülebilir. Son olarak, araştırmamızdaki önemli bir belirleyici olarak kültür, sürdürülebilirlik skandallarının üstesinden gelirken pazarlama stratejilerine dahil olabilir. Müşterilerin kültürel yönelimlerine göre, yöneticiler kriz planlarını yeniden gözden geçirebilir ve faaliyet gösterdikleri bazı ülkeleri önceliklendirmeyi düşünebilir.

Öte yandan bu arařtırmada bazı kısıtlar da bulunmaktadır. Küçük bir veri kümesi incelendiđi ve arařtırmamızda genç bir popölasyona ulařıldıđı için gelecekteki arařtırmalarda örneklem çeřitlendirilebilir. Ayrıca anketlerde ürün odaklı üç řirket seçilmiřtir. Ticari dinamikler ve tüketicilerin davranıřları farklı organizasyon türlerinde farklılık gösterebilir. Bu nedenle gelecek arařtırmalarda hizmet odaklı řirketlerin veya kâr amacı gütmeyen organizasyonların da incelenmesi önerilebilir. Bunlara ek olarak, farklı tüketici tepkilerini anlamak için modele hem pozitif hem de negatif duyguları dahil ederek bütüncül bir bakıř açısı katılabilir. Son olarak arařtırma bağlamındaki tüketici davranıřı, bireyci tüketicilerde veya kolektivizmi benimseyen bireyci kültürlerde farklı bir eğilim gösterebilir. Bu nedenle arařtırmamızın sonuçlarını bu doğrultuda genişletmek için çalışmalar yürütülebilir.

INTRODUCTION

The population growth and increased migration throughout urban and industrialization globally in recent years have negatively impacted different habitats and the environment (Ebrahimi and Rahmani, 2017). Humanity has started facing many crises globally such as poverty, depletion of key resources, and financial crisis (Sanders, 2016). The effects are not only limited to ecology; societies and economics are considered as known fields related to sustainability. Due to urban capacities in terms of resources and crowds, the necessity to act responsibly has increased to maintain the welfare of societies (Eizenberg and Jabareen, 2017). Moreover, ecological and social problems affect economies. The failures of economic activities can be expected to damage the ecological and social maintenance in the world (Sanders, 2016).

These sustainability concerns for the world and future generations have led governments and worldwide organizations to take the required actions. United Nations, for example, organizes a climate summit every year regularly with different nations and organizations (UN Environment Programme, 2024). Climate issues and natural deterioration are not the only focus. There are many conferences arguing social and economic development. International Conference on Environmental, Cultural, Economic & Social Sustainability (On Sustainability, 2023), The Economic Sustainability Summit in Africa (IMANI, 2023), and Gender Summit (Gender Summit, 2023) can be listed as some examples.

Besides regular meetings and debates, businesses also struggle with social inequalities, economic development, and environmental well-being. Environmental disruption in recent years has been seen by businesses as a huge challenge (Deloitte, 2023). Besides economic growth, C-level managers evaluate climate change and

environmental damages as a pressure in the following years for their companies (Deloitte, 2023). Regular sustainability reports and goals of companies are another indication, which shows that companies consider themselves responsible toward societies and future generations. For instance, Meta (2023) points out net zero emissions goals in 2030 in its sustainability report. Relatedly, companies have also started to constitute sustainability departments (Steinmeier, 2015) or industry-level groups such as the Sustainable Apparel Coalition (Sustainable Apparel Coalition, n.d.). It is valuable to see many responsible parties share a common concern for sustainability problems. Furthermore, it shows how sustainability issues are critical and makes many policymakers and organizations worried.

In the marketing literature, there is also an interest in consumer behavior toward sustainability issues. It is indicated that personal consumption has a significant impact on environmental damage, scarcity of resources, and social well-being (Janßen and Langen, 2017). The study by Bagdare (2018) claims that people have become aware of their role and responsibilities toward the environment as both consumers and citizens. Accordingly, their awareness can be seen in their consumption preferences. For instance, citizens living in areas suffering from high-income inequality buy from national brands in their grocery shopping rather than foreign brands (Kurt and Gino, 2023). Moreover, social problems such as child labor (Maio and Fabbri, 2013) and environmental challenges (Zhang and Sun, 2021) have begun to raise negative consumer reactions all around the world. Still, all dimensions of sustainability do not see the deserved value equally in the literature and business practices.

On the other hand, purchase intention or actual consumption are not the only measures for consumer behavior within the sustainability context. Consumers evaluate their purchase experiences, which generates particular emotions (Soodan and Pandey, 2016) and satisfaction levels (White and Yu, 2005) consequently. Based on this evaluation, they tend to spread word-of-mouth (WOM) (Dias et al., 2023). Many researchers claim that WOM is a common consumer behavior that affects green purchase intention in the end (Pant et al., 2019; Podnar and Javernik, 2012). Consumers are increasingly more open to sharing their purchase experiences,

aversions, and liking toward a brand via WOM (Wang et al., 2021). Most especially, negative wordings led by negative emotions are a stronger behavioral reaction than positive ones among consumers (Halim et al., 2022). From a cultural perspective, the level of self-orientation and collectivity have also become subjects of studies in marketing and sustainability. For instance, collectivist people have been found more willing to inform prospective buyers (Baker et al., 2016) while individualists tend to take fewer actions (Xiang et al., 2019). At this point, consumer emotions (Kim and Hall, 2019) and cultural dimensions like individualism versus collectivism (Kohler et al., 2023) are expected to shape WOM intention significantly.

Despite its presence in the literature, there is a lack of focus in the literature on the role of specific emotions and cultural characteristics on the WOM intention of consumers. Moreover, there might be a need for different perspectives and contexts in future research to deeply comprehend consumer behavior in the sustainability concept. As a result of the importance of the issue and the gap in the literature, it has been thought that it is worth doing further research on consumer behavior within the sustainability concept. In this respect, this research aims to investigate word-of-mouth intention from the perspective of consumer emotions and cultural orientations within the sustainability context.

Studies examined in the literature show that sustainability concerns and consumer behavior at the individual level have an undeniable relation (e.g., Hanss and Böhm, 2012; Janßen and Langen, 2017; Kurt and Gino, 2023). At this point, it is desired to add a consumer perspective to the sustainability literature as one of the valuable theoretical contributions. Secondly, it is seen that studies mostly examine one or two dimensions of sustainability (e.g., Amatulli et al., 2020; Maio and Fabbri, 2013; Zhang and Sun, 2021). In our research, it is expected to extend the sustainability literature by adopting a three-sided perspective in addition to single considerations of environmental, social, and economic dimensions. Along with sustainability, there is also a limited focus on the cultural and emotional reactions of consumers in the WOM literature (e.g., Baker et al., 2016; Chapa et al., 2014; Xiang et al., 2019). Thus, the results of this research could contribute to the existing literature on word-of-mouth by examining both emotional and cultural impact.

Moreover, it is thought that the research could broaden the emotion literature theoretically while examining the subject with the examples of our country. Since the emotional responses could change regarding different cultures and countries (e.g., Amatulli, et al., 2020; White and Yu, 2005), it would be valuable to investigate an additional country within the culture context. Lastly, cultural characteristics and emotional states have been apparently seen as significant determinants in consumer reactions toward the misconduct of brands (e.g., Vergahen et al., 2013; Xiang et al., 2019). Also, there exist some examples in the literature about the managerial challenges against sustainability scandal cases (e.g., Öhrner and Kerimova, 2022; Swaminathan, 2016). It might be crucial to forecast and control consumer behavior in tough situations. From the managerial and practical perspective, the result of this research might assist organizations in overcoming the sustainability crisis to protect their brand image, customer loyalty, and economic well-being.

1. SUSTAINABILITY FROM MARKETING PERSPECTIVE

1.1. The Scope of Sustainability

The concept of sustainability dates to earlier times. Sustainability came to the scene first in 1713 with the word “Nachhaltigkeit”, which is in Germany (Kuhlman and Farrington, 2010). There is no one correct definition, but different researchers and organizations have some statements. In the 1800s, it was defined by Hartig as taking advantage of resources and forests at the maximum level by also looking after the future generations’ interests (Kelleci and Yıldız, 2021).

After early definitions, the scope has been extended. Jones et al. (2007) indicate from the ecological side that sustainability means meeting human needs by protecting the health of systems and maintaining the qualities of the physical environment (Jones et al., 2007). Foster (2010) also prefers to focus on the environmental side of sustainability by defining it as consciously trying to go with the grain of nature. Besides the environmental perspective, the concept has evolved and gained a broader scope. Economists drew a frame for the concept by indicating that it requires the protection of minimum physical levels of environmental assets to maintain long-run economic benefits in societies (Foy, 1990). Relatedly, sustainability is an obligation to save the economic opportunities of today for the future rather than increasing them (Anand and Sen, 2000). From a different perspective, James (2015) defined the term as sustaining the existing conditions despite the discontinuity in social change. More broadly, World Wild Fund for Nature (WWF) (2022), which is a well-known non-governmental organization (NGO) states that activities maintained in the same way throughout the future could be classified as sustainable. However, one of the most famous and inclusive definitions belongs to the United Nations (2015). It basically evaluates the term under its 17 sustainable

development goals in detail. Some of these goals propose taking required action about climate change, economic welfare, and controlling consumption with responsible production (United Nations, 2015). Contrary to the first definition of the term, it can be interpreted that the concept of sustainability comprises not only the welfare of the environment but also the economic and social welfare.

1.2. The Dimensions of Sustainability

Along with the variety of definitions, there exist different classifications for the sustainability concept. Voinov and Smith (1994) evaluate sustainability as systems consisting of relationships with all dimensions. From a different perspective, a sustainability triangle (place, permanence, and persons) is suggested by Seghezze (2009). Circles of Sustainability by James (2015) shows another view with its four dimensions - economics, politics, ecology, and culture.

Over time, the concept has evolved under three specific dimensions which are social, economic, and environmental (Kuhlman and Farrington, 2010). These dimensions are also known as the Triple Bottom Line (Elkington, 1998). Environmental sustainability interests in maintaining life-support systems globally such as food, water, air, and energy (Goodland, 1995). Climate change (Beg et al., 2002), air pollution (Kumar and Imam, 2013), and production of businesses (Sarkis and Zhu, 2018) are some common topics of environmental sustainability in the literature. From the social side, Stren and Polese (2000) explain sustainability as providing a prosperous environment that is compatible with the cultural and social life of all parts of diverse groups and societies.

On the other side, social sustainability focuses on the long-term ability of cities and societies for healthy human relationships and cultural development (Yiftachel and Hedgcock, 1993). It concerns how the value chain impacts societies and the development of rural areas (Berki-Kiss and Menrad, 2022). This concept includes community relations, social support for citizens, social fairness, and the well-being of both individuals and families (Kim, 2018).

Economic sustainability focuses on sustainability has resulted from the exponential increase in world population affecting finite resources (Goodland, 1995). The economic dimension of sustainability is mainly related to assets, employment issues, business capabilities, and performance (Kim, 2018).

One of the most valid and accepted classifications belongs to The United Nations General Assembly. It also defines sustainability under economic, social, and environmental aspects under 17 development goals (United Nations, 2015). One possible reason for the use of the United Nations definition today rather than others is that the content in the definition includes both the view of businesses and consumers while others might refer to different areas at some point such as engineering. For marketers, this classification is better to understand the context and potential solutions for sustainability issues.

1.3. Sustainability From Business Perspective

Corporations have a significant role in modern society to shape the way of life (Buerke et al., 2017). Engaging business strategies with environmental and social issues is crucial for the long-term success of companies (Tollin et al., 2015). There are some associations such as the World Resources Institute, World Bank, and the International Union for the Conservation of Nature and Natural Resources which have established sustainability as an important policy goal (Foy, 1990). However, considering the limited resources of the world, it is a requirement to involve businesses in sustainable actions.

The concept of sustainability came to the agenda of companies as a concept after the Brundtland Commission in 1987 first (Kuhlman and Farrington, 2010). It is said in the Commission that sustainable development, which is also used interchangeably with the term sustainability, should meet the current needs of humanity by caring for the needs of future generations at the same time (Corral-Verdugo et al., 2019). In the 2000s, the marketing concept started to extend its field toward the well-being of societies and the needs of future generations in terms of

creating, communicating, and delivering sustainability for customers (Kumar et al., 2012). Thanks to this extension, new business units and positions have been created such as sustainability departments or managers (Steinmeier, 2015). Also, some companies constituted collective groups such as the Sustainable Apparel Coalition while it is possible to see those acting individually by their policies such as Marks and Spencer (McDonagh and Prothero, 2014).

Along with the importance of the concept for humanity and economies, there exist some reasons for businesses to focus on creating a sustainable world (Schaltegger and Burritt, 2015). One of them is incentives. With the rise of concern for the well-being of the world, several incentives started to be offered for businesses implementing actions against damage to nature. One example is the Sustainability Awards in Europe. It has a mission to encourage innovative solutions to create a positive impact ecologically (The Sustainability Awards, 2023). The other example is the community of Sustainability Leaders (2023) giving awards to businesses. It advocates that businesses are an inevitable part of acting for the sake of environmental and social sustainability (Sustainability Leaders, 2023). Moreover, governments give financial benefits for sustainable operations. For instance, they provide convenience in taxes and support green projects (including net-zero goals) financially (PWC, 2023). Contrarily, they can implement green taxes by determining operations resulting in pollution and waste. All of these have affected the increase in the importance of sustainability in many sectors. While some companies use it as an intermediary to obtain an incentive because of activities related to sustainability, some marketers plan sincere and useful promotion activities as the mere goal.

The other motivation for companies to give importance to sustainability issues is that their stakeholders care about it. According to a research report (Unruh et al., 2016), the number of investors, who pay attention to environmental, social, and governance (ESG) metrics of companies, is growing. Business partners such as customers and employees want companies to be socially sustainable in their activities (Schönborn et al., 2019). Also, some activist consumers worry about the origins of commodities and profits, which results in questioning the accountability of

companies (Martinez-Alier et al., 2014). These force managers to watch out for their operations in terms of sustainability.

Lastly, companies use their sustainable products and activities in their adverts to attract more consumers and increase their profits ultimately. Environmentally respectful messages in adverts might trigger different emotions and perceptions of target customers compared to traditional promotion activities (Royo et al., 2017). Hence, companies tend to emphasize sustainable approaches in their marketing activities. Eco-labeling, third-party certifications, and green advertising can be listed as some strategies by them (Acuti et al., 2022). As evidence, the study of Liu et al. (2019) shows that the communication strategy of companies about the environmental benefit of home-sharing tends to encourage consumers to adopt the home-sharing services. Another research indicates that adverts about property's sustainability features of estate agents might appeal to customers and enable companies to sell their properties at higher prices (Brookfield et al., 2022).

Consequently, business markets have the power to overcome environmental challenges since they can direct the preferences of customers toward sustainable alternatives by also emphasizing their costs (Menzel, 2013). Environmental, social, and economic concerns should lead companies to work hard together with all stakeholders including consumers (Shabbir-Husain and Varshney, 2019). At this point, it is required to understand consumers in terms of behaviors and preferences regarding the way of communication to reach them (Vinzencz et al., 2019).

1.4. Sustainability From Consumer Perspective

Consumers, besides companies, are also key stakeholders in the sustainability concept in marketing. It is inevitably accepted that individual consumption contributes to environmental degradation, resource scarcity, and social problems (Janßen and Langen, 2017). Relatedly, consumers have also realized their role and contribution to becoming responsible citizens and consumers in recent years (Bagdare, 2018). With the rise in experiences and awareness, they started to care

more about climate change as a humanity challenge in different areas (Zhang and Sun, 2021). According to the report of Deloitte (2023), 30% of consumers declare that they stopped purchasing some brands due to sustainability-related concerns. It is also observed that they have started to purchase sustainable products such as energy-efficient home appliances or ecologically grown vegetables (Hanss and Böhm, 2012).

As mentioned at the beginning, social issues and economic well-being besides nature are also listed as significant elements (Hanss and Böhm, 2012). Social fairness like sharing behavior or workplace conditions could affect consumer decisions. One example of this is that the child labor story of a multinational company led to a consumer boycott, which has increased awareness all around the world (Maio and Fabbri, 2013). The donation label on products, which shows that a particular amount of the purchase price will be donated to a fund, has been found as another consideration for consumers (Brown, 2006). The economic side of sustainable consumption is also investigated in the literature. For example, citizens facing high-income inequality in their countries started to prefer national brands in their grocery shopping rather than private-label products (Kurt and Gino, 2023). This might show that people innerly care about maintaining or enhancing their economic well-being in the future.

Three fundamental factors affecting sustainable consumption at the individual level can be listed as political (Schrader and Thøgersen, 2011), social and cultural (Figuerola-García et al., 2018), and psychological (Guillen-Royo, 2019). Governmental policies have been found related to sustainability and consumption. Governments might conduct some standards, give economic incentives such as taxes, and force businesses to add information on product labels about the impact on nature or societies (Schrader and Thøgersen, 2011). All of these may increase the awareness of consumers and lead them to act more responsibly in their consumption.

Social factors are other crucial determinants of sustainable consumer behavior. These include working conditions, daily patterns, social norms, and the structure of cities (Liu et al., 2017). Also, culture is an important determinant of consumer

behavior within the sustainability context (Chekima et al., 2015). Culture at the societal level affects the decision-making process of individuals (Romero-Canyas and Hiltner, 2020). While some cultures think that they have control over the well-being of the environment, some of them do not believe that there is a challenge to the future life in the world due to their consumption decisions (Minton et al., 2018). As an example, individualism and collectivism as cultural dimensions have a relationship with environmental commitment (Cho et al., 2013). Considering these, understanding the social and cultural dynamics could help encourage the sustainable choices of consumers.

Lastly, psychological factors also influence the sustainability consumption decision. In recent years, studies on environmental sustainability from a psychological perspective have been raised specifically (Fuxman et al., 2022). Behavioral researchers have found that consumer psychology has a strong relationship with sustainable choices both negatively and positively (Verdugo, 2012). The awareness of people and their understanding of well-being are investigated from a psychological perspective (Fabio, 2017).

Under psychological determinants, some subtopics are studied. The common subtopics can be listed as attitudes, values, and emotions in the literature on sustainable consumer behavior (Elhoushy and Lanzini, 2020). These are closely tied to sociocultural factors as well (Ceglia et al., 2015). For instance, consumer values have an important role in the purchase intention of organic foods (Farrag, 2022). Similarly, attitudes as a result of consumer experiences and social norms might determine the decisions to prefer the sustainable seafood industry (Richter, 2017). Moreover, emotions significantly shape consumer decisions in their responsible consumption (Dimitrova et al., 2022). Luchs et al. (2015) say that emotions like guilt and pride can impact individual decisions regarding their consumption. However, the emotional aspect has a limited focus in the literature (Antonetti and Maklan, 2014) while environmental attitudes, social norms, and values are investigated frequently (Liobikiene and Bernatoniene, 2017).

1.4.1. Emotional Factors in Sustainable Consumer Behavior

Though it is not easy to provide a comprehensive scope for emotions, there exist some definitions in the literature. Emotion is defined as a complex term that helps people make accurate and reliable evaluations of situations (Mordka, 2016). According to Frijda and Mesquita (1994), it is an effective reflection of the human understanding of the environment. Emotions can be classified as positive and negative (Strongman, 2003). While emotions like pride and happiness are considered positive, guilt and anger are examples of negative emotions (Perugini and Bagozzi, 2001). According to the literature, negative emotions have a stronger effect on people than good ones (Baumeister et al., 2001) since they are harder to avoid than positive emotions (Izard, 1977).

From the marketing perspective, emotions became a crucial predictor of consumer behavior in the 2000s (Gaur et al., 2014). Marketing activities of businesses might trigger consumer emotions (Huang, 2001). Accordingly, purchasing decisions are influenced by emotions according to psychological studies (e.g., Mont and Plepys, 2008). According to Carrus et al. (2008), both negative and positive emotions have been found as predictors of consumer preferences.

In the sustainability literature, the effect of emotions is also significant. As argued by Menzel (2013), it can be crucial to evaluate the emotional factors for understanding unsustainable behaviors. Emotional involvement leads to sustainable purchase habits (Fuxman et al., 2022). From the environmental side, the anticipated emotions of consumers could help explain their preferences for sustainable options (Kim and Hall, 2019). The study by Tarditi et al. (2018) shows that emotional experiences might lead consumers to achieve the goal of repairing environmental damages by protecting nature. Relatedly, Vermeir et al. (2020) indicate that sustainable food choices could be generated via goals-directed emotions.

Besides environmental sustainability, the emotional experiences of individual consumers can also regulate their preferences toward social sustainability (Antonetti

and Maklan, 2014). For instance, the positive emotions of consumers have been found positively related to the purchase of fair trade labeled products from the social aspect (Berki-Kiss and Menrad, 2022). Any corruption and unfair situations economically in societies might be related to the feelings of people (Wang and Murnighan, 2014).

From the economic side, positive emotions play a pivotal role in sustainable investment behavior for individuals (Gutsche et al., 2023). As the supporting idea, preferring sustainable investment options tends to evoke positive emotions (Heeb et al., 2022). Any corruption and unfair situations economically in societies might be related to the feelings of people (Wang and Murnighan, 2014).

Though both negative and positive emotions have been found as predictors of a tendency to prefer sustainable products (Carrus et al., 2008), negative emotions have been found to be more influential on individual consumers (Baumeister et al., 2001). Consumers feeling negative emotions tend to use harmful energy resources less for the sake of nature (Martiskainen and Sovacool, 2021). The guilt as a specific emotion has also a strong relation with the behavior of willingness to pay and sustainable behavior such as donation (Zwicker et al., 2020).

1.4.2. Cultural Factors in Sustainable Consumer Behavior

Culture is a complex phenomenon. It can be defined as the shared collective mental concept that differentiates individuals belonging to a particular group or category from others (Hofstede, 2011). It combines values, knowledge, skills, beliefs, and practices that influence individual behaviors within a social group (Akhter and Lamba, 2022). Parsons and Shills (1951) differentiate human culture with five points which are affectivity, self-orientation versus collectivity, universalism versus particularism, ascription versus achievement, and specificity versus diffuseness. Similarly, Hofstede examines culture under five dimensions: power distance, uncertainty avoidance, individualism, masculinity, and long-term orientation (Yoo et al., 2011). Though cultures can be classified under a certain dimension, individuals

might show different tendencies independently against their group orientations (Vighnesh et al., 2022). It means that a person might act as a collectivist while their group has an individualistic orientation, for example. Therefore, it could be beneficial to evaluate the cultural orientation of people in themselves besides the whole culture.

The degree of individualism versus collectivism is one of the most focused dimensions of culture in the literature (Hofstede, 2011). Citizens in collectivistic cultures take care of the priorities and goals of their groups (Sharma, 2010). At the collective level, the well-being of society matters to individuals (Xie et al., 2015). On the other side, it is known that people tend to be more independent and less focused on group dynamics in individualistic cultures (Riemer and Shavitt, 2010). People seek for their personal goals independently here (Cho et al., 2013). Individualists have weak connections with others. They also see themselves as independent from others (Wan, 2013).

Certainly, the impact of culture on attitudes and consumer behavior cannot be denied in today's globalized markets (Sharma, 2010). Consumption decisions cannot be evaluated as neutral occurrences by ignoring cultural values and social bonds (Seyfang, 2004). Cultural traits such as the degree of collectivism and individualism could impact consumer decisions from the marketing perspective (Xiang et al., 2019). Thus, in the marketing literature, the level of individualism and collectivism is also investigated. Self-orientation and collectivist engagements might determine consumer behavior (Boehm, 2008). According to Triandis et al. (1998), collectivism in consumer behavior signifies individuals perceiving themselves as part of a collective entity in their shopping decisions.

The science of sustainability also interests in cultural effects on consumers. Societal norms and belief systems shape the value systems of citizens in various cultures and relatedly the tendency to engage in sustainable consumption practices (Sharma and Jha, 2017). At this point, the impact of culture has become one of the focal points for marketing researchers studying sustainability. Researchers indicate

that culture could reduce social inequalities and develop economic policies for the sake of human well-being (Rogers et al., 2012).

More specifically, there exist also some studies mentioning individualism and collectivism within the sustainability context. It is believed by individualists that self-regulating actions in economics would be efficient in solving resource scarcity (Seyfang, 2004). Another research by Cui et al. (2022) supports this claim by evidencing that individualism is positively associated with eco-friendly and socially sustainable consumption. On the other hand, the research by Xiang et al. (2019) shows that people with an individualist orientation mostly engage in fewer actions against climate change compared to actions in collectivist cultures. Individuals in collectivist cultures think that there should be limits in resource utilization for the maintenance of economic growth and ecological systems besides some uncertainties (Seyfang, 2004). Relatedly, the study result by Morais et al. (2021) also indicates that individualism does not lead to the green buying behavior of consumers.

2. WORD-OF-MOUTH MARKETING

2.1. The Scope of Word-of-Mouth

There exist many options for consumers in the market today. Considering this diversity in the consumption environment, consumers are used to receiving information from other people about products and services via different mediums such as media. In return, they can also share their opinions with prospective customers about their purchase experiences positively or negatively. This mutual communication between consumers in the market based on their evaluations or purchase experiences is called as word-of-mouth (WOM) (Flores-Hernández et al., 2009). It is defined officially by the Word-of-Mouth Marketing Association (WOMMA, 2005) as generating or distributing marketing-relevant information to other consumers.

WOM comprises sharing comments, thoughts, experiences, or ideas (Zaraket, 2022). This kind of sharing has the highest impact on consumers during the product consumption stages of both initial consideration, evaluation, and the point of sale rather than advertising by companies (Bughin et al., 2010). WOM has a significant impact on the customers in their ultimate purchase decisions (Stokes et al., 2002). It is known that buyers tend to seek word-of-mouth recommendations for products to learn their taste or durability before shopping (Stokes et al., 2002). All of these could show that the decision journey of consumers is affected by WOM strongly.

2.2. Characteristics of Word-of-Mouth

Some characteristics of word-of-mouth (WOM) behavior are mentioned in the literature. One of them is that WOM is based on the prior knowledge and experience of consumers (Flores-Hernández et al., 2009). Prior knowledge denotes the level of experience and familiarity with a product or service (Duhan et al., 1997). It basically includes consumer understanding and experiences (Sun et al., 2021). Secondly, WOM is generally interactive among consumers (East et al., 2008). They can learn about the quality or features of goods and services that they consider purchasing from previous experiences of other consumers. After purchasing, they can also leave comments on different mediums about their consumption experiences.

Additionally, WOM lacks commercial bias contrary to the marketing activities of businesses (East et al., 2008). The aim of marketing activities such as adverts is mostly leading target customers to make consumption. However, consumers are volunteers to share their experiences without a profit motive (O’Leary and Sheehan, 2008). Related to this characteristic, WOM is considered more effective than advertising of businesses since consumer-to-consumer interactions are perceived as unbiased (Stokes et al., 2002). This characteristic of WOM also makes statements of shoppers more credible than marketers. The study of Goldsmith and Horowitz (2006) indicates that consumers tend to believe that the words of other consumers would be more trustworthy than the ones of marketers of firms. Moreover, the research with more than 29.000 global consumers (Lee et al., 2019) shows that prospective consumers evaluate word-of-mouth recommendations of their friends and families as more credible.

2.3. Types of Word-of-Mouth

Two different classifications can be made for WOM. The first one is determined in terms of the meaning of WOM. There may be a positive WOM (PWO) to encourage the choice of a brand or a negative WOM (NWO) to discourage it (East et al., 2008). Charlett et al. (1995) indicate that a neutral WOM can also exist.

However, the neutral WOM remains far from the focus of marketing due to its difficulty to interpret from the aspect of consumer behavior. The positive statements might result from the satisfaction of previous consumers while dissatisfaction with products or services can lead to negative ones (Zeelenberg and Pieters, 2004). On the negative side, people might inform others about unsatisfactory experiences (Singh, 1990). Contrarily, they can spread positive words when they are satisfied with the products or services they purchase (Sun et al., 2021).

One of the important reasons for tying positive WOM can be social interaction for consumers since the positive discourses could socialize the person involved in this behavior more than negative ones (Alexandrov et al, 2013). The other one is trust. If consumers trust a brand or a specific employee, it is expected to increase positive WOM communication (Gremler and Brown, 2001). On the other side of the coin, negative word-of-mouth is a form of consumer response towards a firm about the dissatisfaction of consumers (Lau and Ng, 2001). Consumers might circulate negative words about a brand depending on not only the level of dissatisfaction but also their perceptions about the brands' attitude toward a problem that they do not resolve (Bovee et al. 1995). It has been evidenced that negative word-of-mouth impacts consumers more than positive or neutral discourses of customers experiencing products or services (Halim et al., 2022). Since negative WOM is considered more diagnostic and informative about brands, it attracts consumers more than positive or neutral information (Yu et al., 2018). The power of NWO is based on its exponential reach and high credibility in the eyes of consumers rather than marketing adverts (Rusticus, 2005).

The other classification of WOM mentioned in the literature is based on the medium where it is done. Consumers might disseminate their opinions and experiences with traditional WOM and internet-facilitated WOM (eWOM) (Steffes and Burgee, 2009). The old-fashioned WOM consists of spoken words exchanged in a close environment of people while eWOM is writing ideas and experiences on digital platforms indelibly (Meiners et al., 2010). The traditional one lacks profit motivation and enables people to judge the credibility of the message sender (Steffes and Burgee, 2009). On the other hand, eWOM is defined as positive or negative

statements disseminated on the internet by potential, actual, or former customers about a product or company (Lee et al., 2019). Contrary to traditional WOM, it does not need to be real-time and private notions to specific people (Heute-Alcocer, 2017). People might spread their thoughts and experiences on digital platforms to be read by others at different times.

Both e-WOM and traditional WOM have advantages and disadvantages. The revolution of the internet has changed the structure of word-of-mouth by consumers as well as the structure of many consumer behaviors. However, face-to-face idea exchange is more effective compared to electronic one since people tend to use this exchange as a judgment during their consumption (Lau and NG, 2001). The study of Herr et al. (1991) evidenced that face-to-face WOM as a traditional way is more effective than e-WOM. Also, the credibility of eWOM might be less than the traditional one. For instance, book authors might write favorable reviews about their books on e-commerce websites to sell more (Steffes and Burgee, 2009). In another respect, traditional WOM is harder to control by brands compared to eWOM. This medium allows researchers and marketers to track the process of WOM better (Verlegh et al, 2008). For example, marketers can track and respond to the negative comments of their buyers rapidly on the internet. However, it is hard to follow interpersonal communication among consumers in real life.

2.4. Word-of-Mouth From Business Perspective

Today, consumers want to know more about the products of businesses they purchase from (Sun et al., 2021). Related to the increased level of business knowledge, their buying experiences and evaluations are shaped. As a result of this, they started to talk about their experiences to others (Taghizadeh et al., 2013). Marketing managers, in return, think that listening to their customers is closely related to the success of their products and promoting activities (Sun et al., 2021). They make an effort to benefit from word-of-mouth by their current customers to recover from their failures (Maxham, 2001) or enhance their sustainable growth and market share (Taghizadeh et al., 2013). When it is utilized effectively, managers

could achieve marketing their products or services for a long time (Ahmad et al., 2014).

The increasing globalization has expanded the range and complexity of offerings in the market, so traditional marketing activities have encountered a credibility issue. The key to advertising effectiveness is based on its believability according to the Nielson Global Trust in Advertising Report in 2013 (East et al., 2008). At this point, word-of-mouth provides a new option for marketers besides traditional marketing communication tools (Nyilasy, 2005). Word-of-mouth advertising has become one of the techniques used in recent years by companies to create positive brand images and beliefs (Mason, 2008). Johan Arndt (1967) defines word-of-mouth advertising as non-profit verbal communication between two or more people having some concerns about a brand, product, or service. It is not only about encouraging social interactions among consumers but also building a marketing strategy on this behavior from the business perspective (Meiners et al., 2010). Some researchers say that positive word of mouth is benefitted by almost 80% of companies as a fundamental marketing activity (O'Leary and Sheehan, 2008).

Besides word-of-mouth marketing, businesses might be also involved in green activities to control the WOM of consumers. Green and ethical consumption behavior has also become more popular today (Peak and Nelson, 2009). Consumers have started to be more concerned about the business processes and disposal of products in the marketplace (Sheehan, 2004). Relatedly, shoppers are already eager to talk about products that they purchase (O'Leary and Sheehan, 2008). Positive comments might increase sales of brands while negative ones could result in a decrease in purchases (Ennew et al., 2000). Since consumers are more active in their consumption and the success of companies, marketers have started to follow and control consumer sayings in return. Though it is difficult to manage for brands, there is a potential to use WOM behavior for their benefit (Ennew et al., 2000). For instance, financial services have been found to be characterized by word-of-mouth communication (Ennew et al., 2000). Moreover, it is observed in hospitality services that green practices of hotels such as environmental protection bring guest satisfaction and positive WOM ultimately, which is a valuable result for managers

(Moise et al., 2019). It is also claimed that WOM behavior is more likely to be positive when the consumer evaluation of environment and society toward a brand (Bae et al., 2023). Accordingly, food companies recently started to promote sustainable products as a marketing activity (Allen and Spialek, 2018).

Though companies prefer to focus on positive WOM in their activities, some studies show that negative WOM delays the sales in food industry more than twice than positive WOM (Williams and Buttle, 2014). Also, the failures of brands might result in negative WOM, which leads to divergence of current consumers or avoidance of non-users (East et al., 2007). If consumers cannot convey their complaints to companies, it is seen that they are likely to engage in negative WOM (Yu et al., 2018). This might damage the reputation of companies and alienate potential customers (Williams and Buttle, 2014). Therefore, managers might want to be careful about controlling the negative sayings of their consumers while focusing on spreading positive WOM.

2.5. Word-of-Mouth From Consumer Perspective

In the marketing concept, it is observed that customers have an evaluation of their consumption experiences (Taghizadeh et al., 2012). Toward this evaluation, they feel satisfied or unsatisfied (Maxham, 2001). As a result of the level of satisfaction, word-of-mouth (WOM) behavior emerges (Liu et al., 2021). WOM, which means spreading information about marketplaces, is an old consumer behavior (Podnar and Javernik, 2012). It is still the most important information source for consumers (Huete-Alcocer, 2017). As an informal communication process, it has a crucial role in shaping the marketplace and preferences of prospective consumers (Podnar and Javernik, 2012). Comments and reviews by other people are important consideration factors in purchase decisions (Almana and Mirza, 2013).

WOM behavior is also a focal point in the sustainable literature. Since WOM is seen as one of the most reliable marketing tools, it has a vital role in accepting green practices (Aravindan et al., 2023). The study by Pant et al. (2019) shows that WOM

has a significant effect on green purchase intention. It can be also said that WOM is especially important in developing countries where formal enforcement institutions are weak and in complex sectors (Lippert and Spagnolo, 2010). There exist some studies by social scientists investigating the relationship between sustainable consumption and WOM. In the hospitality services, guests of hotels having green practices have been found to spread WOM and revisit intention (Moise et al., 2019). Also, another study evidence that the green image of green hotels helps build consumer satisfaction and green trust, which leads to the intention to suggest green hotels via their recommendations (Wang et al, 2018). In the fashion industry, buyers of sustainable products show positive WOM behavior if they are satisfied with the products (Kong and Ko, 2017).

Though it is listed different types of WOM, the most influential one has been found as negative WOM in the sustainability literature (Halim et al., 2022). It is seen that consumer attitude and purchase intention are significantly affected negatively when negative brand information has been spread (Yu et al., 2018). These results can be interpreted as that WOM communication, especially the negative one, has a striking impact on consumers and their adoption of sustainable consumption. Yet, it is underestimated mostly by marketers (Bhaduri et al., 2021).

Examining the reasons for negative WOM within the sustainability context, lack of trust toward brands' declarations could be significant. The loss of trust through the consumer assessment is likely to lead to WOM (Dias et al., 2023). When consumers realize that green communication and operations of firms are not transparent and they feel misled by these firms, they tend to warn others via negative WOM (Guerreiro and Pacheco, 2021).

Related to these, some sustainability scandals of brands might blow up also. Such scandals might attract consumers' attention and lead them to disseminate negative WOM in the market (Öhrner and Kerimova, 2022). Some researchers have discovered that the misconduct of brands negatively influences the repurchase decision and WOM intention of consumers (Kapoor and Banerjee, 2020). The study

of Huber et al. (2010) supports this idea by demonstrating that consumers are reluctant to repurchase brands involving sustainable misconduct such as the use of child labor at businesses. Beyond purchase intention, WOM might be another consumer reaction toward sustainability scandals. For instance, people spread many tweets about the Volkswagen emission scandal impacting the prospective consumer preferences and economic well-being of Volkswagen at the end (Swaminathan, 2016). Also, the negative work experience of an intern at NAKD, which is a Swedish fashion company, has resulted in a rapid comment circulation on social media (Öhrner and Kerimova, 2022). Hence, it can be interpreted that consumers might react with negative WOM behavior toward brand misconduct related to different dimensions of sustainability.

As mentioned previously, different psychological motives such as emotions and cultural effects might also exist for sustainable consumption (Figueroa-García et al., 2018; Guillen-Royo, 2019). Based on the close relationship between sustainable consumption and WOM, these factors might be valid for WOM also. Relatedly, these have taken place in marketing research within the WOM context.

2.5.1. Emotional Factors in WOM Behavior of Consumers

WOM dissemination is one of the most attractive consumer behaviors studied in the literature. Satisfaction, as the outcome of consumer experiences in individual consumption (White and Yu, 2005), is a crucial predictor of WOM (Podnar and Javernik, 2012). Regarding the level of satisfaction with consumption is directly determined by emotions (Soodan and Pandey, 2016), consumption emotions might influence the behavioral intention of WOM communication (Ladhari, 2007). Results of the study by Dias et al (2023) evidence that emotional satisfaction and the dissemination of WOM intention are closely related. Some studies also conclude that consumers' emotions are one of the important predictors of shaping their WOM intention (Kabadayı and Alan, 2012). The research of Chung et al. (2019) shows that customers' emotions are significantly linked to their WOM intentions. These clarify

that consumer emotions, as an inseparable part of the level of satisfaction, have a direct relationship with WOM behavior.

In terms of sustainable consumption and WOM, the role of emotions has been also determined by some researchers. It has been indicated that sustainability awareness is not enough for purchase intention (Pant et al., 2019). WOM, here, is an important indicator. Soodan and Pandey (2016) evidence it in their studies by indicating that a group of consumers associate their purchases and sense of responsible choices with emotions. More specifically, the study by Lin et al., (2022) indicates that the emotional value of consumers in the footwear industry, such as environmental awareness, is directly related to their purchase intention with the mediating effect of WOM.

Concerning the classification of emotions mentioned previously (Strongman, 2003), the effect of positive and negative emotions could differ. While positive emotions might result in positive WOM, negative WOM might be associated with negative emotions of consumers. For instance, pride and gratitude, as positive emotions, have been found closely related to the intention to spread positive WOM for sustainable fashion products (Septianto et al., 2021).

On the other side, negative WOM has been found closely linked to negative emotions (White and Yu, 2005). As an example, consumers feeling anger and disgust toward a brand's moral crisis would be likely to engage in negative WOM behavior in the apparel industry (Youn, 2022). Another research by Vergahen et al. (2013) has also indicated that negative emotions are likely to lead to negative WOM behavior in the telecom industry. Relatedly, it is clarified that negative WOM is a kind of coping response for consumers toward their specific negative emotions such as disappointment and guilt (Burhanudin et al., 2021). One of the most inspirational articles about this context belongs to Xie et al. (2015). Their study (Xie et al., 2015) tested the influence of the negative emotions toward non-green actions of the offshore industry (contempt, anger, and disgust) on negative WOM as a consumer response. They have found that these negative emotions have a significant effect on

the negative WOM behavior of consumers (Xie et al., 2015). The research by Burhanudin et al. (2021) also evidenced that guilt leads to negative word-of-mouth regarding the banking industry that disregards the environment.

2.5.2. Cultural Factors in WOM Behavior of Consumers

Environmental, social, and economic concerns within humanity have an effect on the societal level also. Culture, at this point, has a distinct impact on attitudes and consumer behavior in markets today (Sharma, 2010). Accordingly, the relationship between culture and consumer behavior, as seen in emotions, has started to attract marketers and researchers (Douglas and Craig, 1997).

According to Hofstede et al. (1994), most people in the world are considered as collectivist besides the societal tendencies to the degree of individualism or collectivism. Well-being for humanity as well as ecological sustainability could be maintained with collective actions (Barrington-Leigh, 2016). People in collectivist countries also value interpersonal relationships (Saracevic et al., 2022). This characteristic of collectivist people facilitates the experience sharing, as WOM behavior requires.

Individualism versus collectivism has emerged as one of the most remarkable culture-based topics among researchers in the WOM literature (Dang and Raska, 2021). The study of Lam et al. (2009) shows that individualism is likely to promote WOM communication among groups compared to collectivism. Similarly, a cultural analysis has determined that people with individualistic orientations are more open to sharing their perspectives (Dand and Raska, 2021). Individualist consumers are expected to be more confident in sharing their dissatisfaction since they do not value the benefits of their groups or others outside of their groups (Chapa et al., 2014). Moreover, the research by Kitirattakarn et al. (2019) has shown that consumers living in collectivistic cultures have a less tendency to spread WOM than in individualistic ones. Supportively, Fong and Burton (2008) have claimed that collectivistic cultures such as China have less tendency to give information to others.

Also, the study results of Maiyaki (2013) have indicated that individualism has a more significant moderating effect on behavioral intention such as WOM than collectivistic cultures.

On the other hand, people in collectivistic cultures, like Asia, benefit from the recommendations and experiences of others more than in individualistic cultures in the cosmetic sector (Kohler et al., 2023). When social ties are strengthened among people, they are likely to spread more relevant, personalized, and persuasive WOM (Baker et al., 2016). The study by Yu et al. (2018) supports this idea by saying that collectivism leads consumers to intend to spread negative word-of-mouth. Moreover, an eWOM study has indicated that collectivistic consumers are more willing to both give and seek WOM (Chu and Choi, 2011). This result has been evidenced in brand scandal cases also. For instance, consumers from collectivistic cultures like China have been found as more prone to blame multinational brands after a scandal compared to individualistic cultures (Yuan et al., 2023). It is known that collectivist cultures have a tendency for negative word-of-mouth about their dissatisfaction rather than voicing their displeasure directly to the related firm (Wan, 2011). Another study also claims that customers in collectivistic countries prefer to share their dissatisfaction with a firm via negative word-of-mouth (Chapa and Hernandez, 2014). These could be interpreted as that WOM intention might be listed as a blaming behavior here for consumers.

3. RESEARCH METHODOLOGY AND FINDINGS

3.1. The Aim of Research

This research aims to investigate word-of-mouth intention from the perspective of consumer emotions and cultural orientations within the sustainability context. Generally accepted three sustainability dimensions, which are environmental, social, and economic, are focused within this context. In doing so, it is expected to bring a different perspective for researchers, organizations, and policymakers by enabling them to benefit from the outcomes for their brands under tough circumstances.

3.2. Theoretical Basis of Research

3.2.1. Sustainability

The notion of sustainability has gained importance for businesses and marketers more with the Brundtland Report in 1987 (McManus, 2014) though it dates to earlier times (Kuhlman and Farrington, 2010). According to the report, sustainability is about meeting the present needs by also ensuring the well-being of future generations (Kuhlman and Farrington, 2010). In the 2000s, several categorizations are proposed for sustainability. However, the marketing era has focused mostly on the classification of the United Nations General Assembly. It considers three fundamental dimensions of sustainability, which are economic, social, and environmental (United Nations, 2015). The scope of this includes both the views of businesses and consumers while others might refer to different areas at some point such as engineering. This could be indicated as the potential reason for marketers to adopt this classification rather than others.

The interest in the relationship between sustainability and marketing is rising today (Jones and Hillier, 2007). From the business perspective, organizations play a significant role in shaping the way of life (Buerke et al., 2017). With the Brundtland Commission (Kuhlman and Farrington, 2010), new business units and positions have been created such as sustainability departments or managers (Steinmeier, 2015). On the other hand, marketers have started to include the concept of sustainability in their research. The increased consumer awareness (Bagdare, 2018) has also contributed to these studies. Supportively, Deloitte (2023) declares that 30% of individual consumers say that they stop purchasing some brands due to sustainability-related concerns. Also, social (Maio and Fabbri, 2013) and economic (Kurt and Gino, 2023) dimensions of sustainability lead them to make their purchase decisions responsibly.

3.2.2. Collectivism

Culture has a significant impact on attitudes and consumer behavior with the globalization of markets today (Sharma, 2010). In culture studies, self-orientation versus collectivity is considered as important dimensions (Yoo et al., 2011). Similarly, collectivism and individualism as its opposite are also used frequently in studies of marketers to comprehend consumer behavior since these characteristics might shape the behaviors of consumers (Boehm, 2008). While people are more independent and less group-oriented in individualistic cultures, the norms and opinions of others in groups are important for people in collectivistic cultures (Riemer and Shavitt, 2010). Collectivism also means how customers see their self as a collective (Triandis et al., 1998). Relatedly, it can be said that people in collectivist cultures are prone to announce their voices to inform their groups. For instance, they tend to show a reaction toward brands involving scandals more than individualist cultures (e.g., Douglas and Isherwood, 2021; Yuan et al., 2023; Wan, 2013).

In cultures, people also want to be appreciated by their belonged groups (Kim and Yim, 2022). This desire motivates them to state their identities and enhance their self-concept as explained in brand consciousness theory (BCO) (Kim and Yim, 2022). According to this theory, self-concept in collectivist cultures is derived from

social relationships (Markus and Kitayama, 1991) such as WOM communication because people in these cultures are influenced by their social groups (Yim et al., 2014).

3.2.3. Negative Emotions

Emotions could be defined as a response through human understanding of the environment (Frijda and Mesquita, 1994). From a psychological perspective, they can be evaluated as one of the strongest effects on human behavior (e.g., Gaur et al., 2014; Mordka, 2016). Emotions are also seen as determinants of desired goals, intentions, and behaviors (Perugini and Bagozzi, 2001). They guide humans while trying to achieve certain goals within all uncertainties (Oatley and Johnson-Laird, 1987). Accordingly, Frijda (1986) emphasizes that emotions are related to tendencies to act specifically.

Based on these, the model of goal-directed behavior (MGB) has been constructed by Perugini and Bagozzi (2001). According to the model, emotions could generate an action tendency and behavioral intention (Baumgartner et al., 2008). In other words, the desire to intention for a specific behavior is motivated by emotions closely (Chen et al., 2023). The model also claims that emotions have a function in producing action to promote the achievement of goals for people (Bagozzi et al. 1998).

Another emotional state model by Mehrabian and Russell (1974), called as Pleasure-Arousal-Dominance (PAD), claims that people are affected by environmental stimuli generating emotions. These turn into attitudinal and behavioral reactions (Miniero et al., 2014). In the model, pleasure means the degree of feeling emotions such as happiness and fear in a specific situation (Ladhari, 2007), arousal means the degree of stimulation (Ladhari, 2007), and dominance means dominance response (Mehrabian, 1996).

3.2.4. Negative Word-of-mouth

Considering the diversity in options in markets, consumers get various information from other people about products and services via different channels. They also share their experiences in return. This kind of mutual communication is defined as word-of-mouth (Flores-Hernández et al., 2009). Nowadays, the power of word-of-mouth among customers has increased. It can direct other customers to make a purchase decision from a brand (Bughin et al., 2010). Considering types of WOM, negative word-of-mouth impacts consumers more than positive discourses of customers experiencing products or services (Halim et al., 2022). Negative word-of-mouth, as a proactive behavior by consumers, can rapidly impact others via several communication mediums (Bhaduri et al., 2021).

Theoretically, the degree of pleasure and arousal has a function in the level of satisfaction for consumers (Wirtz and Bateson, 1999). Negative stimuli specifically might create dissatisfaction and make feel them lose control, which creates a need for restoring their control as a compensatory behavior (Peluso et al., 2017). Also, concerns based on emotions could motivate consumers to spread word-of-mouth as a compensatory behavior (Amatulli et al., 2020).

3.3. Research Model

Since the term of sustainability has started to be a part of consumers and businesses, it has become one of the focal points in marketing also. Regarding consumer behavior, researchers have provided some findings about consumer awareness (e.g., Bagdare, 2018; Sheehan, 2004), purchase decisions (e.g., Kurt and Gino, 2023; Maio and Fabbri, 2013), and negative word-of-mouth (e.g., East et al., 2007; Öhrner and Kerimova, 2022) within the sustainable consumption context. These findings are valuable, but the psychology and culture literature evidence that there are also some emotional and cultural factors influencing sustainable behavioral intention at the individual level (e.g., Fuxman et al., 2022; Son et al., 2022). Though there exist some studies discussing the emotional response of consumers (e.g.,

Antonetti and Maklan, 2014; Berki-Kiss and Menrad, 2022) and examining the relationship between consumer behavior and cultural characteristics (e.g., Sharma and Jha, 2017; Xiang et al., 2019) in terms of sustainability, there has room for further research within this area.

Regarding the literature gap and theoretical basis, the research model is presented in Figure 3.1. According to brand consciousness theory (BCO) (Kim and Yim, 2022), people in collectivist cultures feed their self-concept via social interactions such as spreading word-of-mouth (e.g., Markus and Kitayama, 1991; Yim et al., 2014). Based on BCO, the relationship between collectivism and negative word-of-mouth has been investigated in the model. Moreover, the model of goal-directed behavior (MGB) (Perugini and Bagozzi, 2001) evidences the existence of emotional motivation for behavioral intention. The model includes the impact of negative emotions. Thus, the emotional reaction of consumers has been examined under MGB. Lastly, the emotional state model (Mehrabian and Russell, 1974) claims that environmental stimuli turn into behavioral reactions by generating emotions (e.g., Ladhari, 2007; Miniero et al., 2014). The arousal by negative situations could generate negative emotions and lead consumers to show compensatory behavior such as negative WOM (e.g., Peluso et al., 2017; Wirtz and Bateson, 1999). Based on these, the behavioral intention of negative WOM has been desired to investigate in the model.

Briefly, according to the research model, collectivism and negative word-of-mouth intention have a relationship. Also, negative emotions have been included as a mediator. It is desired to understand if it has an impact on the relationship between collectivism at the societal level and negative word-of-mouth intention.

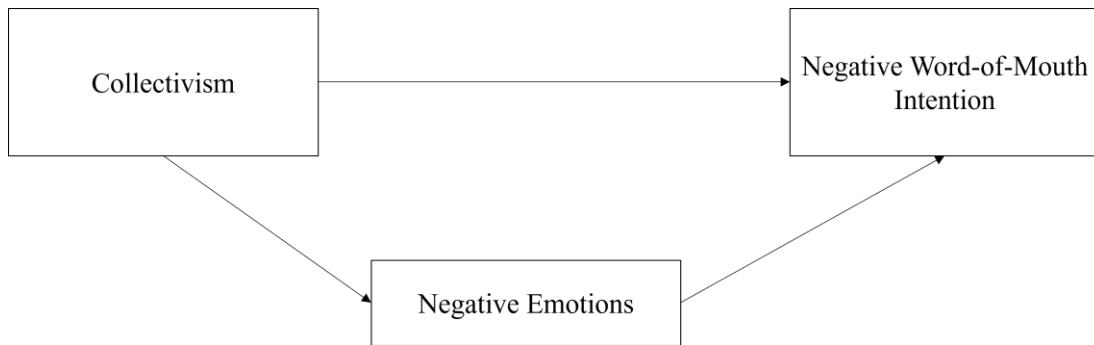


Figure 3.1 The Research Model

While examining all these relationships, three famous brands from different industries are selected by considering their promises toward their stakeholders. Each of them has a brand scandal about a different dimension of sustainability. These dimensions are environmental, social, and economic.

One of these brands is a furniture and house decoration store, that promises to act responsibly toward climate change and unsustainable consumption by collaborating with its all stakeholders. It is one of the global brands generally placing its brand as environmentally sustainable. The second brand is a sports equipment producer committed to being respectful toward societies and emphasizing equal pay and ethical working environments for its employees. It can be classified as a socially sustainable brand. The last one is a textile company that promises to be transparent, honest, and consistent toward society. Considering its declaration, it is expected to be financially responsible toward the society in which they do business.

Unfortunately, these brands came up with some sustainability-related scandals in the news at different times. Accordingly, the furniture brand has been accused of producing its furniture for children by using trees cut illegally, so it has been criticized by environmental activists. The sports equipment producer has also been involved in a social scandal due to the allegations indicating that it has employed children. This news resulted in a negative reputation for the brand from the consumers' perspective. On the other hand, the textile company has been going through a difficult period due to its financial scandal. The news about it published

that the deputy manager of the company sold his shares at the ceiling price which resulted in a sudden hit in the company's share value. It was against the company's commitment to transparency and honesty.

Though customers and activists reacted seriously to these scandals, the actual impact on customers is still a black box. Therefore, this research tries to understand the emotional response of customers under the influence of these brand scandals about environmental, social, and economic sustainability. To understand the branding effect, hypotheses are tested by both brand names are declared explicitly and not. Therefore, it can be said that this research has a two-step approach.

3.4. Hypotheses of Research

Culture affects the degree of negative word-of-mouth intention by consumers. The study by Yu et al. (2018) supports this idea by saying that collectivism leads consumers to intend to spread negative word-of-mouth. Another study also shows that customers in collectivistic countries prefer to share their dissatisfaction with a firm via negative word-of-mouth (Chapa and Hernandez, 2014). Moreover, it is known that collectivist cultures tend to spread negative word-of-mouth about their dissatisfaction rather than voicing their displeasure directly to the related firm (Wan, 2011). In light of these studies, it has been thought that collectivism can have an impact on negative word-of-mouth intention. Thus, the hypothesis below has been generated.

H1: Collectivism is positively related to negative word-of-mouth intention.

Culture is also an important determinant in expressing the emotions of consumers (Amirkhizi et al., 2022). Mesquita (2001) says that emotions in collectivist and individualist cultures might differ. The research by Scollon et al. (2004) shows that negative emotions are observed in collectivistic cultures than individualistic ones. Another study indicates that collectivist cultures tend to generate

more negative emotions than individualistic cultures toward crises (Kim and Yim, 2022). Within the sustainability and WOM literature, the level of collectivism is used as a moderator and mediator in research models mostly (e.g., Amatulli et al., 2017; Lam et al., 2009). However, the direct effect of it has not been investigated to our knowledge. Thus, the hypothesis below has been generated.

H2: Collectivism is positively related to negative emotions.

Besides collectivism, there exists some research emphasizing the relationship between negative emotions and the behavioral intention of consumers. One of them which belongs to Chitturi (2009) says that people tend to make negative word-of-mouth when they have a negative experience about their consumption. Also, the study of Kurtoğlu et al. (2021) indicates that negative emotions such as hate toward a brand lead to negative word-of-mouth by consumers. Under the sustainability context specifically, Amatulli et al. (2020) have found that consumers exposed to unsustainable luxury product info have a high level of guilt and relatedly high behavioral intention to show negative word-of-mouth. Another research studying green banking services also evidenced that guilt as a negative emotion is positively related to negative word-of-mouth by consumers (Burhanudin et al., 2021). In this respect, it has been thought that negative emotions might be positively related to the intention of negative word-of-mouth within the sustainability context. Considering these, the hypothesis below has been provided.

H3: Negative emotions are positively related to negative word-of-mouth intention.

Lastly, negative emotions might mediate the relationship between collectivism and negative WOM intention. There is a close association between emotions and intentions (Frijda, 1986). The emotional theory of Perugini and Bagozzi (2001) claims that anticipated emotions could lead intentions and behaviors of consumers. In the context of sustainability and WOM, there exists some research focusing on the mediating effect of emotions. For instance, the study by Amatulli et al. (2020) uses

guilt as a mediator in their research model. Moreover, Xie et al. (2015) have confirmed that negative emotions have a mediating effect on the relationship between environmental responsibility and negative word-of-mouth. However, there is no study in the sustainability literature investigating the mediating effect of negative emotions in the relationship between collectivism and negative WOM as our knowledge. Regarding these, the hypothesis below has been provided.

H4: Negative emotions mediate the relationship between collectivism and negative word-of-mouth intention.

3.5. Research Design and Sampling

Descriptive research is usually used to understand and describe the market characteristics (Malhotra, 2017). Thus, descriptive research as one of the methods in conclusive research design has been used since it helps understand the effect of collectivism on the intention of consumers in the sustainability market. As the research method, the survey research has been utilized. Online surveys have been selected among the survey methods (Malhotra, 2017). It has enabled us to reach participants faster and easier compared to other methods.

Three online surveys have been conducted for three brand scandals on Qualtrics, which is an American-based experience management company. Each survey has been divided into 2 cases to understand if the responses of survey participants change when the brand name is explicitly given in the news on surveys. To keep the results credible, the surveys have been prepared on Qualtrics.com which allows its users to attain different cases within the same surveys randomly to prospective participants. Since the randomization is made automatically by Qualtrics, participants do not realize they are given different cases about the same brand. For instance, the news indicates that the scandal belongs to the furniture brand in Case 1, while the brand name is not mentioned in the news of that brand in Case 2. Instead, it is introduced to readers as “a house furniture retailer”. The cases of each survey have been coded as below to refer to them in the next chapters.

Case 1: The brand name is given in the environmental sustainability scandal text.

Case 2: The brand name is not given in the environmental sustainability scandal text.

Case 3: The brand name is given in the social sustainability scandal text.

Case 4: The brand name is not given in the social sustainability scandal text.

Case 5: The brand name is given in the economic sustainability scandal text.

Case 6: The brand name is not given in the economic sustainability scandal text.

As the sampling technique, convenience sampling (Malhotra, 2017) has been used for the survey since it is more convenient in terms of cost and time. Since the SmartPLS program has been used in research analysis, the 10 times rule (Hair et al., 2022) has been utilized to determine the minimum sample size. Considering this rule, the minimum number of sample size has been determined as 20. However, 100 respondents have been reached for each survey to reach a more reliable result. Since it has been recommended to reach at least 10 respondents for pilot studies by researchers (Lewis et al., 2021), 10 respondents have participated in each survey for pilot studies. According to their feedback, the news texts in the surveys have been edited. Then, the real studies have been conducted with the final versions of the surveys. For each survey, 100 respondents were reached for the final surveys.

3.6. Scales

The available scales in the literature have been utilized to test the hypotheses in all cases of this research. The 5-point Likert scales were used to measure the negative emotions, collectivism, and negative word-of-mouth intention (Malhotra, 2017; McDaniel and Gates, 2015). The negative statements are expected to lead to unfavorable responses, so these statements on the scale of negative emotions receive scores of 5 on the Likert scale if a respondent strongly disagrees with these negative statements (Malhotra, 2017). It means that the strongly agree receives a score of 1, the agree receives a score of 2, neither agree nor disagree receives a score of 3, disagree receives a score of 4, and lastly strongly disagree receives a score of 5 in the

negative emotions scale. The statements in scales of collectivism and negative WOM intention are positive. Thus, in these scales, the strongly disagree receives a score of 1, the disagree receives a score of 2, neither agree nor disagree receives a score of 3, the agree receives a score of 4, and the strongly agree receives a score of 5.

The respondents of this research are located in Turkey, so the questions in scales have been translated into Turkish. Reverse translation has been used in the translation process (Kozlova, 2023). The scales and their sources have been provided in both English and Turkish in Table 3.1. and Table 3.2. The demographic questions have been also introduced in Table 3.3.

Table 3.1 The Scales of Exogenous and Endogenous Variables

No	The name of the scales	The scale code	Scale in English	Scale in Turkish
1	Negative Emotions	NE	Angry	Sinirli
			Frustrated	Hüsrana uğramış
			Guilty	Suçlu
			Ashamed	Mahcup
			Sad	Üzgün
			Disappointed	Hayal kırıklığına uğramış
			Depressed	Depresif
			Worried	Endişeli
			Uncomfortable	Rahatsız
			Fearful	Korkmuş

2	Collectivism	CO	The well-being of my group members is important for me.	Toplunun refahı benim için önemlidir.
			I feel good when I cooperate with my group members.	Toplunun diğer üyeleri ile ortak bir şeyler yaptığımda iyi hissediyorum.
			I enjoy spending time with my group members.	Bir parçası olduğum toplumun diğer üyeleriyle vakit geçirmekten keyif alırım.
			It is my duty to take care of my family members, whatever it takes.	Ne pahasına olursa olsun, aile üyelerimi gözetmek benim görevimdir.
			Family members should stick together, even if they do not agree.	Aynı fikirde olmasalar bile, aile üyeleri birbirinden kopmamalıdır.
			Children must respect the decisions made by their parents.	Çocuklar ebeveynleri tarafından alınan kararlara saygı duymalıdır.
3	Negative Word of Mouth Intention	NWO	I will spread negative word-of-mouth about this dealership.	Bu firma hakkında, diğer insanlara olumsuz bilgi aktaracağım.
			I will bad-mouth against this dealership to my friends and family.	Bu firmayı çevremdekilere kötüleyeceğim.
			When my friends and family are looking for products similar to what this dealership sells, I will tell them not to buy from this firm.	Çevrem bu firmanın sunduklarına benzer ürünler/hizmetler aradığında, onlara bu firmadan satın alım yapmamalarını söyleyeceğim.
			I would say negative things about this company to other people in the near future.	Yakın gelecekte, diğer insanlara bu firma hakkında olumsuz şeyler söylemem muhtemeldir.

Table 3.2 The Scale Resources of Exogenous and Endogenous Variables

No	Name of the scales	The scale code	Sources
1	Negative Emotions	NE	Bagozzi, R. P., Baumgartner, H., & Pieters, R. (1998). Goal-directed Emotions. <i>Cognition & Emotion</i> , 12(1), 1-26. doi:10.1080/026999398379754
2	Collectivism	CO	Sharma, P. (2010). Measuring personal cultural orientations: Scale development and validation. <i>Journal of the Academy of Marketing Science</i> , 38, 787-806. doi:10.1007/s11747-009-0184-7
3	Negative Word of Mouth Intention	NWO	Adjei, M. T., Nowlin, E. L., & Ang, T. (2016). The collateral damage of C2C communications on social networking sites: the moderating role of firm responsiveness and perceived fairness. <i>Journal of Marketing Theory and Practice</i> , 24(2), 166-185. doi:10.1080/10696679.2016.1131057 Bhaduri, G., Jung, S., & Ha-Brookshire, J. E. (2024). Effects of CSR messages on apparel consumers' Word-of-Mouth: Perceived Corporate Hypocrisy as a Mediator. <i>Clothing and Textiles Research Journal</i> , 42(1), 35-50. doi:10.1177/0887302X211055984

Table 3.3 Demographic Questions

Demographic Questions			
Scale in English		Scale in Turkish	
Gender	Female	Cinsiyet	Kadın
	Male		Erkek
	Prefer not to say		Belirtmek istemiyorum
Age	Under 25	Yaş	25'ten küçük
	25-34		25-34
	35-44		35-44
	45-54		45-54

	Over 54		54'ten büyük
Education	Elementary	Eğitim	İlkokul
	Middle School		Ortaokul
	High school		Lise
	Associate degree		Önlisans
	Bachelor's degree		Lisans
	Post-graduate degree		Lisansüstü

In addition to the scales, past purchase status from brands given in three cases, which are Case 1, Case 3, and Case 5, have been asked participants of the surveys. The results have been given in the part of descriptives. The English and Turkish versions of the question are provided below.

Table 3.4 The Past Purchase Status Question

The question in English	The question in Turkish
Have you ever purchased from the company that is the subject of the news you just read?	Biraz önce okuduğunuz habere konu olan firmadan hiç satın alım yaptınız mı?

3.7. Research Findings

3.7.1. Research Analysis

The structural equation modeling is used in SmartPLS 4 to analyze the research findings for several reasons. One of them is that structural equation modeling is a more novel method in social sciences (Hair et al., 2022). The other reason is that it allows flexibility in studies. The sample size in survey data of each case in this research is 100, which SmartPLS could work effectively compared to other statistics

programs (Sarstedt et al., 2017). Lastly, it uses more sophisticated data analysis methods. This also helps make a reliable analysis for the research.

Before presenting descriptives and analyses, the decision process about removing an item from the scales used in this research is given. When the scales are finalized, descriptives are provided for each case. These include gender, age, educational status, and past purchase status from the given brands in cases. While gender, age, and educational status exist in all cases, past purchase status from the given brands has been asked for the cases in which the brand name has been given to the respondents explicitly. After descriptives, factor analysis, and path analysis are given for each case in the research.

Factor analysis in this section is conducted with the final version of the model after removing related items from the scales. First, Cronbach's Alpha and composite reliability are measured to evaluate the internal consistency reliability (Hair et al., 202). The more the Cronbach's Alpha value is close to 1, the better the reliability of the questionnaire (Cronk, 2019). More specifically, the cut-off point for Cronbach's Alpha value is around 0.8 but 0.7 is also treated as a good value according to Field (2024). On the other hand, the acceptable composite reliability value should be above 0.7 according to Hair et al. (2022). Also, values between 0.7 and 0.95 are considered satisfactory according to Sarstedt et al. (2017). Secondly, the average variance extracted (AVE) is measured to evaluate the convergent validity (Sarstedt et al., 2017). Thirdly, to examine the discriminant validity, heterotrait-monotrait ratio (HTMT) as a novel approach is observed (Hair et al., 2022). Also, as the measure of collinearity, the variance inflation factor (VIF) is examined for each case. According to Hair et al. (2022), values should be less than 5 for VIF to eliminate the collinearity problem. Lastly, for the values pointing out bias according to VIF values, Harman's single factor test (Kock, 2015) is applied in IBM SPSS to validate these values.

After satisfying the requirements of factor analysis, path analysis is conducted. Firstly, the collinearity assessment of the structural model is done (Hair et al., 2022). VIF is used for this with the critical level of 5. Thereafter, the structural model

relationships are given for each case. The value of t statics should be higher than 1.960 and the p -value should be less than 0.05 at the 5% significance level to be able to support the related hypothesis (Hair et al., 2022). Thirdly, the predictive power of the model has been assessed with the R-square (R^2) which is the coefficient of determination (Hair et al., 2022). In social sciences, the cut-off for R^2 varies. Chin (1998) refers to the value of 0.67 as substantial, 0.33 as moderate, and 0.19 as weak. Cohen (1988) evaluates the R^2 value as substantial if it is 0.26, moderate if it is 0.13, and weak if it is 0.02. Also, Falk and Miller (1992) say that this value should be higher than 0.10 to interpret it as adequate in terms of variance explained by a particular endogenous construct. Lastly, the f -square (Cohen, 1988) is computed to evaluate the effect size. It measures the change in R^2 when an exogenous variable is removed from the model (Hair et al., 2022). The threshold value for f -square (f^2) in social sciences also differs according to researchers. Cohen (1988) and Chin (1998) indicate that it is small if the value is between 0.02 and 0.15, medium if it is between 0.15 and 0.35, and large if it is equal to or bigger than 0.35.

Deciding to Remove an Item from The Scales

During the first time of factor analysis of this research, the values of some questions in the scales did not meet the required thresholds. Therefore, the decision to remove an item from the scales in the research has been explained first. Cronbach's Alpha, average variance extracted (AVE), composite reliability, collinearity statistics (VIF), and discriminant validity (Heterotrait-monotrait ratio matrix) have been run firstly to understand if there is a scale or an item that does not meet the threshold (Huculak, 2020). There was not any problem with discriminant validity and composite reliability in any scales in surveys. On the other hand, there were some outlier values in Cronbach's Alpha and AVE values in Case 2, Case 5, and Case 6. Mainly, the items in the scale of negative emotions, and one item in the scale of collectivism have values below the threshold in Case 2, Case 5, and Case 6. After removing these items from the models, Cronbach's Alpha and AVE values have reached the desired level. In the end, it has been decided to remove these items. Though collinearity values of Case 1, Case 3, and Case 4 were good enough, these questions have been removed from scales in all surveys to obtain a reliable and

consistent research result. The Cronbach's Alpha and AVE values in SmartPLS before and after removing items for each case can be seen in the tables below.

Table 3.5 Cronbach's Alpha and AVE Values in SmartPLS Before and After Removing Items in Case 1

	Before Removing the Item		After Removing the Item	
	Cronbach's Alpha	Average Variance Extracted (AVE)	Cronbach's Alpha	Average Variance Extracted (AVE)
CO	0.838	0.548	0.827	0.585
NE	0.848	0.523	0.823	0.599
NWO	0.947	0.862	0.947	0.862

Table 3.6 Cronbach's Alpha and AVE Values in SmartPLS Before and After Removing Items in Case 2

	Before Removing Items		After Removing Items	
	Cronbach's Alpha	Average Variance Extracted (AVE)	Cronbach's Alpha	Average Variance Extracted (AVE)
CO	0.874	0.620	0.883	0.682
NE	0.821	0.469	0.801	0.563
NWO	0.942	0.852	0.942	0.852

Table 3.7 Cronbach's Alpha and AVE Values in SmartPLS Before and After Removing Items in Case 3

	Before Removing Items		After Removing Items	
	Cronbach's Alpha	Average Variance Extracted (AVE)	Cronbach's Alpha	Average Variance Extracted (AVE)
CO	0.865	0.591	0.859	0.636
NE	0.867	0.557	0.868	0.655
NWO	0.939	0.845	0.939	0.845

Table 3.8 Cronbach's Alpha and AVE Values in SmartPLS Before and After Removing Items in Case 4

	Before Removing Items		After Removing Items	
	Cronbach's Alpha	Average Variance Extracted (AVE)	Cronbach's Alpha	Average Variance Extracted (AVE)
CO	0.876	0.623	0.888	0.696
NE	0.850	0.518	0.838	0.612
NWO	0.912	0.793	0.912	0.793

Table 3.9 Cronbach's Alpha and AVE Values in SmartPLS Before and After Removing Items in Case 5

	Before Removing Items		After Removing Items	
	Cronbach's Alpha	Average Variance Extracted (AVE)	Cronbach's Alpha	Average Variance Extracted (AVE)
CO	0.769	0.474	0.801	0.557
NE	0.798	0.452	0.831	0.590
NWO	0.895	0.760	0.895	0.760

Table 3.10 Cronbach's Alpha and AVE Values in SmartPLS Before and After Removing Items in Case 6

	Before Removing Items		After Removing Items	
	Cronbach's Alpha	Average Variance Extracted (AVE)	Cronbach's Alpha	Average Variance Extracted (AVE)
CO	0.768	0.467	0.780	0.535
NE	0.761	0.408	0.775	0.527
NWO	0.883	0.738	0.883	0.739

3.7.2. Case 1

3.7.2.1. Descriptives

The demographic analysis of respondents has been introduced in Table 3.11. 64% of the participants are female while 34% of them are male in Case 1. 2% of the

participants prefer not to indicate their gender. When it is looked at ages, 30% of survey participants are under 25, 36% of them are between 25-34, 4% of them are between 35-44, 26% of them are between 45-54, and 4% of them are over 54 in Case 1. In terms of educational status, 6% of the participants are high school graduates, 6% are associate degree graduates, 52% are bachelor's degree holders, and 36% are master's degree holders. There are no participants for the elementary and middle school graduates. Lastly, past purchase status from the given brand in the survey of Case 1 has been examined. While 58% of the participants say that they have purchased from this brand, 42% of them have not before.

Table 3.11 The Demographic Analysis of Respondents in Case 1

		N	Percentage (%)
Gender	Female	32	64%
	Male	17	34%
	Rather not to say	1	2%
Age	Under 25	15	30%
	25-34	18	36%
	35-44	2	4%
	45-54	13	26%
	Over 54	2	4%
Education	Elementary	0	0%
	Middle School	0	0%
	High school	3	6%
	Associate degree	3	6%
	Bachelor's degree	26	52%
	Post-graduate degree	18	36%
Past purchase status	Yes	29	58%
	No	21	42%
Total		50	100%

3.7.2.2. Factor Analysis

The Cronbach's Alpha, composite reliability, and AVE values in SmartPLS for Case 1 have been provided in Table 3.12. Considering threshold values for Cronbach's Alpha and composite reliability, internal consistency reliability has been ensured for Case 1. Convergent validity has been also ensured.

Table 3.12 Cronbach's Alpha, Composite Reliability, and AVE Values in SmartPLS for Case 1

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CO	0.827	0.873	0.875	0.585
NE	0.823	0.873	0.878	0.599
NWO	0.947	0.948	0.962	0.862

Heterotrait-monotrait ratio (HTMT) matrix for Case 1 has been provided in Table 3.13. Regarding the threshold values, the discriminant validity has been also ensured for Case 1.

Table 3.13 Heterotrait-monotrait Ratio (HTMT) Matrix in SmartPLS for Case 1

	CO	NE	NWO	CO x NE
CO				
NE	0.382			
NWO	0.188	0.589		

VIF values of Case 1 have been presented in Table 3.14. It has not been seen any collinearity problem except NWO3 and NWO4. To validate these exceptions, Harman's single factor test in SPSS has been conducted (34.811%) and any collinearity problem has not been detected for Case 1.

Table 3.14 Variance Inflation Factor (VIF) Values in SmartPLS for Case 1

	Variance Inflation Factor (VIF)
CO1	1.607
CO2	2.478
CO3	2.215
CO4	1.860
CO5	1.647
NE1	1.764
NE2	2.553
NE5	2.380
NE6	1.813
NE7	1.158
NWO1	4.656
NWO2	4.406
NWO3	5.096
NWO4	5.356

3.7.2.3.Path Analysis

The structural model analysis of Case 1 according to the path analysis made in SmartPLS has been presented in Table 3.15. H1 has not been supported while H2, H3, and H4 have been supported according to the threshold values of t-statistics and p-value.

H1: Collectivism is positively related to negative word-of-mouth intention.

NOT SUPPORTED

H2: Collectivism is positively related to negative emotions.

SUPPORTED

H3: Negative emotions are positively related to negative word-of-mouth intention.

SUPPORTED

H4: Collectivism with the mediating effect of negative emotions is positively related to negative word-of-mouth intention.

SUPPORTED

Table 3.15 Original Sample, Sample Mean, Standard Deviation, T Statistics, P Values, and Decision Summary of Structural Model for Case 1

Hypotheses		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	CO > NWO	0.000	0.022	0.119	0.003	0.998	Not Supported
H2	CO > NE	0.348	0.376	0.117	2.959	0.003	Supported
H3	NE > NWO	0.533	0.534	0.084	6.314	0.000	Supported
H4	CO > NE > NWO	0.185	0.201	0.072	2.573	0.010	Supported

For Case 1, the R^2 value is equal to 0.198 for NE and 0.379 for NWO as presented in Table 3.16. According to Cohen (1988) and Chin (1998), the predictive power of NE is moderate while it is interpreted as adequate by Falk and Miller (1992). The predictive power of NWO is substantial for both Cohen (1988), Chin (1998), and Falk and Miller (1992).

Table 3.16 R-square Values in SmartPLS for Case 1

	R-square	R-square Adjusted
NE	0.198	0.181
NWO	0.379	0.352

F-square values have been provided in Table 3.17. The f^2 results show that the size effect of collectivism (CO) is very small on negative emotions (NE) and negative word-of-mouth (NWO) for Case 1. However, negative emotions (NE) have a large size effect on negative word-of-mouth (NWO).

Table 3.17 F-square Values in SmartPLS for Case 1

	CO	NE	NWO
CO		1.247	0.031
NE			0.577
NWO			

Besides factor analysis, collinearity statistics have been checked in path analysis also. Regarding the values presented in Table 3.18, it can be concluded that there is not a collinearity problem with the case.

Table 3.18 Variance Inflation Factor (VIF) in SmartPLS for Case 1

	Variance Inflation Factor (VIF)
CO -> NE	1.000
CO -> NWO	1.247
NE -> NWO	1.247

3.7.3. Case 2

3.7.3.1.Descriptives

The demographic analysis of respondents has been introduced in Table 3.19. In Case 2, the brand name involved in an environmental sustainability scandal has not been given to participants in the survey, so past purchase status has not been measured here. The gender distribution is similar to Case 1. 58% of the participants are female while 40% of them are male. The percentage of participants who do not say their gender is 2%. According to the age distribution, 18% of participants are under 25, 30% of them are between 25-34, 20% of them are between 35-44, 26% of them are between 45-54, and 6% of them are over 54. Lastly, 52% of the participants have bachelor's degrees, which is the most seen education status in Case 2. 26% of them have post-graduate degrees, 12% of them have associate degrees, and 10% of them have high school degrees. As seen in Case 1, there are not any participants having elementary and middle school degrees.

Table 3.19 The Demographic Analysis of Respondents in Case 2

		N	Percentage (%)
Gender	Female	29	58%
	Male	20	40%
	Rather not to say	1	2%
Age	Under 25	9	18%
	25-34	15	30%
	35-44	10	20%
	45-54	13	26%
	Over 54	3	6%
Education	Elementary	0	0%
	Middle School	0	0%
	High school	5	10%
	Associate degree	6	12%
	Bachelor's degree	26	52%
	Post-graduate degree	13	26%
Total		50	100%

3.7.3.2. Factor Analysis

The Cronbach's Alpha, composite reliability, and AVE values in SmartPLS for Case 2 have been presented in Table 3.20. Regarding thresholds, internal consistency reliability and convergent validity have been ensured.

Table 3.20 Table 3.21 Cronbach's Alpha, Composite Reliability, and AVE Values in SmartPLS for Case 2

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CO	0.883	0.886	0.915	0.682
NE	0.801	0.835	0.863	0.563
NWO	0.942	0.948	0.958	0.852

The heterotrait-monotrait ratio (HTMT) matrix for Case 2 has been showed in Table 3.21. According to the table, discriminant validity has been ensured.

Table 3.21 Heterotrait-monotrait Ratio (HTMT) Matrix in SmartPLS for Case 2

	CO	NE	NWO	CO x NE
CO				
NE	0.311			
NWO	0.278	0.720		

VIF values of Case 2 have been presented in Table 3.22. Except for NWO2, it has not been observed any collinearity problem. Harman's single factor test has been conducted (37.063%) to validate the exception. Considering the threshold value, any collinearity problem has not been detected for Case 2.

Table 3.22 Variance Inflation Factor (VIF) in SmartPLS for Case 2

	Variance Inflation Factor (VIF)
CO1	2.252
CO2	2.899
CO3	2.382
CO4	2.371
CO5	1.909
NE1	2.240
NE2	2.147
NE5	2.000
NE6	1.566
NE7	1.298

NWO1	4.137
NWO2	5.116
NWO3	3.349
NWO4	4.697

3.7.3.3.Path Analysis

The structural model analysis of Case 2 according to the path analysis of SmartPLS has been provided in Table 3.23. As seen in Case 1, all hypotheses except H1 have been supported for Case 2 also.

H1: Collectivism is positively related to negative word-of-mouth intention.

NOT SUPPORTED

H2: Collectivism is positively related to negative emotions.

SUPPORTED

H3: Negative emotions are positively related to negative word-of-mouth intention.

SUPPORTED

H4: Negative emotions mediate the relationship between collectivism and negative word-of-mouth intention.

SUPPORTED

Table 3.23 Original Sample, Sample Mean, Standard Deviation, T Statistics, P Values, and Decision Summary of Structural Model for Case 2

Hypotheses		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	CO > NWO	0.087	0.086	0.093	0.935	0.350	Not Supported
H2	CO > NE	0.270	0.306	0.090	3.011	0.003	Supported

H3	NE > NWO	0.618	0.625	0.081	7.644	0.000	Supported
H4	CO > NE > NWO	0.167	0.191	0.061	2.726	0.006	Supported

The R^2 value is equal to 0.178 for NE and 0.362 for NWO in Case 2 as given in Table 3.24. The value of NWO is sufficient according to Falk and Miller (1992), moderate for Cohen (1988), and weak for Chin (1998). For NE, the R^2 is adequate for both Cohen (1988) and Falk and Miller (1992) while it is moderate for Chin (1998).

Table 3.24 R-square Values in SmartPLS for Case 2

	R-square	R-square Adjusted
NE	0.178	0.161
NWO	0.362	0.335

The f-square values of Case 2 have been provided in Table 3.25. The f^2 results show that collectivism (CO) has a medium effect size on NE while it has a small effect size on NWO. NE has a medium effect size on NWO.

Table 3.25 Table 3.26 F-square Values in SmartPLS for Case 2

	CO	NE	NWO
CO		0.216	0.031
NE			0.348
NWO			

Regarding the VIF values of Case 2 presented in Table 3.26. for path analysis, there is not a collinearity problem with the case.

Table 3.26 Variance Inflation Factor (VIF) in SmartPLS for Case 2

	Variance Inflation Factor (VIF)
CO -> NE	1.000
CO -> NWO	1.216
NE -> NWO	1.216

3.7.4. Case 3

3.7.4.1.Descriptives

The demographic analysis of Case 3 has been provided in Table 3.27. 48% of the participants are females and 50% of them are male in Case 3. 2% of them prefer not to indicate their genders. On the other hand, most of the participants are between 25-34 in Case 3. 22% of the participants are under 25, 8% of them are between 35-44, and 16% of them are between 45-54. Different from Case 1 and Case 2, there are not any participants over 54 here. The educational status of participants mostly has bachelor's degrees, which is 60%. 26% of them have post-graduate degrees, 10% of them have high school degrees and 4% of them have associate degrees. There are not any participants having elementary and middle school degrees similar to Case 1 and Case 2. As the last descriptive statistic, 74% of the participants have said yes to past purchase status while 26% of them have indicated that they have not purchased from the given brand before.

Table 3.27 The Demographic Analysis of Respondents in Case 3

		N	Percentage (%)
Gender	Female	24	48%
	Male	25	50%
	Rather not to say	1	2%
Age	Under 25	11	22%
	25-34	27	54%
	35-44	4	8%

	45-54	8	16%
	Over 54	0	0%
Education	Elementary	0	0%
	Middle School	0	0%
	High school	5	10%
	Associate degree	2	4%
	Bachelor's degree	30	60%
	Post-graduate degree	13	26%
Past purchase status	Yes	37	74%
	No	13	26%
Total		50	100%

3.7.4.2. Factor Analysis

The Table 3.28. has presented the Cronbach's Alpha, composite reliability, and AVE values in SmartPLS for Case 3. Considering thresholds, internal consistency reliability and convergent validity have been ensured.

Table 3.28 Cronbach's Alpha, Composite Reliability, and AVE Values in SmartPLS for Case 3

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CO	0.859	0.878	0.897	0.636
NE	0.868	0.885	0.904	0.655
NWO	0.939	0.945	0.956	0.845

The Table 3.29. has shown the heterotrait-monotrait ratio (HTMT) matrix for Case 3. According to the values, the discriminant validity has been ensured.

Table 3.29 Heterotrait-monotrait Ratio (HTMT) Matrix in SmartPLS for Case 3

	CO	NE	NWO	CO x NE
CO				
NE	0.469			
NWO	0.409	0.500		

VIF values of Case 3 have been provided in Table 3.30. Except for NWO4, it has not been detected any collinearity problem. According to Harman's single factor test of Case 3 (40.856%), any collinearity problem has not been detected for finally.

Table 3.30 Variance Inflation Factor (VIF) in SmartPLS for Case 3

	Variance Inflation Factor (VIF)
CO1	1.627
CO2	3.086
CO3	3.434
CO4	2.280
CO5	2.363
NE1	2.004
NE2	3.612
NE5	1.987
NE6	2.408
NE7	1.564
NWO1	4.516
NWO2	3.884
NWO3	3.533
NWO4	5.342

3.7.4.3.Path Analysis

The structural model analysis of Case 3 according to the path analysis of SmartPLS has been provided in Table 3.31. All hypotheses have been supported for Case 3 according to the results of t-statistics and p-value.

H1: Collectivism is positively related to negative word-of-mouth intention.

SUPPORTED

H2: Collectivism is positively related to negative emotions.

SUPPORTED

H3: Negative emotions are positively related to negative word-of-mouth intention.

SUPPORTED

H4: Negative emotions mediate the relationship between collectivism and negative word-of-mouth intention.

SUPPORTED

Table 3.31 Original Sample, Sample Mean, Standard Deviation, T Statistics, P Values, and Decision Summary of Structural Model for Case 3

Hypotheses		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	CO > NWO	0.232	0.240	0.105	2.214	0.027	Supported
H2	CO > NE	0.427	0.442	0.093	4.607	0.000	Supported
H3	NE > NWO	0.374	0.377	0.082	4.574	0.000	Supported
H4	CO > NE > NWO	0.160	0.165	0.047	3.375	0.001	Supported

The R^2 value is 0.208 for NE and 0.495 for NWO in Case 3 as provided in Table 3.32. According to this result, the predictive power of NE is weak for Chin (1998), moderate for Cohen (1988), and substantial for Falk and Miller (1992). The value is adequate for NE by Cohen (1988) and Falk and Miller (1992) while it is moderate by Chin (1998).

Table 3.32 Table 3.34 R-square Values in SmartPLS for Case 3

	R-square	R-square Adjusted
NE	0.208	0.191
NWO	0.495	0.473

The f-square values of Case 3 have been showed in Table 3.33. The results show that CO has a medium effect size on both NE and NWO. On the other hand, NE has a large effect size on NWO.

Table 3.33 F-square Values in SmartPLS for Case 3

	CO	NE	NWO
CO		0.262	0.154
NE			0.396
NWO			

VIF values of Case 3 have been presented in Table 3.34. Any collinearity problems have not been determined for the model.

Table 3.34 Variance Inflation Factor (VIF) in SmartPLS for Case 3

	Variance Inflation Factor (VIF)
CO -> NE	1.000
CO -> NWO	1.262
NE -> NWO	1.262

3.7.5. Case 4

3.7.5.1.Descriptives

The demographic analysis of Case 4 has been provided in Table 3.35. Examining the gender distribution, 50% of the participants are female, and 46% of them are male. 4% of them have preferred not to say their genders. According to the age statistics, 48% of participants are between 25-34. 18% of them are under 25, 22% of them are between 35-44, 8% of them are between 45-54, and 4% of them are

over 54. Similar to previous cases, most of the participants have bachelor's degrees with a 78%. 16% of them have post-graduate degrees while 4% of them have associate degrees. Only 2% of them have high school degrees. There are not any participants who graduated from elementary or middle school.

Table 3.35 The Demographic Analysis of Respondents in Case 4

		N	Percentage (%)
Gender	Female	25	50%
	Male	23	46%
	Rather not to say	2	4%
Age	Under 25	9	18%
	25-34	24	48%
	35-44	11	22%
	45-54	4	8%
	Over 54	2	4%
Education	Elementary	0	0%
	Middle School	0	0%
	High school	1	2%
	Associate degree	2	4%
	Bachelor's degree	39	78%
	Post-graduate degree	8	16%
Total		50	100%

3.7.5.2. Factor Analysis

The Table 3.36. has presented Cronbach's Alpha, composite reliability, and AVE values in SmartPLS for Case 4. Considering the results, internal consistency reliability, and convergent validity have been ensured.

Table 3.36 Cronbach's Alpha, Composite Reliability, and AVE Values in SmartPLS for Case 4

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CO	0.888	0.908	0.919	0.696
NE	0.838	0.859	0.886	0.612
NWO	0.912	0.915	0.939	0.793

For Case 4, the discriminant validity has been ensured as seen in Table 3.37 representing the heterotrait-monotrait ratio (HTMT) matrix.

Table 3.37 Heterotrait-monotrait Ratio (HTMT) Matrix in SmartPLS for Case 4

	CO	NE	NWO	CO x NE
CO				
NE	0.533			
NWO	0.571	0.670		

VIF values of Case 4 have been presented in Table 3.38. Though any collinearity problem has not been determined, Harman's single factor test has been also conducted (39.610%). Test results have been satisfactory also, as provided in Table 3.45.

Table 3.38 Variance Inflation Factor (VIF) in SmartPLS for Case 4

	Variance Inflation Factor (VIF)
CO1	4.136
CO2	3.816
CO3	2.629
CO4	2.320
CO5	1.513
NE1	2.445
NE2	3.041
NE5	1.426
NE6	2.346

NE7	1.321
NWO1	3.283
NWO2	3.926
NWO3	1.927
NWO4	3.838

3.7.5.3.Path Analysis

The structural model analysis of Case 4 according to the path analysis of SmartPLS has been provided in Table 3.39. Parallel with the results of Case 3, all hypotheses have been supported here.

H1: Collectivism is positively related to negative word-of-mouth intention.

SUPPORTED

H2: Collectivism is positively related to negative emotions.

SUPPORTED

H3: Negative emotions are positively related to negative word-of-mouth intention.

SUPPORTED

H4: Negative emotions mediate the relationship between collectivism and negative word-of-mouth intention.

SUPPORTED

Table 3.39 Original Sample, Sample Mean, Standard Deviation, T Statistics, P Values, and Decision Summary of Structural Model for Case 4

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1 CO > NWO	0.306	0.296	0.121	2.540	0.011	Supported
H2 CO > NE	0.473	0.493	0.092	5.165	0.000	Supported

H3	NE > NWO	0.455	0.496	0.101	4.502	0.000	Supported
H4	CO > NE > NWO	0.215	0.229	0.060	3.574	0.000	Supported

The R^2 value is 0.204 for NE and 0.536 for NWO in Case 4 as shown in Table 3.40. The result of NWO is sufficient by Cohen (1988), Chin (1998), and Falk and Miller (1992). R^2 of NE is evaluated as moderate by Cohen (1988) and Chin (1998), but adequate by Falk and Miller (1992).

Table 3.40 R-square Values in SmartPLS for Case 4

	R-square	R-square Adjusted
NE	0.204	0.188
NWO	0.536	0.517

The f-square values have been presented in Table 3.41. The values show that CO has a medium effect size on NE and NWO. NE has a large effect size on NWO.

Table 3.41 F-square Values in SmartPLS for Case 4

	CO	NE	NWO
CO		0.257	0.248
NE			0.391
NWO			

VIF values of Case 4 have been showed in Table 3.50. Considering the threshold, any collinearity problems have not been determined.

Table 3.42 Variance Inflation Factor (VIF) in SmartPLS for Case 4

	Variance Inflation Factor (VIF)
CO -> NE	1.000
CO -> NWO	1.257
NE -> NWO	1.257

3.7.6. Case 5

3.7.6.1.Descriptives

The demographic analysis of Case 5 has been introduced in Table 3.43. In terms of gender, 58% of survey respondents are female, and 40% of them are male in Case 5. 2% of them prefer not to say their genders in the survey. According to the age distribution, 38% of participants are under 25. 42% of them are between 25-34, which is the most common age range in Case 5. 6% of them are between 35-44, 12% are between 45-54, and only 2% of them are over 54. The most seen education degree is the bachelor's degree among survey respondents with 54%. Post-graduate degree follows it with 30%. 8% of the participants have high school degrees, 6% of them have associate degrees, and 2% of them have elementary school degrees. It is not seen any middle school degree. On the other hand, although the brand name is given in Case 5, this brand is a textile distributor that individual consumers may not be familiar with. Therefore, participants were asked about their past purchase status from the famous brands that the brand mentioned in the case works with. 76% of survey respondents say that they have purchased related brands while 24% of them have not purchased from these brands before.

Table 3.43 The Demographic Analysis of Respondents in Case 5

		N	Percentage (%)
Gender	Female	29	58%
	Male	20	40%
	Rather not to say	1	2%
Age	Under 25	19	38%
	25-34	21	42%
	35-44	3	6%
	45-54	6	12%
	Over 54	1	2%
Education	Elementary	1	2%

	Middle School	0	0%
	High school	4	8%
	Associate degree	3	6%
	Bachelor's degree	27	54%
	Post-graduate degree	15	30%
Past purchase status	Yes	38	76%
	No	12	24%
Total		50	100%

3.7.6.2. Factor Analysis

The Cronbach's Alpha, composite reliability, and AVE values of Case 5 have been provided in Table 3.44. Internal consistency reliability and convergent validity have been ensured.

Table 3.44 Cronbach's Alpha, Composite Reliability, and AVE Values in SmartPLS for Case 5

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CO	0.801	0.803	0.863	0.557
NE	0.831	0.969	0.874	0.590
NWO	0.895	0.915	0.927	0.760

Heterotrait-monotrait ratio (HTMT) matrix for Case 5 has been presented in Table 3.45. The discriminant validity has been ensured regarding the results.

Table 3.45 Heterotrait-monotrait Ratio (HTMT) Matrix in SmartPLS for Case 5

	CO	NE	NWO	CO x NE
CO				
NE	0.197			
NWO	0.173	0.356		

VIF values are satisfactory, which have been presented in Table 3.46. Harman's single-factor test in SPSS has also supported this result (24.417%).

Table 3.46 Variance Inflation Factor (VIF) in SmartPLS for Case 5

	Variance Inflation Factor (VIF)
CO1	1.779
CO2	2.286
CO3	1.929
CO4	1.473
CO5	1.533
NE1	1.964
NE2	2.203
NE5	1.873
NE6	2.690
NE7	1.383
NWO1	2.827
NWO2	3.719
NWO3	1.987
NWO4	2.498

3.7.6.3.Path Analysis

The structural model analysis of Case 5 according to the path analysis of SmartPLS has been provided in Table 3.47. While H3 has been supported, the other hypotheses have not been supported in Case 5.

H1: Collectivism is positively related to negative word-of-mouth intention.

NOT SUPPORTED

H2: Collectivism is positively related to negative emotions.

NOT SUPPORTED

H3: Negative emotions are positively related to negative word-of-mouth intention.

SUPPORTED

H4: Negative emotions mediate the relationship between collectivism and negative word-of-mouth intention.

NOT SUPPORTED

Table 3.47 Original Sample, Sample Mean, Standard Deviation, T Statistics, P Values, and Decision Summary of Structural Model for Case 5

Hypotheses		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	CO > NWO	0.073	0.098	0.121	0.603	0.546	Not Supported
H2	CO > NE	0.160	0.211	0.136	1.178	0.239	Not Supported
H3	NE > NWO	0.368	0.373	0.095	3.874	0.000	Supported
H4	CO > NE > NWO	0.059	0.074	0.051	1.148	0.251	Not Supported

R-square values for Case 5 have been provided in Table 3.48. The R^2 is 0.109 for NE and 0.293 for NWO. It means that the predictive power of NE is weak according to Cohen (1988) and Chin (1998), but adequate for Falk and Miller (1992). The predictive power of NWO is substantial according to both Cohen (1988), and Falk and Miller (1992), but it is moderate for Chin (1998).

Table 3.48 R-square Values in SmartPLS for Case 5

	R-square	R-square Adjusted
NE	0.109	0.091
NWO	0.293	0.263

F-square values for Case 5 have been provided in Table 3.49. The f^2 results indicate that collectivism (CO) has a small effect size on NE and NWO while negative emotions (NE) have a medium effect size on NWO.

Table 3.49 F-square Values in SmartPLS for Case 5

	CO	NE	NWO
CO		0.123	0.023
NE			0.292
NWO			

Lastly, the VIF values of Case 5 have been provided in Table 3.50. There is not a collinearity problem according to the results.

Table 3.50 Variance Inflation Factor (VIF) of Case 5

	Variance Inflation Factor (VIF)
CO -> NE	1.000
CO -> NWO	1.123
NE -> NWO	1.123

3.7.7. Case 6

3.7.7.1. Descriptives

The demographic analysis of Case 6 has been introduced in Table 3.51. In Case 6, the gender distribution also seems balanced as seen in the previous cases. 50% of the respondents are female and the other half of them are male. There are not any respondents who prefer not to indicate their genders. Regarding the age distribution, 60% of the participants are between 25-34 in Case 6. 20% of them are under 25, 6% of them are 35-44, 8% of them are 45-54, and 6% of them are over 54. Lastly, the bachelor's degree is the most seen education status here with a percentage of 52. 40% of the participants have post-graduate degrees, 6% of them have high school

degrees, and 2% of them have associate's degrees. There are no middle school or elementary degrees.

Table 3.51 The Demographic Analysis of Respondents in Case 6

		N	Percentage (%)
Gender	Female	25	50%
	Male	25	50%
	Rather not to say	0	0%
Age	Under 25	10	20%
	25-34	30	60%
	35-44	3	6%
	45-54	4	8%
	Over 54	3	6%
Education	Elementary	0	0%
	Middle School	0	0%
	High school	3	6%
	Associate degree	1	2%
	Bachelor's degree	26	52%
	Post-graduate degree	20	40%
Total		50	100%

3.7.7.2.Factor Analysis

The Cronbach's Alpha, composite reliability, and AVE values of Case 6 have been provided in Table 3.52. According to the results, internal consistency reliability, and convergent validity have been ensured.

Table 3.52 Cronbach's Alpha, Composite Reliability, and AVE Values in SmartPLS for Case 6

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CO	0.780	0.777	0.851	0.535
NE	0.775	0.805	0.847	0.527
NWO	0.883	0.909	0.918	0.739

Heterotrait-monotrait ratio (HTMT) matrix for Case 6 has been presented in Table 3.53. Discriminant validity has been also ensured for the case.

Table 3.53 Heterotrait-monotrait Ratio (HTMT) Matrix in SmartPLS for Case 6

	CO	NE	NWO	CO x NE
CO				
NE	0.232			
NWO	0.231	0.362		

VIF values of Case 6 have been provided in Table 3.54. The results show that there is no collinearity problem. Still, the results have been supported by Harman's single factor test (24.048%).

Table 3.54 Variance Inflation Factor (VIF) in SmartPLS for Case 6

	Variance Inflation Factor (VIF)
CO1	2.222
CO2	1.846
CO3	1.492
CO4	1.573
CO5	1.602
NE1	1.333
NE2	1.875
NE5	1.669
NE6	1.376
NE7	1.381

NWO1	2.148
NWO2	3.421
NWO3	2.663
NWO4	2.219

3.7.7.3.Path Analysis

The structural model analysis of Case 6 according to the path analysis made in SmartPLS has been provided in Table 3.55. Similar to Case 5, hypotheses have not been supported except H3 according to the results.

H1: Collectivism is positively related to negative word-of-mouth intention.

NOT SUPPORTED

H2: Collectivism is positively related to negative emotions.

NOT SUPPORTED

H3: Negative emotions are positively related to negative word-of-mouth intention.

SUPPORTED

H4: Negative emotions mediate the relationship between collectivism and negative word-of-mouth intention.

NOT SUPPORTED

Table 3.55 Original Sample, Sample Mean, Standard Deviation, T Statistics, P Values, and Decision Summary of Structural Model for Case 6

Hypotheses		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	CO > NWO	0.156	0.190	0.153	1.017	0.155	Not Supported
H2	CO > NE	0.108	0.154	0.218	0.497	0.310	Not Supported

H3	NE > NWO	0.306	0.335	0.122	2.513	0.006	Supported
H4	CO > NE > NWO	0.033	0.046	0.078	0.422	0.377	Not Supported

The R-square value for Case 6 has been presented in Table 3.56. The R^2 is equal to 0.050 for NE, which indicates that the predictive power of it is weak according to Cohen (1988) and Chin (1998). However, it is enough as regards Falk and Miller (1992). The R^2 value is equal to 0.196 which means its predictive power is moderate according to Cohen (1988) and Chin (1998) while it is adequate for Falk and Miller (1992).

Table 3.56 R-square Values in SmartPLS for Case 6

	R-square	R-square Adjusted
NE	0.050	0.031
NWO	0.196	0.162

F-square results of Case 6 have been provided in Table 3.57. The values show that collectivism (CO) has a small effect size on NE and NWO while negative emotions (NE) have a medium effect size on NWO.

Table 3.57 F-square Values in SmartPLS for Case 6

	CO	NE	NWO
CO		0.053	0.064
NE			0.127
NWO			

Lastly, the VIF values of Case 6 have been provided in Table 3.58. There is no collinearity problem regarding the results.

Table 3.58 Variance Inflation Factor (VIF) in SmartPLS for Case 6

	Variance Inflation Factor (VIF)
CO -> NE	1.000
CO -> NWO	1.053
NE -> NWO	1.053

4. DISCUSSION

Though the sustainability concept dates to earlier times, it has come to the agenda in recent years as one of the hot topics in marketing (Kuhlman and Farrington, 2010). While environmental and societal concerns have started to rise, the operational activities and responsibilities of businesses have also been watched closely by their stakeholders (Schönborn et al., 2019). On the other side, consumers have become aware of their responsibilities and the impact of their consumption decisions on future generations (Bagdare, 2018). Following the importance and seriousness of the sustainability concept, studies in the literature have been examined. It has been observed that emotions and cultural factors are significant determinants of responsible consumption intentions and decisions (e.g., Corral-Verdugo et al., 2008; Sharma and Jha, 2017). WOM behavior along with purchase intention has been also researched in recent years in the sustainability and marketing literature. However, limited studies focus on cultural and emotional factors within the WOM and sustainability context as our knowledge. In line with these, this research aims to investigate word-of-mouth intention from the perspective of consumer emotions and cultural orientations within the sustainability context.

Through the research aim, the research model and four hypotheses with a theoretical basis have been constituted. While constructing the research model, three sustainability scandal news of three different brands have been determined. Descriptive research has been used for the research design while the survey method has been selected as the research method. Three different surveys have been conducted to measure consumer reaction toward three different sustainability scandal news. Existing scales in the literature have been utilized to test hypotheses. The number of respondents for each survey was 100 at the end. Structural equation modeling is used in SmartPLS 4 to analyze findings since SmartPLS is a statistical program that works with small data credibly.

In the section of Research Findings, descriptives, factor analysis, and path analysis have been provided for each case respectively. It is seen that gender diversity has been almost fulfilled within the research sample, but the age distribution is closer to the young generation according to the descriptives of all cases. The distribution of education status was above 50% for each case. Also, respondents were asked about their past purchase status in surveys in which the brand name was explicitly given. The results have shown that the percentage of respondents purchasing a product from the given brand before was 58% in Case 1, 74% in Case 3, and 76% in Case 5. The prior knowledge of the brands given in social and economic scandal cases was more apparent within our sample. This signals that respondents were familiar with these brands. This might signal that respondents have not answered questions about a case they do not know. Considering the relationship between prior knowledge and WOM intention, it might be interpreted that this result might validate the reliability of our research findings.

According to hypothesis test results, collectivism has been found positively related to negative word-of-mouth intention in Case 3 and Case 4. It means that H1 has been supported for only the social dimension of sustainability. In the literature, some studies show that collectivism might not have a positive relationship with WOM (e.g., Fong and Burton, 2008; Kitirattarkarn et al., 2019). At this point, our research result might support these findings for the environmental and economic sustainability dimensions. On the other hand, some research claims that collectivism and WOM have a close relationship (e.g., Chu and Choi, 2011; Kohler et al., 2023; Yuan et al., 2023). More specifically, there exists some evidence in the literature supporting that collectivism triggers the intention to spread negative WOM by individual consumers (e.g., Chapa and Hernandez, 2014; Yu et al., 2018; Wan, 2011). Our research results in Case 3 and Case 4 support these claims. Also, our results validate the existing findings of the literature within the context of social sustainability.

Secondly, the relationship between collectivism and negative emotions has been found positively related in the cases of environmental and social sustainability scandals while the relationship was not significant in cases of the economic

sustainability scandal. Thus, H2 has been supported for only environmental and social dimensions of sustainability. In the literature, negative emotions and collectivism have been found positively related (e.g., Amatulli et al., 2017; Kim and Yim, 2022; Lam et al., 2009; Scollon et al., 2004). At this point, our research result for this hypothesis might support these findings within the environmental and social sustainability context. However, these findings could not be supported for the economic side of sustainability. In the sustainability literature, collectivist cultures believe that there should be limits on the use of resources for economic wellbeing (Seyfang, 2004). Also, the study of Cui et al. (2022) shows that collectivism positively influences socioeconomic behavior which includes not only economic fairness but also social equality. Considering our research results in Case 5 and Case 6, collectivist orientation might not be enough for consumers to interpret the irresponsible economic activities of organizations as negative economic consequences in terms of sustainability. Thus, our research result for the cases of economic sustainability scandal does not support the claims in the literature.

The third hypothesis of the research has been supported for all cases. It means that negative emotions have been found positively related to negative word-of-mouth intention for environmental, social, and economic dimensions of sustainability. The findings of studies that emphasize the significant relationship between negative emotions and negative WOM (e.g., Guerreiro and Pacheco, 2021) have shown parallelism with our results here.

Lastly, H4 has been supported for only the cases of environmental and social sustainability scandals similar to H2. It can be interpreted that negative emotions mediate the relationship between collectivism and negative WOM intention in environmental and social dimensions of sustainability while it does not in the economic side. Some studies investigate the mediating effect of negative emotions in the literature (Amatulli et al., 2020; Xie et al., 2015). Still, there is limited research focusing on this mediating effect within the sustainability literature as our knowledge. Our research supports the claims of existing research in the context of environmental and social sustainability. However, it could not be supported for economic sustainability. An economic sustainability scandal news might not make

sense for individuals in terms of sustainability. In the literature, it is observed that people are sensitive to label prices of sustainable products (e.g., Janßen and Langen, 2017; Uchida et al., 2013). In our scandal news of Case 5 and Case 6, the direct economic consequences for consumers such as unfair prices, as seen in the existing studies, are not given explicitly. The interpretation is left to the respondents in the survey. This could have made it difficult for respondents to predict the negative economic impacts of this irresponsible manner of the firm in the future.



5. CONCLUSION

5.1. Theoretical Implications

Regarding the sustainability literature, today's concerns directly impact individual consumer behavior. Sustainability dimensions, the role and responsibilities of businesses, and consumer intentions within the emotional and cultural contexts are some of the topics that are mostly studied in this framework (e.g., Chekima et al., 2015; Corral-Verdigo et al., 2008; Unruh et al., 2016; Yiftachel and Hedgcock, 1993). Studies also indicate that sustainability concerns and consumption tendencies are closely related (e.g., Hanss and Böhm, 2012; Janßen and Langen, 2017; Kurt and Gino, 2023). In this respect, one of the theoretical contributions is to extend the consumer perspective in the sustainability literature. Also, limited focus has been encountered in the literature which examines more than one aspect of sustainability (e.g., Amatulli et al., 2020; Maio and Fabbri, 2013; Zhang and Sun, 2021). Since three commonly accepted dimensions of the sustainability concept have been included in this research, it can be expected to widen the existing literature with a three-sided perspective.

Besides sustainability, it has been observed that consumer reactions to emotional experiences have been investigated on a limited scale in previous studies. Some findings exist about the relationship between emotions and sustainable consumption at the individual level (e.g., Antonetti and Maklan, 2014; Fuxman et al., 2022; Martiskainen and Sovacool, 2021). Also, a significant relationship between goal-directed behaviors and the emotions of consumers has been found from the marketing perspective (e.g., Tarditi et al., 2018; Vermeir et al., 2020). At this point, our research could extend the emotion literature in terms of adding a sustainable marketing perspective by examining the behavioral intention of individual consumers toward negative emotions specifically.

Additionally, the purchase decision is determined as one of the most studied consumer behaviors in the sustainability context (e.g., Dimitrova et al., 2022; Hanss and Böhm, 2012; Minton et al., 2018). Though it can be observed some studies based on WOM communication in sustainability literature (e.g., Baker et al., 2016; Chapa et al., 2014; Xiang et al., 2019), WOM intention under the cultural and emotional impact of consumers has not drawn the attention enough to our knowledge. Thus, the results of this research could add an emotional perspective to the existing literature on WOM.

Lastly, it can be claimed that research results are likely to contribute to the cultural literature thanks to the investigation of the relationship between collectivism and negative WOM intention in our research. According to previous studies in marketing, it is claimed that the degree of collectivism and individualism as a cultural dimension might be a determinant in responsible consumption decisions and WOM intention (e.g., Amatulli, et al., 2020; Baker et al., 2016; Kohler et al., 2023; White and Yu, 2005). However, to our knowledge, any research combining collectivism with goal-directed emotions and WOM intention has not been attained in the sustainability literature. Hence, our research could be interpreted as a valuable contribution that investigates cultural effects on the intention to spread negative WOM from both psychological and marketing perspectives.

5.2. Managerial Implications

The concept of sustainable consumption has gained importance from the business perspective, especially after the Brundtland Commission in 1987 (Kuhlman and Farrington, 2010). Organizations and managers have become one of the stakeholders who are responsible for the environmental, societal, and economic well-being of the future. While they are held responsible for their operations (Unruh et al., 2016), managers have started to benefit sustainability concerns of consumers and societies for increasing their profits and market share (Royo et al., 2017). However, it has been evidenced that marketing activities related to sustainability might also reverse as a negative consequence (Öhrner and Kerimova, 2022). Besides marketing

activities, operational misconduct might also result in a brand scandal (Kapoor and Banerjee, 2020). Therefore, it is crucial for managers to comprehend, forecast, and control consumer reactions to different cases within the sustainability context. For instance, it is claimed in the literature that culture and emotions have been found as significant determinants in consumer reactions toward brand scandals (e.g., Vergahen et al., 2013; Xiang et al., 2019). Considering these, our research might give a point of view for businesses in terms of understanding emotional responses and consecutive behavioral intentions of consumers. The results of this research might also help managers overcome the sustainability crisis successfully while protecting the brand image, market share, and profit. They might conduct communication initiatives on the platforms that consumers who are potentially affected by the scandal or expected to disseminate negative comments about the brand. By doing so, they could neutralize the consumer emotions. Also, it could be another option to collaborate with news agencies to apologize to their customers and society. With this collaboration, there could be a chance to mitigate negative feelings and replace them with positive ones.

In addition to these, prior studies show that interpersonal relationships and the willingness to share experiences could vary for different cultures (e.g., Barrington-Leigh, 2016; Chu and Choi, 2011; Dand and Raska, 2021; Saracevic et al., 2022). Supportively, our research results point out that collectivism as a part of cultural dimensions is significant for the WOM tendency of consumers in brand scandal cases related to the social dimension of sustainability. This result might be important for brands operating in different regions or countries especially. For instance, a Swedish fashion company (Öhrner and Kerimova, 2022) has suffered from negative comment circulation on social media platforms about its bad working experience. In such challenges, businesses might take collective actions to overcome this negative result. Though the collectivist culture might lead to negative WOM, they might use this collectivist orientation for their benefit. Human resources managers might collect feedback from their existing employees and promise them to start solving social inequalities within their workplace. Thereby, businesses can make employees feel that they stand by the well-being of their employees always with their actions. The possibility of spreading negative WOM could be decreased by managing negative feelings and thoughts of people.

On the other side, organizations mostly focus on the environmental impact of their operations while they tend to underrate social and economic well-being considering their activities (e.g., Öhrner and Kerimova, 2022; Swaminathan, 2016). However, research results in this study show that the negative emotions of consumers are positively related to not only environmental brand scandals but also social and economic ones. Regarding this result, it can be emphasized that managers may want to create a comprehensive approach to sustainability strategies and crises for the sake of their organizations. Sustainability managers can reevaluate how their ongoing operations influence societies and economies emotionally besides the environmental side. As a suggestion, they can initiate some programs if it is detected that there is social inequality in their organizations such as gender-based inequality. Also, businesses can research how to contribute to the economic growth of their stakeholders like consumers with their daily and strategic actions.

Lastly, culture could be a significant determinant for managers. Volkswagen, which is an international automotive company, has faced a sustainability challenge previously in which consumers have published many negative comments on social media (Swaminathan, 2016). Since such companies operate in different countries having different cultural orientations, they might tend to prioritize some countries while starting to solve the negative impacts of sustainability scandals. Although our research results point out a positive relationship between collectivism and negative WOM intention in social sustainability scandals, the related hypothesis is not supported for environmental and economic scandals. At this point, companies might want to consider the cultural orientations of their customers in scandals of different sustainability dimensions before their crisis plans. For instance, emotional consumer reactions can be focused more on environmental and economic sustainability issues rather than culture. On the other hand, the level of collectivism and individualism besides emotions should be evaluated in social cases while planning their strategies and priorities. In such cases, organizations could list their recovery actions according to the expectations of collectivist cultures and convey them in their communication texts to society.

5.3. Limitations and Further Research

Besides the contributions of this research, there exist some limitations and needs for future research. Firstly, the study outcomes are limited to the demographic characteristics of survey respondents. Though Smart PLS is a reliable statistical tool that can work with small data, it would be beneficial to increase the sample size to strengthen the validity and power of generalizability. Also, most of the respondents relatively represent the young population in Turkey. The results might differ according to the age of individual consumers, so the diversity and location of the sample could be considered in future research.

Secondly, the research scope can be considered as a limitation. The sustainability brand scandals used in surveys belong to three product-based companies. However, the business dynamics of different types of organizations such as service-based companies and non-profit organizations could show a change (e.g., Liu et al., 2019; McDonagh and Prothero, 2014; Steinmeier, 2015). Also, evaluation and reaction could vary from the perspective of both consumers and businesses (e.g., Dias et al., 2023; Lam et al., 2009; Swaminathan, 2016). According to consumer tendencies, businesses may want to change their procedures of management and prevention. For instance, the period and type of emotional reaction toward the misconduct of organizations could be different than our results. Regarding these, marketing scientists might want to conduct their research within the sustainability context with different types of organizations in the future. In addition to these, the scope of the research could be extended by engaging both positive and negative emotions (Perugini and Bagozzi, 2001) into the model. Though brand scandals are evaluated as negative situations in real life (Öhrner and Kerimova, 2022), there might be a potential to observe a positive reaction by individual consumers in the research. When a holistic perspective is included in terms of emotions, the research could provide additional insights to understand the behavioral reactions of consumers.

Lastly, the collectivism in the research model is measured with a sample located in Turkey which has known its collective characteristics culturally. As mentioned in the literature review, the level of self-orientation and collectivity is evaluated as one dimension of the culture (Parsons and Shills, 1951). Thus, individualism could also be included in scales to compare the different cultural orientations within the same context. Moreover, the dominant culture over the population might also impact the research results although the level of collectivism and individualism is evaluated based on persons besides nations (e.g., Vighnesh et al., 2022). WOM intention has been found closely related to cultural characteristics in the marketing literature (e.g., Chapa et al., 2014; Fong and Burton, 2008). Accordingly, consumer intentions in individualist cultures adopting collectivism could show different tendencies (e.g., Baker et al., 2016; Dand and Raska, 2021). Thus, it is recommended that further research might extend our results in this regard.

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APPENDIX A: PRESENTATION AND QUESTIONS IN SURVEYS

Sayın Katılımcı;

Bu anket formu, Galatasaray Üniversitesi Sosyal Bilimler Enstitüsü'nde tamamen bilimsel amaçlarla yürütülen, bir marka ile ilgili haber hakkında bireylerin değerlendirmelerini inceleme amacıyla yapılan bir çalışma için hazırlanmıştır.

Sorulara vereceğiniz cevaplar kesinlikle gizli tutulacaktır. Size göre en doğru olan cevabı vermeniz araştırmanın sağlıklı ilerlemesi açısından önem arz etmektedir. Katkılarınız için teşekkür ederiz.

Araştırmacı: Eslem ŞEN

İletişim:

Case 1

Aşağıda, bir ev eşyası perakendecisi olan ... (marka adı verilmiştir) ile ilgili bir haber verilmiştir. Devamındaki soruları yanıtlayabilmeniz için aşağıdaki haberi lütfen dikkatlice okuyunuz.

Birleşik Krallık çevre araştırma kuruluşu Earthsight tarafından hazırlanan bir rapora göre; ...'nın (marka adı verilmiştir) masalar, yataklar ve gardıroplardan oluşan popüler çocuk serisi ve bebek evleri, birçok ağacın kesilmesiyle yapıldı. Rapora göre, Irkutsk ilindeki odun tedarik eden ormancılık firmaları bir Rus multimilyoner tarafından yönetiliyor ve ölü veya hasta oldukları bahanesiyle ağaçları kesiyorlar.

Case 2

Aşağıda, bir ev eşyası perakendecisi ile ilgili bir haber verilmiştir. Devamındaki soruları yanıtlayabilmeniz için aşağıdaki haberi lütfen dikkatlice okuyunuz.

Birleşik Krallık çevre araştırma kuruluşu Earthsight tarafından hazırlanan bir rapora göre; ünlü bir ev eşyası perakendecisinin masalar, yataklar ve gardıroplardan oluşan popüler çocuk serisi ve bebek evleri, birçok ağacın kesilmesiyle yapıldı. Rapora göre, Irkutsk ilindeki odun tedarik eden ormancılık firmaları bir Rus multimilyoner tarafından yönetiliyor ve ölü veya hasta oldukları bahanesiyle ağaçları kesiyorlar.

Case 3

Aşağıda, bir spor malzemeleri üreticisi olan ... (marka adı verilmiştir) ile ilgili bir haber verilmiştir. Devamındaki soruları yanıtlayabilmeniz için aşağıdaki haberi lütfen dikkatlice okuyunuz.

Dünyaca ünlü spor malzemeleri üreticisi ... (marka adı verilmiştir), yıllar yılı ünlü sporcuları reklamlarında kullanarak "kahramanlığı" tema alan bir imaj yaratmıştı. Firmanın Asya'daki fabrikalarında çocuk yaştaki işçilerin insanlık dışı şartlarda çalıştırıldığı ortaya çıktıktan sonraysa bu imaj yerle bir oldu. Marka, yaptığı yüzeysel değişikliklere rağmen hala kâr amacıyla düşük ücretle işçi çalıştırma politikasına devam ediyor.

Case 4

Aşağıda, bir spor malzemeleri üreticisi ile ilgili bir haber verilmiştir. Devamındaki soruları yanıtlayabilmeniz için aşağıdaki haberi lütfen dikkatlice okuyunuz.

Dünyaca ünlü spor malzemeleri üreticisi, yıllar yılı ünlü sporcuları reklamlarında kullanarak "kahramanlığı" tema alan bir imaj yaratmıştı. Firmanın Asya'daki fabrikalarında çocuk yaştaki işçilerin insanlık dışı şartlarda çalıştırıldığı ortaya çıktıktan sonraysa bu imaj yerle bir oldu. Marka, yaptığı yüzeysel değişikliklere rağmen hala kâr amacıyla düşük ücretle işçi çalıştırma politikasına devam ediyor.

Case 5

Aşağıda, bir tekstil firması olan ... (marka adı verilmiştir) ile ilgili bir haber verilmiştir. Devamındaki soruları yanıtlayabilmeniz için aşağıdaki haberi lütfen dikkatlice okuyunuz.

Son dönemde yapılan halka arzlarda yaşanan olumsuzlukların sayısı arttı. Bu olumsuzluklardan yakın zamanda etkilenen firmalardan biri de ... (ilgili markanın çalıştığı markalar verilmiştir) ünlü markalarla çalışan ... (marka adı verilmiştir) firması oldu. Habere göre, 64 puana ulaşan negatif faiz küçük yatırımcıyı halka arzlara yöneltirken, bu arzlarda büyük skandal ve mağduriyetler yaşanıyor. Geçtiğimiz günlerde halka arz edilen tekstil firması ile ilgili durum, sermaye piyasası ve borsalarla ilgili kamuya açıklanması gereken bildirimlerin duyurulduğu KAP- Kamuyu Aydınlatma Platformu- üzerinden yapılan bir açıklama ile ortaya çıktı. Firmanın halka arzında şirketin genel müdür yardımcısının, 170.800 adet hisse senedi aldığı ve bunu tavan fiyattan satarak haksız kazanç elde ettiği ortaya çıktı. Hisse senedinde yaşanan 2 günlük tabandan sonra, genel müdür yardımcısı gelen tepkiler üzerine hisse senedinden elde ettiği kazancı şirkete aktardığını açıkladı.

Case 6

Aşağıda, bir tekstil firması ile ilgili bir haber verilmiştir. Devamındaki soruları yanıtlayabilmeniz için aşağıdaki haberi lütfen dikkatlice okuyunuz.

Son dönemde yapılan halka arzlarda yaşanan olumsuzlukların sayısı arttı. Bu olumsuzluklardan yakın zamanda etkilenen firmalardan biri de ünlü markalarla çalışan bir tekstil firması oldu. Habere göre, 64 puana ulaşan negatif faiz küçük yatırımcıyı halka arzlara yöneltirken, bu arzlarda büyük skandal ve mağduriyetler yaşanıyor. Geçtiğimiz günlerde halka arz edilen tekstil firması ile ilgili durum, sermaye piyasası ve borsalarla ilgili kamuya açıklanması gereken bildirimlerin duyurulduğu KAP- Kamuyu Aydınlatma Platformu- üzerinden yapılan bir açıklama ile ortaya çıktı. Firmanın halka arzında şirketin genel müdür yardımcısının, 170.800 adet hisse senedi aldığı ve bunu tavan fiyattan satarak haksız kazanç elde ettiği ortaya çıktı. Hisse senedinde yaşanan 2 günlük tabandan sonra, genel müdür yardımcısı gelen tepkiler üzerine hisse senedinden elde ettiği kazancı şirkete aktardığını açıkladı.

Aşağıdaki ifadeleri, "Bu haber bana ... hissettirdi." cümlesini tamamlamak üzere değerlendiriniz.	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
Sinirli					
Hüsrana uğramış					
Suçlu					
Mahcup					
Üzgün					
Hayal kırıklığına uğramış					
Depresif					
Endişeli					
Rahatsız					
Korkmuş					

Aşağıdaki ifadeleri, size ne ölçüde uygun olduğunu düşünerek değerlendiriniz.	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Toplumun refahı benim için önemlidir.					
Toplumun diğer üyeleri ile ortak bir şeyler yaptığımda iyi hissediyorum.					
Bir parçası olduğum toplumun diğer üeleriyle vakit geçirmekten keyif alırım.					
Ne pahasına olursa olsun, aile üyelerimi gözetmek benim görevimdir.					
Aynı fikirde olmasalar bile, aile üyeleri birbirinden kopmamalıdır.					
Çocuklar ebeveynleri tarafından alınan kararlara saygı duymalıdır.					

Aşağıdaki ifadeleri, bu habere rastlasanız sonrasında nasıl davranacağınızı düşünerek değerlendiriniz.	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bu firma hakkında, diğer insanlara olumsuz bilgi aktaracağım.					
Bu firmayı çevremdekilere kötüleyeceğim.					
Çevrem bu firmanın sunduklarına benzer ürünler/hizmetler aradığında, onlara bu firmadan satın alım yapmamalarını söyleyeceğim.					
Yakın gelecekte, diğer insanlara bu firma hakkında olumsuz şeyler söylemem muhtemeldir.					

Lütfen aşağıdaki demografik soruları yanıtlayınız.

Biraz önce okuduğunuz habere konu olan firmadan hiç satın alım yaptınız mı? (Sadece marka adı açıkça belirtilen case'lerde sorulmuştur.)	() Evet () Hayır
Cinsiyetiniz	() Kadın () Erkek () Belirtmek istemiyorum
Yaşınız	() 25'ten küçük () 25-34 () 35-44 () 45-54 () 54'ten büyük
Eğitim durumunuz	() İlkokul () Ortaokul () Lise () Ön Lisans () Lisans () Lisansüstü

RESUME

TEZ ONAY SAYFASI

Üniversite : T.C. GALATASARAY ÜNİVERSİTESİ
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