



UNIVERSIDADE CATÓLICA PORTUGUESA

Financial Guilt and Crisis

Exploring Marketing Opportunities to Southern European Countries

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Filipe Príncipe Ferreira

sob orientação de
Professora Susana Costa e Silva

Faculdade de Economia e Gestão
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II. ABSTRACT

Southern European Countries have been hit by a crisis which has implied deep and fast mutations of the social and economical reality surrounding consumers. Therefore, the consumer himself has changed his vision, behavior, habits, values and beliefs towards the external environment.

Thus, it is of crucial importance for companies' marketing to understand and respond to the crisis correctly, not only focusing on the reorganization of the structural costs most are conducting, but also in the modifications on consumers' attitude.

This article allows us to understand more deeply the *new consumer* and how *guilty appeals* can reply in fulfilling their necessities.

More precisely, it will focus on and discuss the use of *financial guilt* during crisis periods and how companies can take advantage of it. For this purpose, the results of an international research in Portugal, Spain, Italy and Greece will be discussed.

Keywords: consumer guilt, financial guilt, guilt appeals, state of guilt, focus of guilt, purchase decision guilt, consumer behavior, crisis, Southern Europe

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1. INTRODUCTION

This investigation, in the field of Marketing, was held in the context of a Master Thesis on Management, from the School of Economic and Management of Catholic University of Portugal – Porto.

Given that companies' marketing decisions are deeply influenced by the macro-environment that surrounds them, it is fundamental to monitor changes that might happen in the economical, social and legal fields, creating effective responses to them. An illustrative example of such modifications, the recent financial crisis established in the Southern Euro Area, is briefly described in chapter 2.1. In particular, taking into account the severity and durability of the crisis' consequences, we can distinguish four main affected counties: Portugal, Spain, Italy and Greece. Ireland was excluded from this study due to its geographical, cultural and economically structural distance, but also because the economic damage caused by the crisis was lighter, allowing an earlier exit from the Troika Program in December 2013¹.

The Literature Review continues, in chapter 2.2, by describing the crisis consequences and implications in consumer behavior, which result in their new economical characteristics and new emerging feelings towards society and consumption, with a presentation of the concepts of *new consumer* and *new frugality*. Some of the most common companies' responses will also be addressed.

Later, and following Oliveira's (2013) approach, in chapter 2.3 we will present *consumer guilt*, justifying its use as a powerful tool and alternative response of companies during crisis. In fact, Oliveira (2013) contributes with an empirical

¹ The Guardian (13/12/2013): <http://www.theguardian.com/business/2013/dec/13/ireland-first-country-exit-eurozone-bailout>

study of this matter in Portugal and its conclusions will help to better understand its efficacy in consumer behavior.

Understanding the *consumer guilt* concept amplitude, we will highlight *financial guilt* as being the most relevant. Being more precise in our approach, we will distinguish the different domains of *financial guilt* and understand how each one can be useful in captivating consumers (chapter 2.4).

With the purpose of explicit empirical examples of the theoretical matters addressed, Chapter 2 concludes with two brief *case study* groups (CS1 to CS10), which will be referred throughout the Literature Review. The first will give illustrations about consumers' and companies' behavior during crisis (Chapter 2.2) and the second will focus on *consumer guilt appealing* (Chapter 2.3 and 2.4).

In order to complement Oliveira's (2013) study on *consumer guilt*, the Conceptual Model will be described in Chapter 3. More precisely, we will test *financial guilt*, considering its most relevant types, relation with the crisis and multicultural specificities.

To achieve our goal, a questionnaire will be conducted in the four relevant countries (Portugal, Spain, Italy and Greece), as it is justified and explained in Chapter 4 – Methodology.

The analysis and discussion of the research results will follow in Chapter 5. A statistical approach of the collected data will allow us to test the hypothesis of our Conceptual Model.

Finally, in Chapter 6, the main conclusions are inferred, offering new theoretical and managerial assumptions relevant to consumer behavior, marketing policy and the use of *guilt appeals* during economical crisis.

2. LITERATURE REVIEW

2.1. THE SOUTHERN EUROPEAN CRISIS

If the Marketing approach of companies differs according to the external context they are inserted in, it certainly would not make sense to maintain the same strategy during crisis: there are political, economical, social, demographical and legal mutations that firms should be aware of, specifically in geographies where those have faster and stronger impacts. Otherwise, they may face the risk of not knowing where and how they are competing anymore, or, in extremis, how to endure it. In particular, monitoring these kinds of changes may be a harder issue for small and medium-sizes enterprises (SME), although these show more facility in adjusting to environmental changes and demand fluctuation (Stöhr, 1990).

The Euro Zone crisis, born of the 2007-2008 financial crisis, had severe impacts on the main economic indicators, mostly in the southern countries, such as youth unemployment rate (*figure 1*) and GDP growth (*figure 2*).

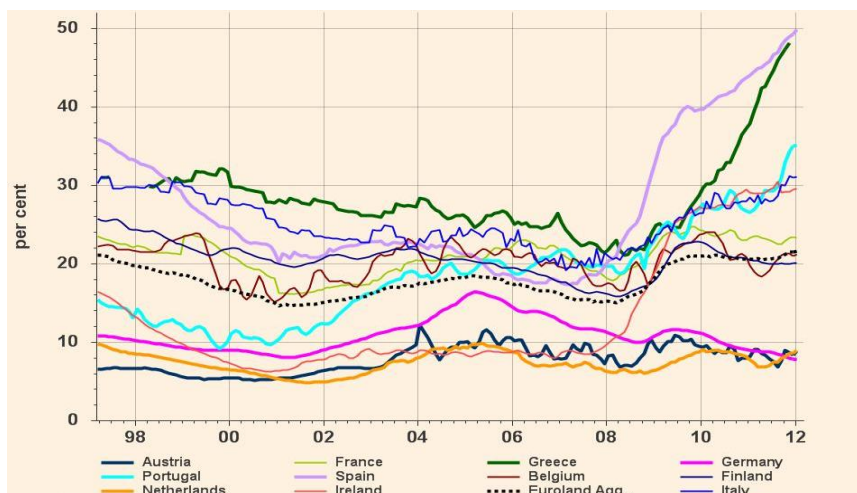


Figure 1 - Evolution of the Eurozone Youth Unemployment Rate
(source: Thomson Reuters Datastream, adapted by *ftalphaville.ft.com*)

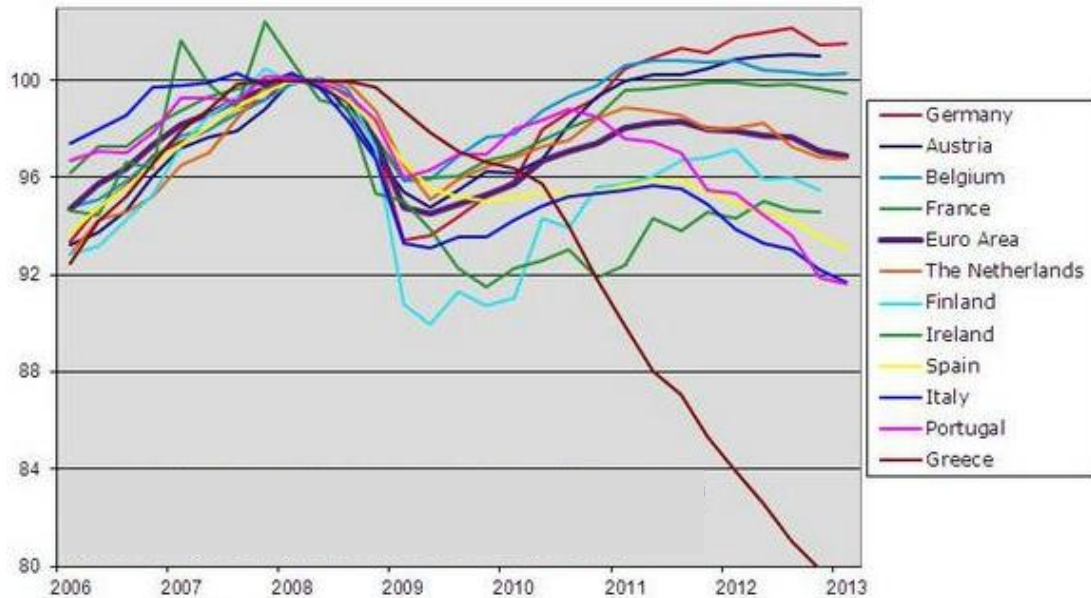


Figure 2 - Evolution of GDP in the Euro Area, 1Q2008 = 100
 (source: *Datastream*, adapted by *augustforecast.com*)

Nowadays, as we can see in such indicators, part of Europe seemed to regain stability after 2010, although Southern Countries are driven by uncertainty and cannot surely mark an end to the deterioration of their economic and social systems.

Austerity policies have been the orthodox economic approach, reducing public expenditure and raising taxes, with the main goals of decreasing state deficit and debt. However, these measures are far from unanimous (Alesina & Ruyg, 2013), leading to political and social instability, insecurity and uncertainty.

2.2. (NEW) CONSUMER BEHAVIOR

As expected, the instability caused in the markets, together with financial constraints, will affect consumers, making them more aware of their surrounding environment, and consequently, “more economical, more responsible and more demanding” (Voinea & Filip, 2011).

This awareness is potentiated by media and social networks, where news of strikes, bad economic performance of the country, divergent opinions on important matters, State policy reforms, speculations, rumors or even situations where the social consciousness is called into question are released and shared impatiently. The last one is truly well reflected in Portugal, where there were two famous cases going viral in social networks that divided public opinion between the socially unacceptable and the freedom of choice. The two are described *table 1* at the end of Chapter 2 – CS1 and CS2. Both ignited the population’s attention to ethical consumption and purchase behavior, which corroborates the idea that the 21st century consumer must be seen by companies not only as an individual that needs a certain product to assist a necessity, or as an individual that sympathizes with certain emotions or feelings, but also as a whole and complete human being, with ethical and spiritual needs - concept of Marketing 3.0 (Kotler, Kartajaya & Setiawan, 2011). Consumer’s adaptation, focused on saving more and being more cautious will, according to Booz & Company (2009), persist after economy recovering and it is denominated by *the new frugality*².

In fact, a 2010 online survey held in seven heterogenic countries allowed to conclude four main feelings of individuals relatively to society (Market Probe International questioned 5700 individuals in Brazil, EUA, UK, France, Netherlands, Japan and China). Firstly, it identified a higher risk aversion due

² <http://www.booz.com/global/home/press/article/48816483>

to the greater macroeconomical instability, which would conduct consumers to avoiding long term decisions or commitments. An example where such phenomenon has visible impacts is the real estate sector. On the other hand, consumers face a decrease in their purchasing power, which means an effort-consuming gap widening: people will have less leisure time to spare in order to consume as much as they did before. The feeling of depression and frustration that follows will be greater if the person is unemployed. They also stated that given the new financial difficulties that emerged as a result of the crisis, the consumer will feel the need to redesign consumption. In fact, he will seek to change and adapt to the new reality, modifying the previous *status quo* and forms of consumption. Lastly, Market Probe International (2010) concluded consumers will have the tendency to feel more disconnected from society, relying only on themselves. This individualistic approach results from dissatisfaction with the community's or country's performance and a need to regain control by themselves.

Consequently, the *new consumer* (economic) behavior will, according to Mansoor (2011) and Voinea & Filip (2011), be defined by the need to focus on what is essential to reduce confusion. Rebounding with simplicity and temperance, consumers will dismiss the unessential, pursuing traditional values and saving, even among the upper class. The process of adjustment to these *new consumer* habits will increase willingness and agility to change type or brand of products, making loyalty to companies less constant. Actually, the familiarity or quality required to buy a product decreases, with the price being favored. Therefore, consumers seem to be less willing to buy environmentally friendly products if that means a higher price, with the same happening with charity or other social and ethical options, due to the need for self-protection and safeguarding himself and the ones who are near him.

If so, we can extrapolate that *consumer guilt* will hardly be an efficient marketing approach for companies, at least when addressed to social causes or someone that is not related or close to the consumer. Despite this there are different types of *consumer guilt* that will serve in a more adequate way the *new frugality*.

Facing the *new consumer*, it seems obvious that the first step for companies is to invest in price strategies, since consumers are more price sensitive, due to higher price elasticity of demand. Illustrative examples of firms taking advantage of the consumer's higher propensity to low prices can be found in CS3 and CS4.

However, price, as an element of the marketing mix, is not the only one that must be adjusted. By sustaining a new strategy under these conditions, firms will have to rethink their new marketing programs and former marketing plans could be forced to be canceled³ or redesigned.

For instance, a more near, simple and easygoing placement is, taking into account the *new consumer*, a good strategy to fulfill its needs. (CS5).

Another marketing mix variable, and the one that will be further discussed, is promotion. For this purpose, the investigation conducted intends to introduce and study the *consumer guilt* approach. Therefore, we are going to address this subject and its importance in the next sections.

³ As seen in the brief case study of Samsung in Portugal (CS1).

2.3. GUILT & CONSUMER GUILT

Before exploring consumer guilt, it is essential to understand firstly what guilt itself is, a concept studied more deeply in human behavioral fields, such as Psychology, Philosophy and Religion. According to Gregory-Smith (2012), guilt is a Self-Conscious Emotion (SCE), a category of feelings “for which the object of reflection is one’s self” (p. 22), like shame or embarrassment. SCEs contrast with basic/primary emotions, such as fear, anger, pleasure or joy, because they are much more complex, leading to several cognitive processes that make them longer lasting. The author emphasizes the importance of addressing SCEs in Marketing, even if they are positive feelings (e.g.: pride) or negative feelings (e.g.: guilt). Although companies usually appeal to primary emotions, four main arguments favor the use of SCEs in Marketing (Gregory-Smith, 2012):

1. Consumers define their identity through consumption, with the “self” as a key factor in a consumers’ decision making process (Cherrier, 2005);
2. SCEs can also be seen as moral emotions (J. Kroll & E. Egan, 2004), since they are linked to society as whole, fostering social judgment⁴ and “good behavior”, making people adhere to standardized norms and conduct;
3. While basic emotions are transitory, have a short duration and are mainly unconscious, SCEs are longer lasting emotions, presume consciousness and can help a daunted consumer along the path of an ideal or socially desirable conduct (Tangney et al., 1996);
4. Since they are socially embedded, given that the “self” is not only individualized, but also socialized, SCEs affect and link different reference groups and society at large (Dickerson & Kemeny, 2004).

In particular, guilt is a feeling caused by an action or inaction (an option) of an individual when faced with a situation that violates his (or in his point of view,

⁴ Reference to *Impartial Spectator* concept of Adam Smith, 1759.

society's) ethics, morals or good conduct, which could be somehow harmful or withdraw benefits from somebody or something. Some of the most common sources of guilt (Keltner & Buswell, 1996) are non-fulfillment of duties, failure to self-regulate, dishonesty and harming others. The malaise, inconvenience and inquietude felt by the individual is involved in a cognitive dissonance⁵ generated in the mind between this violation and his personal interest, or in some cases by the doubts as to what the adequate conduct would be.

Unlike some negative SCEs, such as embarrassment, guilt is not related to the individual's core identity, but with the options he takes (Tangney, 1991). Therefore, appealing to guilt, companies are more prone to influence someone in his decisions.

Analyzing the previous authors' research, we can sum up that for feeling guilt, an individual must face the existence of: an option; a perception of adequate social conduct; a personal interest that (may) contradict the previous; a potential harm or waste of benefit.

Taking these conditions into account, the malaise resultant from the feeling of guilt will be positively correlated with: the individual's perception of the decision's impact; the divergence between the denouement of taking a different option; the harm or waste of benefit in cause.

Additionally, there are studies that conclude that guilt is an emotion that does not only arise from a personal contact context, but also in situations which are intimate or geographically detached from the injured. Guilt will appear as long as there is a feeling of obligation or liability, which explains the term *existential guilt*, when the individual can blame himself when faced with a certain social context or situation (Lindsay-Hartz et al., 1995).

⁵ Theory exploit by the psychologist L. Festinger, 1957.

Consumer Guilt, when the option of choice is associated with consumption and the person takes the role of consumer, is governed by the characteristics listed above. As a powerful and humanly complex emotion as it is, it can be a significant marketing tool, and there are many ways firms can explore it. Although the situation of *generic guilt* of the individual on a daily basis normally provides conditions in which the sense of guilt is stronger (e.g.: power of impact), there are many aspects where companies have a significant role in changing the perception of consumers and making them fully realize a possible transgression in their attitudes.

Companies have two generic marketing approaches to make use of *consumer guilt*, with two identifiable major stages in *guilt appeals* research (Gregory-Smith, 2012). First, they can simply promote the internalization of this negative feeling in the consumer, making them act in their favor. Or second, they may offer an additional value that allows consumers to purge their previous uneasiness. The first approach uses persuasion power through *guilt appeals*, “messages that evoke guilt through attributions of responsibility ... for negative consequences” (Block, 2005: 2290). Gregory-Smith (2012) highlights studies of the use of *guilt appeals* in volunteering, charities and in specific target segments, such as working moms.

However, it is essential for firms that use this generic approach not to overdo the negative emotion that is transmitted, which would cause in the consumers excessive inconvenience or no perception of relation to that consequence, making them avoid or forget that message. In fact, the objective of such a tactic is to increase attention and comprehension, with the use of moderate guilt. Excessive guilt would provoke anger and disgust, motivating consumers to avoid the message⁶ - CS6.

⁶ Reference to *Reactance Theory*, J.W. Brehm (1966).

The second approach, on the other hand, will not increase the level of guilt felt by consumers, but will help them to redeem themselves from the guilt they were feeling before. Taking this into account, it is not hard to match this technique with the consumers' *existential guilt* about not fulfilling their social duties. But even so, it is possible to use it in other contexts, for which reason we will first demonstrate, in the next section, what types of *consumer guilt* there are.

2.4. CONSUMER GUILT TYPOLOGY

There are many studies, some even contradictory, which try to establish different categories and forms of consumer guilt, and within which work different types of consumer guilt. This categorization can give firms important knowledge to learn how to apply consumer guilt and what the most convenient type would be taking into account its context, message and target.

We are going to follow mainly Burnett & Lunsford's (1994) approach, which allows us to consider that guilt can be characterized and explained in four different dimensions: *source, state, focus* and *purchase decision*.

2.4.1. Source of Guilt

Four main sources are thought to explain the cause of guilt felt by consumers: *financial guilt; health guilt; moral guilt; social responsibility guilt*.

Financial guilt, the one that is going to be explored more deeply ahead, emerges from the feeling of not making a correct allocation of one's financial resources. In other words, consumers feel that they are misallocating their spending, taking into account their necessities, budget constraints and proper management of their money. It happens, for instance, when someone buys something expensive that was not really needed or when a good offer is missed.

Health guilt is associated with the health consequences in our consumer decisions, arising when we buy a product or service that will degrade it or when we choose not to consume one that would improve it. Common examples can be found in food or sports related companies. In fact, people in developed countries tend to feel more connection with brands that assure good health and this lifestyle is more and more promoted by companies - CS7.

Moral Guilt happens when someone transgresses ethic and moral conducts and values that are established in their beliefs. It is easily related with sensitive subjects that are often taboo, such as religion, sex, alcohol or drugs.

Social Responsibility Guilt is latent but most of the time unconscious, caused by the perceived gap of standards of living among our society. It fits well with the concept previously discussed, *existential guilt*, which is born from a feeling of duty to improve our society and make it more fair, equal and honest. Latent in our minds, this feeling can be softened with, for instance, social-cause related marketing campaigns. Representing year by year a greater value collected, these campaigns create an effective win-win-win scenario between (Oliveira, 2013): consumer, which mitigates such malaise; cause, that receives financial support; company, improving corporate image.

An example of a successful Portuguese cause marketing campaign, taking into account the lower propensity of consumers to social causes, as previously mentioned, is described in CS8.

2.4.2.State of Guilt

Guilt can be typified according three different moments of time, facing the violation of the consumer's conduct: *reactive guilt*; *anticipatory guilt*.

Reactive Guilt occurs after the transgression has been made, leaving in the consumer a sense of remorse and malaise for what he has done. E.g.: after buying an expensive product or eating an unhealthy snack.

On the other hand, *Anticipatory Guilt* functions as an alert in the consumer's mind to maintain his good conduct, reminding him of the consequences of breaking it or even having experienced it in the past. As it is felt before the contravention, it can be a powerful deterrent message of impediment, which can be used in public advertising, as exemplified in CS9.

Rawlings (1970) also mentions the term *Existential Guilt*, present in the individual before he deals with the decision to consume, which means he has faced the same dilemma in the past. But it does not emerge only with wealth divergence in society. For instance, overweight consumers will probably recall many times how they felt guilt and had to deal with the same type of dilemma when faced with an unhealthy product. It is a feeling that is latent in the individual.

Quiles and Bybee (1999) opt to distinguish these types of guilt by *Predispositional Guilt* and *Chronic Guilt*, and Burnett & Lunsford (1994), closer to Rawlings (1970), by *Anticipatory Guilt* and *Reactive Guilt*.

2.4.3. Focus of Guilt

The harm or waste of benefit resultant from consumer behavior is directed to: *the consumer him/herself; others.*

According to Dahl, Honea & Manchanda (2003, p. 168), “consumer guilt related to society tends to fall under a violation of community standards, whereas consumer guilt related to the self seems to involve failures of achieving personal consumption goals.” In fact, as described before, the feeling of guilt will arise, although in different ways, independently of the proximity of the injured, as long as the consumer perceives a transgression on his desirable conduct.

Thus, the affected could be the *consumer him/herself* (e.g.: not having taking advantage of a discount or having eaten fast food) or “others”. We can divide the last case in to “specific group” (for instance from a social campaign, or even our friends or family) and “society” (i.e. it affects all society, e.g.: pollution or shopping on the black market without paying taxes). Although, we must admit that the perceived impact on consumers’ decisions will decrease as the spectrum of the affected is bigger: the consumer himself will be determinant in

his well-being, but will have low impact on society's problems. Companies and public organizations will have an important role in transmitting a message where everyone can be related as a fundamental contributor.

2.4.4. Purchase Decision




Lastly, continuing to adapt Burnett & Lunsford's (1994) investigation, we can also categorize the feeling of guilt according to the affirmative or negative decision of purchase/consumption: *purchase; not purchase*.

Depending from the consumers' decision, they can feel guilty because they bought something that violates their conduct (e.g.: products with remarkable environmental damage) or because the decision not to buy it is translated the same way (e.g.: not going to the gym).

The decision can even mean that the consumer has had available two product options, one that is congruent with his conduct and another that corrupts it, and chooses to buy the second in favor of the first – this will give consumers a double sensation of guilt, because they had a clearly alternative and better option. Examples of *Purchase* and *No purchase guilt* can be seen in CS10.

The following ten brief case studies are real and contextualized exemplifications of the theoretical subjects addressed in the Literature Review. In the first five (*table 1*) we will review some of the more relevant events involving consumers' and companies' behavior during crisis. *Table 2* will summarize cases where companies make use of *guilt appealing* .

Crisis Context Case Studies (Chapter 2.2)

Case Study	Description of the events	Involved	Outcome	Lessons Learned
1. Samsung New Year Campaign 	<p>In January 2013 Samsung launched a campaign in which known fashion bloggers were invited to share their wishes for the New Year. The design blogger Pépa Xavier wished for a black Chanel purse, describing the expensive object as something simple to use on a daily basis, which generated controversy around her supposed futility and selfishness⁷.</p>	<ul style="list-style-type: none"> • Design blogger • Samsung • Social networks 	<p>The spread of the video in social networks and criticism from public audience forced Samsung to eliminate the video from its website. It is largely accepted that the company did not handle this situation well, causing a contradiction in the image that was meant to be transmitted.</p>	<ul style="list-style-type: none"> • Values and beliefs awareness • Social network relevance and public discussion • Campaign cancelation and public image impairment
2. Lourenzo Carvalho's Interview 	<p>In August 2013 the audience leading channel in Portugal decided to interview, on the prime time news show, the eccentric Lourenzo de Carvalho, known for his luxurious parties, cars and shopping. When interviewing the young multimillionaire, the illustrious journalist Judite de Sousa questioned him assertively, and supposedly aggressively, about the luxurious life he was living, taking into account the impoverishment of many and the need for a social consciousness and responsibility⁸.</p>	<ul style="list-style-type: none"> • Young billionaire • Famous journalist • TV Channel • Social Networks 	<p>The footage went viral on social network, making the public opinion diverge between the socially immoral conduct of Lourenzo Carvalho and the lack of professionalism and private life invasion of Judite de Sousa. The interviewer ended apologizing a few days later for her behavior in the press and on live tv.</p>	<ul style="list-style-type: none"> • Values and beliefs awareness • Social networks relevance and public discussion • Public image impairment
3. Supermarkets and Fuel Companies Co-branding 	<p>The Portuguese supermarket Pingo Doce had a long tradition in promoting its Everyday Low Pricing marketing strategy, with the objective of ensuring stability and confidence toward its client, and repeatedly stated that its client would not need any cards or coupons to ensure the best prices. However, in recent years the strategy has changed completely. Facing the changes in consumers' habits and competition, Pingo Doce and BP joined forces, promoting a co-branding named Poupa Mais ("Save More").</p> <p>The alliance consisted firstly in coupons that could be obtained by shopping in one of these companies and used as a discount in the other. In March 2013 a specific card for this matter was created, because, according to Vanessa Silva, the supermarket Marketing Director, "it was not easy (for customers) to accumulate" so many coupons⁹.</p>	<ul style="list-style-type: none"> • Pingo Doce • BP • Consumers • Competition 	<p>This decision emerged also from the pressure felt by competition. In fact, Continente and Galp, both also a Portuguese supermarket and fuel company, had been adopting a similar strategy since 2004. However, only after nearly a decade, Pingo Doce and BP felt the need to imitate their rivals. Recalling Vanessa Silva, "the market is evolutionary" and "Portuguese families are experiencing difficult conditions".</p>	<ul style="list-style-type: none"> • Consumers' needs fulfillment in two important sectors (save more) • High popularity • Co-branding competition

⁷ The events are deeply described in the newspaper *Expresso* (10th January 2013) and the video is available in <http://www.youtube.com/watch?v=ibGZjB1-4G0>.

⁸ The interview aired 16th August 2013 and it is available in <http://www.tvi.iol.pt/videos>.

⁹ *Economico's* interview to Vanessa Silva may be consulted in: http://economico.sapo.pt/noticias/pingo-doce-entra-nos-cartoes-de-desconto-em-parceria-com-a-bp_165323.html

4. Pingo Doce 1st May Campaign



Perhaps one of the most remarkable cases was the 1st May 2012, international holiday, Pingo Doce's super discount where consumers got 50% reduction in sales over 100€. The result was a controversial "race" to the supermarkets that gave rise to high media and social network coverage of total chaos in the retail stores, conflicts between staff and customers, rampages, 50 police reports, injured, and even competition authority sanctions for dumping. If Pingo Doce was certain that such campaign would bring so much attention and hunger from customers due to the social and economical context, it certainly was not expecting such damage to company's public image, conducting political tension and accusations of disrespect for the Portuguese's dignity¹⁰

- Pingo Doce
- Consumers
- Police
- Politicians
- Competition Authority

The financial result of this campaign was an improvement of 2.4% in sales, but a decrease of 14.2% in the quarterly EBITDA¹¹. This case reminds us that when using a new marketing strategy in a new context enhanced care is required.

- Public Image Impairment
- Increase in sales
- Financial results decrease

5. Nespresso's Placement



If price reductions can be seen as accurate strategies in some sectors, Nespresso is definitely not one of them. On the contrary, the company increased the prices of most common products sustainably and kept launching limited editions that, despite being four times more expensive than usual, have been a success¹². Although looking more expensive and selective, the premium brand also made changes in the Placement of products. Contradicting its initial marketing strategy of exclusivity in few luxury boutiques, the product distribution is more and more extensive. Its coffee machines are sold in big electronic stores, such as Worten or Media Markt, and coffee capsules in innumerable independent distributors, delivery points, collection points, and especially important, the online channel, that keeps improving and gaining new features¹³.

- Nespresso
- Distributors
- Consumers

Nespresso is an example of how a famous brand can maintain its premium strategy, but at the same time respond to consumers' needs changes, as appointed in Chapter 2.2., the need of simplicity and confusion reduction.

- Identity preservation
- Premium brand closer to consumers

Table 1 – Crisis Context Case Studies



¹⁰ Political controversy better described in the journal *Público* (02/05/2012): <http://www.publico.pt/economia/noticia/ministro-da-economia-chamado-ao-parlamento-para-explicar-polemica-pingo-doce-1544411>

¹¹ More information available in the journal *Público* (25/07/2012): <http://www.publico.pt/economia/noticia/promocao-do-1-de-maio-ajudou-pingo-doce-a-aumentar-as-vendas-em-24-1556253>

¹² For more information about Nespresso's Strategy: <http://www.hipersuper.pt/2013/02/14/a-resposta-da-nespresso-as-marcas-brancas/>

¹³ For more information about Nespresso's Placement: www.nespresso.com/pt/pt/pages/store-locator

Consumer Guilt Appeals Case Studies (Chapter 2.3 & 2.4)

Case Study	Description of the Case	Lessons Learned
<p style="text-align: center;">6. Selling Condoms in Congo</p> 	<p>Lockwood (2011) shared her international developing work experience in Democratic Republic of Congo in a TED Conference¹⁴. HIV prevalence in DRC makes donor agencies distribute condoms widely and at low or no cost to consumer, along with several marketing campaigns. Despite that, consumers were not using NGO's condoms. Intrigued by this matter, she did some field research. Her conclusion was that the message transmitted by donor agencies, often linked with diseases, infidelity and NGO financing, and transmitting fear and guilt, was completely inadequate faced with the principal purpose of consumers: joy and pleasure. The consequence was not only not serving the target, but also leading it to avoid and forget the product due to the exaggerated negative feelings (like guilt and fear) transmitted. On the other hand, unlike NGO brands, commercial brands were communicating the correct message. This illustration serves to better understand that in some cases <i>guilt appeals</i> are not a good approach.</p>	<ul style="list-style-type: none"> • <i>Consumer guilt</i> has limitations, cannot be used in every situations and can be counter-productive • Excessive guilt appealing will make consumers avoid and forget such messages • The consumer may feel not related to the implied guilt
<p style="text-align: center;">7. Health Guilt Appeals</p> 	<p>Remarkable examples of global companies that somehow adapted their strategy to the new necessities of a healthy lifestyle are <i>McDonald's</i> and <i>Coca-cola</i>, creating forms of avoiding their clients from feeling guilt when using their products. With more than 60 years of history, only in 2004 did <i>McDonald's</i> start to offer a greater range of healthy products, which are distant from its initial core value, such a variety of salads, soups and fruit¹⁵. This was a response to growing criticism for contributing to population's obesity. At the same time, to reinforce its health concern, it decided to promote sports campaigns.</p> <p>On the other hand, <i>Coca-cola</i> launched <i>Diet Coke</i> (or <i>Coca-cola Light</i>) in 1982, showing its health concerns much earlier. It was followed by many variants of the product, appealing to low calories drinks with a local strategy, such as: <i>Caffeine Free Diet Coke</i> (1983), <i>Diet Coke Cherry</i> (1986), <i>Diet Coke with Lemon</i> (2001), <i>Diet Coke Vanilla</i> (2002), <i>Coca-cola C2</i> (2004), <i>Diet Coke Lime</i> (2004), <i>Coca-cola Zero</i> (2005), <i>Diet Coke with Splenda</i> (2005), <i>Coca-cola Light Sango</i> (2005), <i>Diet Coke Plus</i> (2008), <i>Coke Plus Green Tea</i> (2009)¹⁶. The latest release was <i>Coca-cola Life</i> in Chile and Argentina (2013), with a revolutionary green logo, which according to <i>Coca-cola's</i> Chile Director, Jorge Garduño, responds to more demanding consumers¹⁷.</p> <p><i>Corpos Danone</i>, a line of yogurts from <i>Danone</i> that targets consumers worried about their weight, uses <i>consumer guilt</i> more explicitly, with its slogan "Pleasure without guilt". This slogan created a controversy in Brazil (2003), since <i>Pepsico</i> was also using it. <i>Danone</i> accused <i>Pepsico</i> of not respecting its copyrights, but the Brazilian National Council of Advertising Regulation (CONAR) decided that both companies could use the same slogan, since it was registered since 1994 by <i>Abott Laboratories</i> the only firm that could disprove its use¹⁸.</p>	<ul style="list-style-type: none"> • There are remarkable examples of global companies that somehow adapted their strategy to the new necessities of a healthy lifestyle • There were created forms of avoiding their clients from feeling guilt when using their products • The number of products and approaches to this matter is increasing, making companies to dispute the best messages

¹⁴ Video of A. Lockwood speech (Edinburgh, July 2011): ted.com/talks/amy_lockwood_selling_condoms_in_the_congo.html

¹⁵ For brief information of McDonald's history and strategy evolution: <http://mundodasmarcas.blogspot.pt/2006/05/mcdonalds-inveno-do-fast-food.html>

¹⁶ For brief information of Coca-cola history and strategy evolution: <http://mundodasmarcas.blogspot.pt/2006/05/coca-cola-always.html>

¹⁷ CNN Chile information: <http://www.cnnchile.com/noticia/2013/11/21/coca-cola-life-la-nueva-version-de-la-bebida-creada-en-chile-y-argentina>

¹⁸ More about this process in: <http://www.conar.org.br/processos/detcaso.php?id=2648>

<p>8. <i>Código DáVinte</i> Campaign</p>		<p>In November 2013 <i>Worten</i>, an electronic products retailer, launched a well known campaign in Portugal, named <i>Código DáVinte</i> (“Code GivesTwenty”). Consumers were encouraged to donate twenty cents in every store purchase. The value collected was received by <i>Terra dos Sonhos</i> (“The Land of the Dreams”), a Private Institution of Social Solidarity, which works with deprived children, youngsters, elderly and helps make true the dreams of children with terminal illnesses. A television channel, <i>SIC</i>, also contributed, by helping to promote the campaign.</p> <p>Despite consumers’ lower propensity to participate in social causes, the campaign was successful not only due to the lower impact felt in each consumer’s financial resources, but also because they were asked to donate the twenty cents while purchasing something for them, potentiating guilt if they did not donate such residual value.</p>	<ul style="list-style-type: none"> • Cause marketing campaigns allow a win-win-win scenario for: social causes (funds collected), companies (improvement of institutional image) and consumers (atonement of <i>social responsibility guilt</i>) • There are specific marketing techniques to mitigate the lower consumers’ propensity to social causes during crisis
<p>9. <i>Anticipatory Guilt</i> Appealing in Public Campaigns</p>		<p>Three different public campaigns appeal to <i>anticipatory guilt</i>, all influencing consumers’ behavior, appealing them to do or not to do something.</p> <p>The first two allude to the dangers of driving after consuming alcoholic drinks and the dangers of trying drugs, both discouraging consumers from taking a deviant option.</p> <p>The last one communicates the importance of donating blood, encouraging consumers to take a socially desirable option.</p>	<ul style="list-style-type: none"> • Public campaigns are a good example where <i>anticipatory guilt</i> appeals can be efficiently used • Since the purpose of the campaigns are avoiding to consumer do something, guilt appeals will allow to discourage consumers before doing the transgression
<p>10. Ethical <i>Purchase Decision Guilt</i> Appealing</p>		<p>The first figure shows an example of a <i>guilt appeal</i> for not buying a product (<i>no purchase decision guilt</i>), by labeling it with an origin logo. Consumers that choose not to buy a product made in his country will tend to feel guilt for not supporting its economy and employment.</p> <p>On the other hand, an example of a <i>guilt appeal</i> for buying a product (<i>purchase decision guilt</i>), is report it as immoral or as condescending with practices that do not respect human rights, such as child labor.</p>	<ul style="list-style-type: none"> • Ethical consumption is a good example where purchase decision guilt can be explored • Consumers can define themselves through consumption • Their purchase decisions can translate their beliefs, values and aspirations

Table 2 – Consumer Guilt Appeals Case Studies

3. CONCEPTUAL MODEL

Knowing what *consumer guilt* is and what types there are, it is possible for companies to better understand the range of possibilities they have and to choose the one that is most convenient taking into account product, target and message transmitted. In fact, analyzing *table 3*, which followed the study of Burnett & Lunsford (1994), we can conclude that there are 32 types of consumer guilt:

		Anticipatory		Reactive	
		Oneself	Others	Oneself	Others
State	Focus				
Financial	Yes	1	2	3	4
	No	5	6	7	8
Health	Yes	9	10	11	12
	No	13	14	15	16
Moral	Yes	17	18	19	20
	No	21	22	23	24
Social	Yes	25	26	27	28
	No	29	30	31	32

Table 3 - Types of Consumer Guilt

Previous research on *consumer guilt* in Portugal (Oliveira, 2013, p.55) argued that *moral guilt* has no significance, due to the cultural and sociological characteristics of western catholic countries, in which the moral constraints of the consumer are almost nonexistent. On the other hand, despite *health* and *social responsibility guilt* showing some evidence, *financial guilt* is clearly more relevant.

Such conclusions were justified by “economical crisis context lived in Portugal, high unemployment, decrease in purchase power and the general atmosphere surrounding the future”, which “leads to higher economic concerns” (p.57). These conclusions are compatible with the ones from Mansoor (2011) and Voinea & Filip (2011) about consumer behavior during crisis. However, it was

also described that consumers are more sensitive, demanding, reactive and concerned with social issues. These modifications in consumers' behavior would potentiate *social responsibility guilt*.

We can say that we have reached what it seems to be a paradox: consumers seem to be more socially responsible, but they are less willing to buy environmentally friendly products if that means a higher price, same happening with charity or other social and ethical options, due to the need for self-protection and safeguarding of the ones who are near to him (Voinea & Filip, 2011, p.18). This means consumers are more eager and attentive to the reality that surrounds them, but also more defensive and protective, which will favor *financial guilt* over *social responsibility guilt*.

Considering the previous conclusions, in this stage of the investigation, the conceptual model, *financial guilt* will be the focus and main concern. Thus, our first objective will be to test if consumers' propensity to feel *financial guilt* is more intense during crisis:

(H1): *Consumers' financial guilt is higher during crisis.*

More accurately, distinguishing the prevalence of *financial guilt* types among consumers, three guilt evidenced categories will be used: *state of guilt*, *focus of guilt* and *purchase decision*. This way we expect to be able to find which of the eight types have more or less relevance in consumers' decisions - types 1 to 8 in *table 3*.

It could be extrapolated that consumers tend, given to crisis context, to feel more guilt before they have even made the transgression, due to the *existential guilt* that is latent (types 1, 2, 5 and 6):

(H2): *Financial guilt felt by consumers is more likely to be anticipatory than reactive.*

We will also test if consumers consider a transgression more severe if it involves buying something that was not essential (types 1 to 4) than not buying something that meant a great deal (types 5 to 8):

(H3): Financial guilt felt by consumers is more likely to emerge because something was bought, than because something was not.

Finally, due to the sensation of relying on themselves and the higher need for self-protection, consumers will feel more unease with the idea of harming themselves (types 1, 3, 5 and 7) than the others (types 2, 4, 6 and 8):

(H4): Financial guilt felt by consumers is more likely to be focused on themselves, than on others.

Taking into account the geographical incidence of this study, it is important to test if the *financial guilt* pattern is similar in the four Southern European countries considered: Portugal, Spain, Italy and Greece. The objective of taking an international marketing approach to this issue is to understand if social and cultural differences will bring different results, and if they do, understand what are the main differences between each country:

(H5): Financial guilt characteristics are similar in the different Southern European countries in crisis.

In conclusion, the proposed conceptual model to analyze and understand *financial guilt* and the five hypotheses that are included is schemed in *figure 3*:

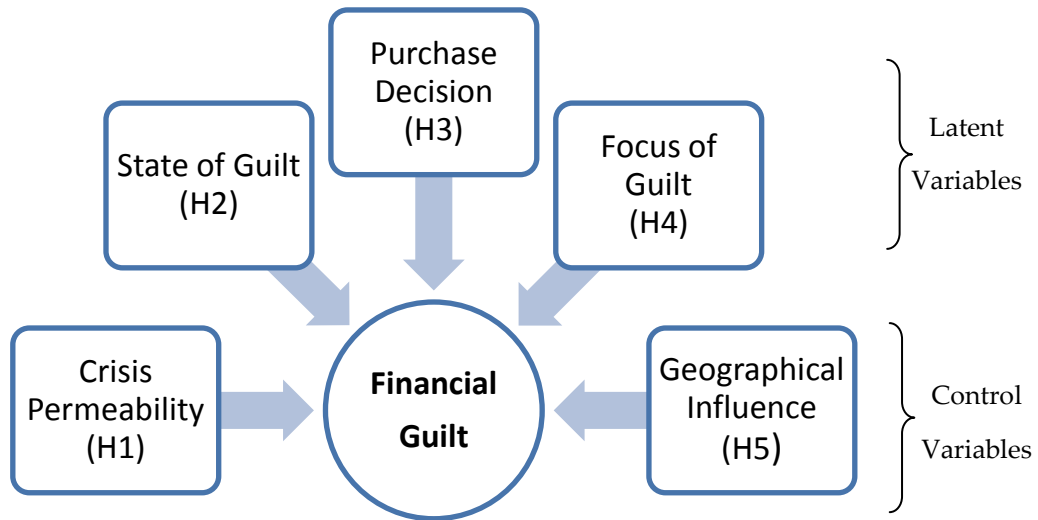


Figure 3 – Proposed Conceptual Model Scheme

The latent variables – *State of Guilt*, *Purchase Decision* and *Focus of Guilt* – have the purpose to find the intensity of the different types of *financial guilt*. Control variables – *Crisis Permeability* and *Geographical Influence* – will help us to better understand, respectively, the impact of crisis on consumers' *financial guilt*, and if there are relevant differences in the geographies considered.

4. METHODOLOGY

To test our conceptual model we will, as in Oliveira (2013), where the Burnett & Lunsford (1994) approach was followed, use an online questionnaire with affirmations that will be evaluated in a Likert Scale from 1 to 7 (strongly disagree to strongly agree).

However, since this study is more focused on *financial guilt* than on *consumer guilt* itself, some imperative modifications are required. In fact, the questionnaire will have 23 statements, 14 statements from Burnett & Lunsford (B&L) and 9 originally created for this purpose (O). Further than that, each statement will not test the category *source of guilt*, but the hypotheses announced in the Conceptual Model, as it is described in Appendix, *table 10*.

As we can see in *table 10*, each statement has a Portuguese and English version, because there are two versions of the same questionnaire: the first to be held in Portugal and the second in Spain, Italy and Greece. The translation was as literal as possible, with the aid of a native speaker, to maintain the same meaning. Both were tested previously by a sample of 10 people, with the objective of improving it and to find if there were any doubts while filling it in.

Still in *table 10*, it is possible to identify if the statement is from Burnett & Lunsford (B&L) or if it was originally made for this matter (O). Additionally, we can verify which sentences will be used to verify each hypothesis.

The questionnaire was created with the tool Drive from Google, being distributed online by a link that led to it. The distribution was empowered by contact and social networks. Additionally, some of the contacted Universities from the four countries were willing to help in this research, by sharing the questionnaire with their students. The online forms were available from 17th

January 2014 to 4th February 2014, and the English version can be consulted from figure 6 to figure 11 (Appendix).

To analyze the data collected the software SPSS was used. First, we will shown the social and demographic characterization of the Portuguese sample. After that, only for the Portuguese sample, H1 to H4 will be analyzed by a 95% confidence interval of the means of each sentence, divided by category of guilt, leading to the conclusion:

95% Confidence Interval of the Mean		Conclusion
Lower	Upper	
1,000	3,499	Not effective Type of Guilt
3,500	4,500	Neutral Type of Guilt
4,501	7,000	Effective Type of Guilt

Table 4 – Possible conclusions of the analysis

It is important to notice that if the confidence interval is between two of the conclusion groups above presented, the result is inconclusive.

After concluding the results for the Portuguese sample, we will test if there are significant differences between segments: sex, age, qualifications, educational background, professional situation and income.

The same treatment will be given to Greek, Italian and Spanish samples, it being possible to compare the differences and similarities between these countries (H5) and if there is the need for a cautious local adaptation of *consumer guilt* marketing strategies.

5. DISCUSSION

The empirical study was conducted online with the use of a questionnaire made in Drive Google tool, which enabled it to be distributed widely. The degree of agreement of consumers in each question will allow us to conclude more about consumers' *financial guilt* feelings, as described previously.

It was possible, during the 19 days the questionnaire was available online, and with a great effort in social networks and international universities, to obtain a total of 678 answers from Greece (63), Italy (89), Spain (85) and Portugal (441).

For now, we are going to analyze the Portuguese sample, starting with the social and demographic analysis, followed by H1-H4 testing and see if there are any correlations between demographic segments and the answers.

5.1. Portuguese Results Analysis

5.1.1 Social and Demographic Analysis

From the 441 answers, most were from females (64%), a significantly larger number when compared with males (36%).

Nearly 50% of those questioned were between 21 and 30 years old. This could be explained by the form the questionnaire was distributed, with a prevalence of college students and online social network users. This was followed by the 31-40 group (15%), 41-50 (12%), 51-60 (10%), <20 (7%), and finally, consumers above 60 years old (2%). Despite the great prevalence of the 21-30 group, we will have the opportunity to analyze the level of concordance with the statements divergence among age groups.

Most respondents were graduates (39%), followed by those who had concluded high school (28%), master's degree (19%), post-graduate (7%), middle school (4%), others (2%) and PhD (2%).

There were answers from the most varied educational background areas. Approximately one third were from "Natural Sciences and Health", followed by "Economics and Management" (18%) and "Engineering and Technology" (14%). There were 13% from "Social Sciences" and 4% from "Arts" and from "Languages and Literature". Finally, 13% were not felt to match any of the previous options, answering "Others"

The sample's professional situation, as expected, is mainly composed of employed (40%) and students (34%). But there are also trainees (9%), unemployed (8%), self-employed (5%) and retired (2%). Nearly 3% considered themselves to be in other professional situation.

With the age bias present in the sample, 29% of the respondents have no income and 15% a gross monthly income of "less than 600 euros". Although, 19% earn "between 600 and 1000 euros", followed by the "1500 to 2000" group (15%), "1000 to 1500" (14%), "2000 to 3000" (5%) and "above 3000 euros" (2%).

5.1.2 Hypothesis H1-H4 Testing

Crisis' Permeability (H1)

In order to conclude if the Crisis had an impact on consumers' *financial guilt*, questions 17 to 23 from the questionnaire were tested, and the results obtained are presented in *table 12* (Appendix).

Although in most of the questions consumers revealed themselves to be neutral to the crisis' effects on *financial guilt*, they feel like they should save more.

On the other hand, situations like the ones described in questions 21 and 23 were shown to not potentiate consumers' guilt during crisis.

As described before, question 22 is not conclusive, because the confidence interval does not fit between the values in *table 4*.

State of Guilt (H2)

To describe the *state of guilt* felt by consumers, we tested two different groups of questions, first for *anticipatory guilt* (*table 13*), and secondly for *reactive guilt* (*table 14*).

Analyzing the two tables it is possible to conclude that *reactive guilt* is more common in consumer's feelings of financial guilt than *anticipatory guilt*. In fact, respondents did not show concordance with any of the statements associated with *anticipatory guilt*.

Nevertheless, *reactive guilt* was only statistically effective in two of the questions. Despite being inconclusive, questions 6 and 16 were close to being effective.

Purchase Decision (H3)

To understand if consumers are more prone to feel guilty because they have bought something or because they have not bought it, we are going to test separately the two groups (*table 15* and *table 16*).

This study was not conclusive in finding which type of *purchase decision* is more relevant for *financial guilt*. Although *purchase* group had one effective conclusion, *no purchase* group of questions had less not effective conclusions.

Focus of Guilt (H4)

The last latent variable to be tested is *focus of guilt*. Once more, by dividing the samples in two groups, we will analyze if *financial guilt* is mostly focused on *oneself* (*table 17*) or on *others* (*table 18*).

Testing *focus on others*, we can see that there is no statement that is effective, while, on the other hand, we can find four not effective. However, when testing

focus on oneself, it is possible to find three effective conclusions whereas not even one is not effective.

We can verify that consumers will be more apprehensive by causing malaise to themselves than to others. For them the act and consequences of consuming only representatively create a feeling of guilt when their personal conduct is violated or not corresponding with what they desired for them. The opinions and values of others seem disconnected with one's consumption.

5.1.3 Social and Demographic Bias

After testing the four prior hypotheses, we are going to investigate if there is any correlation between the social and demographic aspects of the sample and the respective answers.

We will be able to find if the bias of the sample can distort the conclusions, and more than that, find if there is any specific position of a segment towards *financial guilt*.

The method employed was an ANOVA Table between each of the social and demographic groups of the sample. The bias is deeply studied when the significance level is below 0.05.

The questions included were the eight with the conclusions "effective" or "no effective": 1, 3, 7, 13, 14, 19, 21, and 23.

Gender

The average concordance of females during the questionnaire is 3.919, above but close to the males' score, 3.899. However, we will see if there are any discrepancies in specific questions (*table 19*). If questions 21, 23 and 7 have very high significance, which means that males and females answers followed the same pattern, that does not happens with questions 1, 13, 14 and 19.

Female got higher scores in statements related to *focus in oneself* guilt (questions 1 and 19) and men in statements related to *focus in others* guilt (questions 13 and 14). The results suggest that men tend to feel guiltier towards others in their consuming attitudes than women. On the other hand, women feel more guilt about violating their personal conducts. In table 5, confronting the total means of two groups of questions by sex, this finding is corroborated:

	Female	Male
Focus on Oneself	4.484	4.388
Focus on Others	3.189	3.343

Table 5 – Focus of Guilt by Sex

Age

At first sight there seems to be no significance to differences between age group and level of *financial guilt* experienced, with the groups with higher scores being 51-60 (3.992) and 21-30 (3.975), and the ones with lower scores 41-50 (3.696) and >60 (3.730).

In addition to not having higher score divergences, there seems not to be a pattern for aging and *financial guilt*. Table 20 will allow us to check if there are any significant differences in specific statements. With very high levels of significance, there seems not to be any statistical difference between *financial guilt* and consumer's age.

Qualifications

There seem to be some differences in the degree of financial guilt felt between levels of qualifications groups. The ones that showed higher scores were Middle School (4.225), Others (4.187) and Graduates (4.020). On the other hand, PhD (3.449) and Post-graduates (3.735) presented the lower values. Despite the

less educated group being the one with more feelings of guilt and the more educated group being the one with less feelings of guilt, it does not seem to be a congruent tendency linking education and *financial guilt*, given the intermediate educational groups (*table 21*).

The only statements that seem to have different levels of concordance depending on qualification groups are number 21 and 23, both related to the crisis' permeability (H1). Despite the lack of congruence between schooling and financial guilt, it seems middle school educated consumers suffer more from the crisis' effects on consumer behavior. To better understand the crisis' effects (H1) on consumers according their qualifications, we studied the mean of questions 17 to 23 by qualification group:

	Middle School	High School	Graduation	Post-Graduation	Master's Degree	PhD
Crisis' Permeability	4.688	3.864	4.017	3.892	3.787	3.064

Table 6 – Crisis' Permeability by Qualifications Group

Analyzing this group of questions separately, it is possible to find a more vigorous pattern: the less educated the consumer is, the greater the tendency for an increase in the level of *financial guilt* felt during crisis.

Educational Background

This matter is present in our questionnaire, because the educational background of each consumer could possibly influence him in terms of consuming attitudes, behavior and thinking. Despite that, there seem not to be any significant differences between the levels of financial guilt felt by each educational background group, with Social Sciences (4.010) and Natural Sciences & Health (3.961) having higher scores, and Languages & Literature (3.664) and Arts (3.767) the lower.

To outwit any significant differences in specific statements, *table 22* was analyzed. Questions 3 and 19 were statistically significant. Although not being from a group of questions from H1 to H4, we are going to find what main differences in the answers of the educational groups were, excluding “others”:

Question	Natural Sc. & Health	Engin. & Techn.	Econo. & Manag.	Langu. & Literat.	Social Sc.	Arts
3. I feel bad about making purchases that are viewed by some people as extravagant.	3.269	3.066	2.700	3.526	3.483	3.474
19. Nowadays I have the need to save more (money).	5.759	5.475	5.188	6.000	5.500	5.158

Table 7 - Main Differences between Educational Background Answers

Despite consumers from a Languages & Literature educational background having shown to be the less *financial guilty* during the 23 questions, in these two they are the most *financial guilty*. In fact, they are those who most think that people should be aware of others’ sensibility and values during consuming and that in crisis they should save more. On the constant, Economics & Management group had relatively low agreement in both statements.

Professional Situation

Apart from the category “others” (4.348), the distinct professional situations are extremely alike in terms of global *financial guilt* feeling. In fact, the values of employed (3.926) and students (3.908), the two highest, are very similar to the two lowest, self-employed (3.814) and unemployed (3.835).

However, it is relevant to discover if there are any statistical differences in any type of questions (*table 23*). There are no statistically significant differences between professional situation groups.

Income

Finally, there seems not to be a correlation between monthly gross income and *financial guilt*. Consumers who earn between 2000€ and 3000€ demonstrated themselves to be more guilty (4.117), followed by those without income (3.999) and by those who earn more than 3000€ (3.935). The least guilty are those who earn less than 600€ and the 600€-1000€ group (3.874).

As in the previous cases, we tested if there were any specific divergences with the use of an ANOVA Table (*table 24*). There was not found to be any discrepancy in each one of the eight questions. It seems that the individual's income is not a good way of explaining his *financial guilt*.

5.2. International Analysis

5.2.1 Social and Demographical Analysis

Before analyzing the results obtained in each country, it is important to understand how the samples are divided in terms of social and demographic factors, in order to understand if there could be any bias.

Gender

In three of the countries, Portugal, Italy and Spain, there are clearly more female respondents, at above 60%. Greece is the only county with a more equilibrated sample, where female answers represent around 52%.

Age

Clearly biased due to the form of how the questionnaire was distributed, the group 21-30 years dominates the answers, although in Portugal is only 54%. This discrepancy is more felt in Greece, where the group reaches almost 90%.

Fortunately, age was considered not related with financial guilt.

Qualifications

Most of the respondents are graduates, followed by the high school group in Portugal and Italy, post-graduates in Greece and master's degree in Spain. Portugal is the only country with middle school answers.

Spain answers are the more equilibrated and higher educated answers, with PhD and master's degree reaching the 10% and 25% respectively.

Educational Background

Spanish and Italian respondents are better distributed in terms of educational background, with Natural Sciences and Health being higher in both cases.

On the other hand, Greece is the more biased, with almost 40% with answers from Economics & Management and with no responses from Languages & Literature.

Professional Situation

Excluding Portugal, most of the respondents were students: 45% in Greece, 55% in Italy and 60% in Spain. In the last two countries it was followed by employed (20% in Italy and 25% in Spain) and in Greece by unemployed (21%).

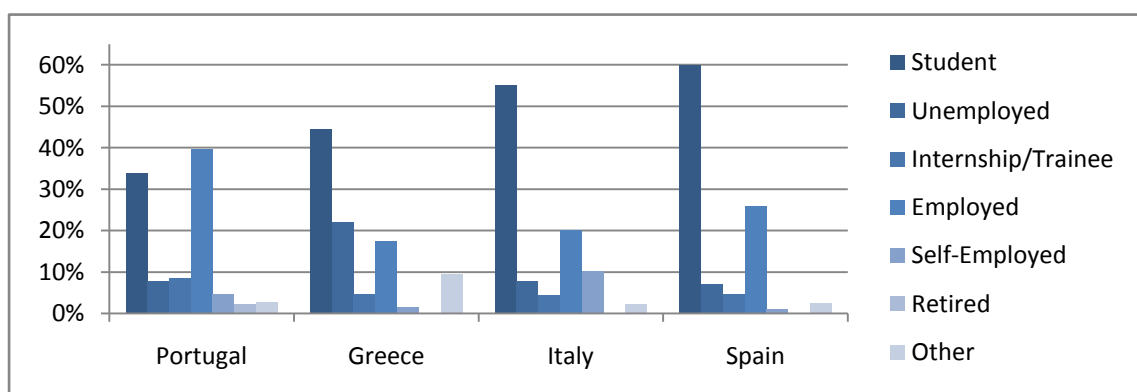


Figure 4 – Samples Distribution by Professional Situation

Income

In all countries the majority of the sample has no source of income, in particular Greece, with 47%, being the most unbalanced sample.

Italian and Spanish samples are very alike, with a clear decrease in the number of responses with an increase in income.

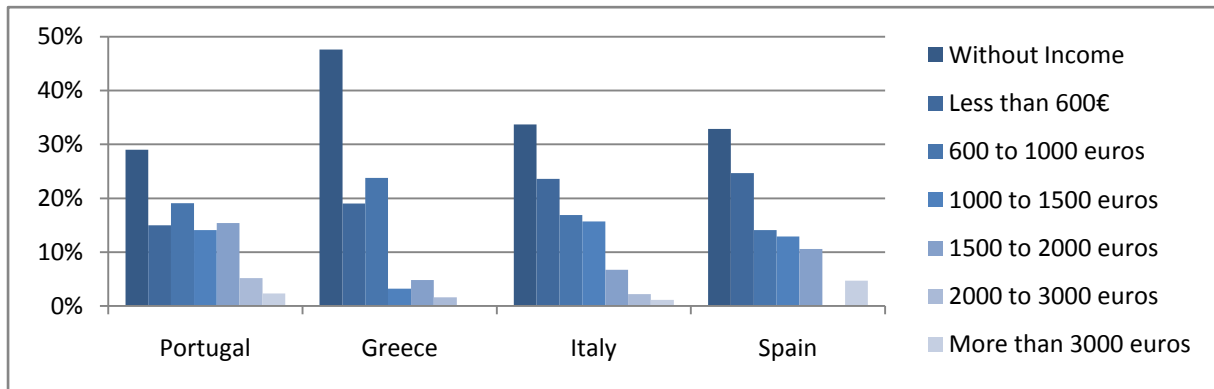


Figure 5 – Samples Distribution by Income

5.2.2 International Results

Using the same tests that were used to analyze Portuguese answers, we are going to use one-sample SPSS Test to find a 95% confidence interval mean for each question from each country. This way, we will be able to analyze the level of financial guilt felt in the different countries.

Greece

Greek results analysis can be consulted in *table 25*.

Only three of the twenty three questions were conclusive, which means it will be difficult to draw any conclusions from such results. Although, like in the Portuguese results, Greeks state the need to save more during crisis (question 19) and give low scores to questions 13 and 14 (both *Focus on Others Guilt*).

Spain

Spanish results (table 26) were more useful than the Greek ones, as it was possible to count two effective conclusions in questions 1 and 19 (*Focus on Oneself Guilt*) and three not effective conclusions in questions 13, 14 and 15 (*Focus on Others Guilt*). Excluding question 15, these were the same results obtained in the Portuguese analysis.

There were also 4 neutral conclusions in statements 11, 16, 20 and 22, that do not belong to any specific group of questions.

These results, as in the Portuguese analysis, seem to mean that for Spanish consumers *Focus on Oneself* is more intense and relevant than *Focus on Others*.

Italy

Italians (table 27) agreed with sentences 1, 7 and 19, exactly the same as Portuguese, which strengthens the importance of *reactive* and *focus on oneself guilt*.

On the other hand, as in Portugal, they rejected feeling what was described in statements 3, 13 and 14, all indicators of *focus on others*. But further, they also showed disagreement with question 20.

A resumé of the conclusive results in each country can be consulted in table 8:

Country	Effective	Neutral	Not Effective
Portugal	1 7 19	2 4 5 9 10 11 17 18 20	3 13 14 21 23
Greece	19	21	14
Italy	1 7 19	9 12 23	3 13 14 20
Spain	1 19	11 16 20 22	13 14 15

Table 8 – Resume of not inconclusive answers by country

Despite only having one conclusive answer for each type of conclusion in Greece, it is possible to perceive a pattern in most of the countries. Questions 1,

7 and 19 were the ones that consumers most agreed, and 3, 13, 14 and 15 the ones they most disagreed with.

5.2.3 International Results Comparison (H5)

To determine if there are any relevant differences between the degree of *financial guilt* felt by consumers in each county, the mean of all answers was calculated:

	Portugal	Greece	Italy	Spain
Mean of Answers	3.912	4.351	4.005	4.114

Table 9 – Mean of answers by county

When comparing the level of guilt, the differences between the four countries seem to be not very expressive, excluding the comparison between Portugal, the county with lowest score, and Greece, the one with the highest, with a difference of 0.439.

For a more accurate comparison among the four countries, the means of each group of hypothesis (H1 to H4) was calculated:

Country	H1 – Crisis’ Permeability	H2 – State of Guilt		H3 – Purchase Decision		H4 – Focus of Guilt	
		Anticipatory	Reactive	Yes	No	Oneself	Others
Portugal	3.93	3.96	3.86	3.64	3.87	4.45	3.41
Greece	4.59	4.41	4.23	4.13	4.24	4.72	3.93
Italy	4.13	4.03	3.93	3.83	3.82	4.53	3.12
Spain	4.39	4.17	3.97	3.89	3.81	4.64	3.47

Table 10 – Mean of hypothesis being tested by country

The crisis seems to have a significant impact on Greek consumers’ *financial guilt*,

they being the only ones with a score above 4.5. The remaining countries, with values between 3.93 and 4.39 seem to be neutral to the crisis' impact. However, none of the countries scored lower than 3.5, which would suggest that the crisis is not effective in increasing *financial guilt*.

In all samples *anticipatory guilt* is higher than *reactive guilt*, which strengthens the idea that consumers have existential and latent guilt, learning from past experiences how to avoid it. However, the differences were not very high: in all countries around .1 and .2.

Purchase Decision guilt typology was the only one that divided the four countries. In Portugal, and especially in Greece, *No Purchase* guilt has more impact, which suggests these consumers feel a special need for attention and selection of the best market offers. On the other hand, in Italy and Spain, despite *Purchase* getting a higher score, it was very close to *No purchase*, with only .01 and .08 difference respectively.

Finally, the most congruent types of guilt are *Focus on Oneself* and *Focus on Others*. The first is prominently more relevant than the second. This result supports the idea of a more protective consumer. More than that it enforces the impact of *financial guilt* over *social responsibility guilt*.

6. CONCLUSION

The Literature Review allowed us to better understand how the consumer behaves and stands face to society during crisis. Taking into account his more attentive, but at the same time more defensive consuming approach, *financial guilt* was revealed as powerful tool to suppress his new needs and desires.

Having scrutinized the different typologies of *consumer guilt*, a new approach of studying it was introduced, since most investigations are about the *source*, this one was about measuring and characterizing the malaise caused by the perception of misallocation of one's financial resources.

Many successful and unsuccessful cases of companies' responses to crisis were presented. It was evidenced how carefully social judgments and values must be managed, as well as the price marketing mix component adaptation. Additionally, it was shown how important it is for consumers to feel that their consuming habits are simpler, with companies more diligent, closer and offering intelligent and safe solutions. If not, consumers will be more predisposed to redesign consumption and are less loyal to the company they used to prefer.

After analyzing the questionnaires' results, the idea of a consumer who is more focused with his own welfare was validated, being less predisposed to cede his/her financial resources to social and environmental causes. However, in CS8 circumstances were illustrated that allowed a cause-related marketing campaign to be well successful during crisis.

The results also showed the importance of *anticipatory guilt* in consuming decision, and how it can influence or even manipulate consumers' behavior. This way, we can extrapolate that *existential guilt*, the type latent in consumers, had a more *financial* than *social* impact.

Additionally, it was possible to understand how some market segments are specifically affected by *financial guilt*. More precisely, some differences were highlighted in gender, qualifications and educational background. On the other hand, age, professional situation and income showed not to have correlation with the degree of *financial guilt* felt. These results allow companies to have more efficient *targeting*.

Lastly, we concluded that the four countries are similarly affected by this matter, with Greece, the country more severely affected by crisis, being the one that revealed higher levels of *financial guilt*. Despite the slight differences in the degree of guilt felt, the four countries seemed to be culturally similar in what concerns the tendencies in specific types of *financial guilt*.

The limitations of this study were mainly caused by the samples' composition, with the answers from Greece, Italy and Spain fewer than the Portuguese. There was also a bias in the way the questionnaires were distributed, increasing the number of students and people in the 20-30 age group.

In further research it would be of extreme interest to repeat this study during an expansive economic cycle, in order to better understand consumers' feelings and behaviors variations in *financial guilt*, and even other *sources* of guilt.

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V. APPENDIX

Nº	Statements From Portuguese Version Questionare	Statements From English Version Questionare	B&L / O	Crisis (H1)	State (H2)		Purchase (H3)		Focus (H4)	
					Anticipatory or Existencial	Reactive	Yes	No	Oneself	Others
1	Por vezes sinto-me culpado/a se comprar um produto que realmente não preciso.	I Sometimes feel guilty if I purchase a product I don't really need.	B&L			X	X		X	
2	Sinto-me culpado/a por não gerir melhor as minhas finanças.	I feel guilty for not managing my finances better.	B&L		X				X	
3	Sinto-me mal quando faço compras que são vistas por outras pessoas como extravagantes.	I feel bad about making purchases that are viewed by some people like extravagant.	B&L			X	X			X
4	Arrependo-me de fazer compras que não possa justificar logicamente.	I regret doing purchases that I am unable to logically justify.	B&L			X	X		X	
5	Sinto-me culpado/a por não poupar mais.	I feel guilty for not saving more (money).	B&L		X				X	
6	Sinto-me culpado/a quando faço compras por impulso.	I feel guilty when I make impulse purchases.	B&L			X	X		X	
7	Iria sentir-me desapontado comigo próprio se não planeasse a minha reforma.	I would be disappointed with myself if I did not plan for my retirement.	B&L			X			X	
8	A não ser que faça a "melhor compra", sinto-me culpado.	Unless I shop around for the best buy, I feel guilty.	B&L			X	X		X	
9	Sinto-me culpado quando deixo escapar uma boa oportunidade ou promoção.	I feel guilty when I let a good oportunity or discount pass away.	O			X		X	X	
10	Se não comprasse uma prenda para o aniversário do meu melhor amigo sentir-me-ia culpado.	if I did not bought a present for my best friend birthday I would feel guilty.	B&L			X		X		X
11	Sinto-me mal se não contribuir para a caridade.	I feel bad if I do not contribute for charity.	B&L		X			X		X
12	Se eu fosse de viagem iria-me sentir mal se não trouxesse recordações para família/amigo.	If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend.	B&L			X		X		X
13	Se eu ferisse os sentimentos de alguém, comprar-lhe um presente faria-me sentir melhor.	If I hurt someone's feelings, buying them a gift would help me feel better.	B&L			X	X		X	
14	Um boa maneira de dizer alguém "desculpa" é dar-lhe um presente.	A good way of saying someone "I'm sorry" is to give them a present.	B&L			X	X			X
15	Arrependo-me por não dar mais prendas às pessoas de quem mais gosto.	I regret not giving my loved ones more gifts.	O		X			X		X
16	Eu sentir-me-ia culpado/a se não comprasse uma prenda para a minha mãe no Dia da Mãe.	I would feel guilty if I did not get my mother a mother's day present.	B&L			X		X		X
17	Com o chegar da crise sinto-me mais culpado quando gasto dinheiro.	With the crisis, I feel more guilty when I spend money.	O	X	X				X	
18	Sinto-me mal ao comprar produtos supérfluos durante a crise.	I feel bad for buying luxury products during crisis.	O	X	X			X		X
19	Nos tempos que correm tenho de necessidade de poupar mais.	Nowadays I have the necessity to save more (money).	O	X					X	
20	Com a crise as pessoas deveriam sentir-se culpadas por ostentar excessiva riqueza.	With the crisis, people should feel guilty to display excessive opulence	O	X						
21	Com a crise compro menos coisas para os outros, o que me faz sentir mal.	With the crisis, I bought less things to others, what makes me feel bad.	O	X	X			X		X
22	Durante a crise tenho tendência a sentir-me mais culpado pelas minhas decisões de compra.	During crises I have the tendency to feel more guilty about my shopping decisions.	O	X						
23	Acho que não devia ter as tecnologias mais recentes durante a crise.	I think I shouldn't have the most recent technologies during crisis.	O	X						
Total			23	7	7	12	8	7	12	8
					19		15		20	

Table 11 - Questionnaire Statements and hypothesis being tested

Consumer Guilt Questionnaire

This questionnaire is part of a MSc. in Management from the School of Economics and Management – Catholic University of Portugal - Porto.

It is confidential and anonymous and it has 23 questions that will not take longer than 4 minutes to answer.

In each sentence please indicate your degree of agreement:

1. Strongly Disagree
2. Disagree
3. Slightly Disagree
4. Neither Agree or Disagree
5. Slightly Agree
6. Agree
7. Strongly Agree

Thank you for your contribution!

*Obrigatório

Country: *

1. I sometimes feel guilty if I purchase a product I don't really need. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

2. I feel guilty for not managing my finances better. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

Figure 6 – Online Questionnaire

3. I feel bad about making purchases that are viewed by some people as extravagant. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

4. I regret doing purchases that I am unable to logically justify. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

5. I feel guilty for not saving more (money). *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

6. I feel guilty when I make impulse purchases. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

7. I would be disappointed with myself if I did not plan for my retirement. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

Figure 7 – Online Questionnaire (cont.)

8. Unless I shop around for the best buy, I feel guilty. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

9. I feel guilty when I lose a good opportunity or discount. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

10. If I did not buy a present for my best friend birthday I would feel guilty. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

11. I feel bad if I do not contribute for charity. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

12. If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

Figure 8 – Online Questionnaire (cont.)

13. If I hurt someone's feelings, buying them a gift would help me feel better. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

14. A good way of saying someone "I'm sorry" is to give them a present. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

15. I regret not giving my loved ones more gifts. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

16. I would feel guilty if I did not get my mother a mother's day present. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

17. With the crisis, I feel more guilty when I spend money. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

Figure 9 – Online Questionnaire (cont.)

18. I feel bad about buying luxury products during crisis. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

19. Nowadays I have the need to save more (money). *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

20. People should feel guilty about showing wealthy during crisis. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

21. With the crisis, I buy less things for others, and that makes me feel bad. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

22. During crises I tend to feel more guilty about my shopping decisions. *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

Figure 10 – Online Questionnaire (cont.)

23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.) *

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

Sex: *

Age: *

Qualifications: *

Select the last educational level you accomplished.

Educational Background: *

Select the field of studies which is similar to yours.

Professional Situation: *

Gross Monthly Income Level: *

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Figure 11 – Online Questionnaire (cont.)

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
17. With the crisis, I feel more guilty when I spend money.	4.2313	4.072	4.391	Neutral
18. I feel bad about buying luxury products during crisis.	4.2766	4.111	4.442	Neutral
19. Nowadays I have the need to save more (money).	5.5760	5.439	5.713	Effective
20. People should feel guilty about showing wealthy during crisis.	3.8821	3.703	4.061	Neutral
21. With the crisis, I buy less things for others, and that makes me feel bad.	3.0590	2.897	3.221	Not effective
22. During crises I tend to feel more guilty about my shopping decisions.	3.6236	3.456	3.791	Inconclusive
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.)	2.8730	2.708	3.038	Not Effective

Table 12 – Crisis’ Permeability Testing

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
2. I feel guilty for not managing my finances better.	4.2744	4.102	4.447	Neutral
5. I feel guilty for not saving more (money).	4.0975	3.923	4.272	Neutral
11. I feel bad if I do not contribute for charity.	4.2812	4.114	4.449	Neutral
15. I regret not giving my loved ones more gifts.	3.5306	3.353	3.708	Inconclusive
17. With the crisis, I feel more guilty when I spend money.	4.2313	4.072	4.391	Neutral
18. I feel bad about buying luxury products during crisis.	4.2766	4.111	4.442	Neutral

22. During crises I tend to feel more guilty about my shopping decisions.	3.0590	2.897	3.221	Not Effective
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Table 13 – Anticipatory Guilt Testing

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
1. I sometimes feel guilty if I purchase a product I don't really need.	5.0522	4.901	5.203	Effective
3. I feel bad about making purchases that are viewed by some people as extravagant.	3.1224	2.957	3.288	Not Effective
4. I regret doing purchases that I am unable to logically justify.	3.9365	3.766	4.107	Neutral
6. I feel guilty when I make impulse purchases.	4.5374	4.371	4.704	Inconclusive
7. I would be disappointed with myself if I did not plan for my retirement.	5.2426	5.084	5.401	Effective
8. Unless I shop around for the best buy, I feel guilty.	3.6327	3.472	3.793	Inconclusive
9. I feel guilty when I lose a good opportunity or discount.	4.0862	3.915	4.258	Neutral
10. If I did not buy a present for my best friend birthday I would feel guilty.	4.1224	3.930	4.315	Neutral
12. If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend.	3.6508	3.475	3.827	Inconclusive
13. If I hurt someone's feelings, buying them a gift would help me feel better.	2.3560	2.204	2.508	Not Effective
14. A good way of saying someone "I'm sorry" is to give them a present.	2.1769	2.034	2.320	Not Effective
16. I would feel guilty if I did not get my mother a mother's day present.	4.3492	4.155	4.544	Inconclusive

Table 14 – Reactive Guilt Testing

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
1. I sometimes feel guilty if I purchase a product I don't really need.	5.0522	4.901	5.203	Effective
3. I feel bad about making purchases that are viewed by some people as extravagant.	3.1224	2.957	3.288	Not Effective
4. I regret doing purchases that I am unable to logically justify.	3.9365	3.766	4.107	Neutral
6. I feel guilty when I make impulse purchases.	4.5374	4.371	4.704	Inconclusive
8. Unless I shop around for the best buy, I feel guilty.	3.6327	3.472	3.793	Inconclusive
13. If I hurt someone's feelings, buying them a gift would help me feel better.	2.3560	2.204	2.508	Not Effective
14. A good way of saying someone "I'm sorry" is to give them a present.	2.1769	2.034	2.320	Not Effective
18. I feel bad about buying luxury products during crisis.	4.2766	4.111	4.442	Neutral

Table 15 – Purchase Guilt Testing

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
9. I feel guilty when I lose a good opportunity or discount.	4.0862	3.915	4.258	Neutral
10. If I did not buy a present for my best friend birthday I would feel guilty.	4.1224	3.930	4.315	Neutral
11. I feel bad if I do not contribute for charity.	4.2812	4.114	4.449	Neutral
12. If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend.	3.6508	3.475	3.827	Inconclusive
15. I regret not giving my loved ones more gifts.	3.5306	3.353	3.708	Inconclusive

16. I would feel guilty if I did not get my mother a mother's day present.	4.3492	4.155	4.544	Inconclusive
21. With the crisis, I buy less things for others, and that makes me feel bad.	3.0590	2.897	3.221	Not Effective

Table 16 – No Purchase Guilt Testing

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
1. I sometimes feel guilty if I purchase a product I don't really need.	5.0522	4.901	5.203	Effective
2. I feel guilty for not managing my finances better.	4.2744	4.102	4.447	Neutral
4. I regret doing purchases that I am unable to logically justify.	3.9365	3.766	4.107	Neutral
5. I feel guilty for not saving more (money).	4.0975	3.923	4.272	Neutral
6. I feel guilty when I make impulse purchases.	4.5374	4.371	4.704	Inconclusive
7. I would be disappointed with myself if I did not plan for my retirement.	5.2426	5.084	5.401	Effective
8. Unless I shop around for the best buy, I feel guilty.	3.6327	3.472	3.793	Inconclusive
9. I feel guilty when I lose a good opportunity or discount.	4.0862	3.915	4.258	Neutral
17. With the crisis, I feel more guilty when I spend money.	4.2313	4.072	4.391	Neutral
18. I feel bad about buying luxury products during crisis.	4.2766	4.111	4.442	Neutral
19. Nowadays I have the need to save more (money).	5.5760	5.439	5.713	Effective

Table 17 – Focus on Oneself Guilt Testing

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
3. I feel bad about making purchases that are viewed by some people as extravagant.	3.1224	2.957	3.288	Not Effective
10. If I did not buy a present for my best friend birthday I would feel guilty.	4.1224	3.930	4.315	Neutral
11. I feel bad if I do not contribute for charity.	4.2812	4.114	4.449	Neutral
12. If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend.	3.6508	3.475	3.827	Inconclusive
13. If I hurt someone's feelings, buying them a gift would help me feel better.	2.3560	2.204	2.508	Not Effective
14. A good way of saying someone "I'm sorry" is to give them a present.	2.1769	2.034	2.320	Not Effective
15. I regret not giving my loved ones more gifts.	3.5306	3.353	3.708	Inconclusive
16. I would feel guilty if I did not get my mother a mother's day present.	4.3492	4.155	4.544	Inconclusive
21. With the crisis, I buy less things for others, and that makes me feel bad.	3.0590	2.897	3.221	Not Effective

Table 18 – Focus on Others Guilt Testing

One-Way ANOVA Table			
Question	Mean of Squares	F	Sig.
1. I sometimes feel guilty if I purchase a product I don't really need.	16.767	6.496	.011
3. I feel bad about making purchases that are viewed by some people as extravagant.	3.036	.965	.326

7. I would be disappointed with myself if I did not plan for my retirement.	.014	.005	.945
13. If I hurt someone's feelings, buying them a gift would help me feel better.	33.040	12.881	.000
14. A good way of saying someone "I'm sorry" is to give them a present.	34.960	15.452	.000
19. Nowadays I have the need to save more (money).	14.279	6.744	.010
21. With the crisis, I buy less things for others, and that makes me feel bad.	.003	.001	.974
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.)	.028	.009	.925

Table 19 – ANOVA Table for Gender

One-Way ANOVA Table			
Question	Mean of Squares	F	Sig.
1. I sometimes feel guilty if I purchase a product I don't really need.	2.544	.973	.434
3. I feel bad about making purchases that are viewed by some people as extravagant.	3.418	1.088	.366
7. I would be disappointed with myself if I did not plan for my retirement.	1.966	.684	.636
13. If I hurt someone's feelings, buying them a gift would help me feel better.	1.923	.728	.603
14. A good way of saying someone "I'm sorry" is to give them a present.	1.347	.574	.720
19. Nowadays I have the need to save more (money).	2.032	.947	.450
21. With the crisis, I buy less things for others, and that makes me feel bad.	1.856	.617	.687
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.)	2.664	.857	.510

Table 20 – ANOVA Table for Age

One-Way ANOVA Table			
Question	Mean of Squares	F	Sig.
1. I sometimes feel guilty if I purchase a product I don't really need.	3.033	1.163	.325
3. I feel bad about making purchases that are viewed by some people as extravagant.	4.053	1.294	.258
7. I would be disappointed with myself if I did not plan for my retirement.	1.805	.627	.709
13. If I hurt someone's feelings, buying them a gift would help me feel better.	2.795	1.062	.385
14. A good way of saying someone "I'm sorry" is to give them a present.	1.935	.826	.550
19. Nowadays I have the need to save more (money).	1.324	.614	.719
21. With the crisis, I buy less things for others, and that makes me feel bad.	6.413	2.174	.044
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.)	6.458	2.113	.051

Table 21 – ANOVA Table for Qualifications

One-Way ANOVA Table			
Question	Mean of Squares	F	Sig.
1. I sometimes feel guilty if I purchase a product I don't really need.	2.211	.845	.518
3. I feel bad about making purchases that are viewed by some people as extravagant.	7.031	2.268	.047
7. I would be disappointed with myself if I did not plan for my retirement.	3.254	1.137	.340
13. If I hurt someone's feelings, buying them a gift would help me feel better.	1.510	.571	.723
14. A good way of saying someone "I'm sorry" is to give them a present.	.664	.282	.923

19. Nowadays I have the need to save more (money).	5.393	2.559	.027
21. With the crisis, I buy less things for others, and that makes me feel bad.	5.267	1.773	.117
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.)	1.264	.405	.846

Table 22 – ANOVA Table for Educational Background

One-Way ANOVA Table			
Question	Mean of Squares	F	Sig.
1. I sometimes feel guilty if I purchase a product I don't really need.	1.086	.413	.840
3. I feel bad about making purchases that are viewed by some people as extravagant.	.596	.188	.967
7. I would be disappointed with myself if I did not plan for my retirement.	2.556	.891	.487
13. If I hurt someone's feelings, buying them a gift would help me feel better.	5.262	2.021	.075
14. A good way of saying someone "I'm sorry" is to give them a present.	1.485	.633	.675
19. Nowadays I have the need to save more (money).	2.998	1.404	.221
21. With the crisis, I buy less things for others, and that makes me feel bad.	2.104	.700	.624
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.)	1.910	.613	.690

Table 23 – ANOVA Table for Professional Situation

One-Way ANOVA Table			
Question	Mean of Squares	F	Sig.
1. I sometimes feel guilty if I purchase a product I don't really need.	2.354	.900	.495
3. I feel bad about making purchases that are viewed by some people as extravagant.	2.464	.781	.585
7. I would be disappointed with myself if I did not plan for my retirement.	3.991	1.400	.213
13. If I hurt someone's feelings, buying them a gift would help me feel better.	2.362	.895	.498
14. A good way of saying someone "I'm sorry" is to give them a present.	3.441	1.482	.182
19. Nowadays I have the need to save more (money).	.342	.158	.987
21. With the crisis, I buy less things for others, and that makes me feel bad.	3.155	1.054	.390
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.)	4.630	1.503	.175

Table 24 – ANOVA Table for Income

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
1. I sometimes feel guilty if I purchase a product I don't really need.	4.7460	4.357	5.135	Inconclusive
2. I feel guilty for not managing my finances better.	4.5397	4.066	5.014	Inconclusive
3. I feel bad about making purchases that are viewed by some people as extravagant.	3.9365	3.480	4.393	Inconclusive
4. I regret doing purchases that I am unable to logically justify.	4.4921	4.111	4.873	Inconclusive
5. I feel guilty for not saving more (money).	4.7460	4.249	5.244	Inconclusive

6. I feel guilty when I make impulse purchases.	4.4762	4.135	4.817	Inconclusive
7. I would be disappointed with myself if I did not plan for my retirement.	4.8254	4.435	5.216	Inconclusive
8. Unless I shop around for the best buy, I feel guilty.	4.4921	4.042	4.942	Inconclusive
9. I feel guilty when I lose a good opportunity or discount.	4.3333	3.895	4.772	Inconclusive
10. If I did not buy a present for my best friend birthday I would feel guilty.	4.9524	4.486	5.419	Inconclusive
11. I feel bad if I do not contribute for charity.	3.8254	3.435	4.216	Inconclusive
12. If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend.	4.6190	4.173	5.066	Inconclusive
13. If I hurt someone's feelings, buying them a gift would help me feel better.	3.1587	2.729	3.588	Inconclusive
14. A good way of saying someone "I'm sorry" is to give them a present.	2.8889	2.430	3.348	Not Effective
15. I regret not giving my loved ones more gifts.	4.0952	3.676	4.514	Inconclusive
16. I would feel guilty if I did not get my mother a mother's day present.	3.8413	3.354	4.329	Inconclusive
17. With the crisis, I feel more guilty when I spend money.	4.8095	4.410	5.209	Inconclusive
18. I feel bad about buying luxury products during crisis.	4.8571	4.424	5.291	Inconclusive
19. Nowadays I have the need to save more (money).	5.5714	5.180	5.962	Effective
20. People should feel guilty about showing wealthy during crisis.	3.9048	3.488	4.321	Inconclusive
21. With the crisis, I buy less things for others, and that makes me feel bad.	4.0317	3.625	4.439	Neutral
22. During crises I tend to feel more guilty about my shopping decisions.	4.2540	3.857	4.651	Inconclusive
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.).	4.6825	4.215	5.150	Inconclusive

Table 25 – Greek Results Analysis

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
1. I sometimes feel guilty if I purchase a product I don't really need.	4,929	4,59	5,27	Effective
2. I feel guilty for not managing my finances better.	4,553	4,19	4,92	Inconclusive
3. I feel bad about making purchases that are viewed by some people as extravagant.	3,306	2,92	3,69	Inconclusive
4. I regret doing purchases that I am unable to logically justify.	4,188	3,80	4,58	Inconclusive
5. I feel guilty for not saving more (money).	4,812	4,45	5,18	Inconclusive
6. I feel guilty when I make impulse purchases.	4,765	4,42	5,11	Inconclusive
7. I would be disappointed with myself if I did not plan for my retirement.	4,671	4,27	5,08	Inconclusive
8. Unless I shop around for the best buy, I feel guilty.	3,776	3,35	4,20	Inconclusive
9. I feel guilty when I lose a good opportunity or discount.	4,235	3,85	4,62	Inconclusive
10. If I did not buy a present for my best friend birthday I would feel guilty..	4,376	3,95	4,80	Inconclusive
11. I feel bad if I do not contribute for charity.	3,929	3,53	4,33	Neutral
12. If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend.	4,176	3,76	4,60	Inconclusive
13. If I hurt someone's feelings, buying them a gift would help me feel better.	2,859	2,48	3,24	Not Effective
14. A good way of saying someone "I'm sorry" is to give them a present.	2,435	2,08	2,79	Not Effective
15. I regret not giving my loved ones more gifts.	2,953	2,59	3,32	Not Effective
16. I would feel guilty if I did not get my mother a mother's day present.	3,953	3,56	4,35	Neutral
17. With the crisis, I feel more guilty when I spend money.	4,824	4,46	5,18	Inconclusive

18. I feel bad about buying luxury products during crisis.	4,835	4,41	5,26	Inconclusive
19. Nowadays I have the need to save more (money).	5,471	5,16	5,78	Effective
20. People should feel guilty about showing wealthy during crisis.	3,894	3,48	4,31	Neutral
21. With the crisis, I buy less things for others, and that makes me feel bad.	3,259	2,92	3,59	Inconclusive
22. During crises I tend to feel more guilty about my shopping decisions.	4,094	3,71	4,48	Neutral
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.).	4,329	3,90	4,76	Inconclusive

Table 26 – Spanish Results Analysis

Question	One-Sample T Test			Conclusion
	Mean	95% Confidence Interval		
		Lower	Upper	
1. I sometimes feel guilty if I purchase a product I don't really need.	5,191	4,87	5,51	Effective
2. I feel guilty for not managing my finances better.	4,494	4,09	4,90	Inconclusive
3. I feel bad about making purchases that are viewed by some people as extravagant.	2,809	2,46	3,16	Not Effective
4. I regret doing purchases that I am unable to logically justify.	4,258	3,88	4,64	Inconclusive
5. I feel guilty for not saving more (money).	4,303	3,92	4,69	Inconclusive
6. I feel guilty when I make impulse purchases.	4,640	4,27	5,01	Inconclusive
7. I would be disappointed with myself if I did not plan for my retirement.	4,944	4,54	5,34	Effective
8. Unless I shop around for the best buy, I feel guilty.	3,831	3,45	4,21	Inconclusive
9. I feel guilty when I lose a good opportunity or discount.	3,854	3,50	4,21	Neutral

10. If I did not buy a present for my best friend birthday I would feel guilty.	4,483	4,06	4,91	Inconclusive
11. I feel bad if I do not contribute for charity.	3,775	3,41	4,14	Inconclusive
12. If I went in a vacation, I would feel bad if I didn't bring back a gift for my family/friend.	3,978	3,60	4,35	Neutral
13. If I hurt someone's feelings, buying them a gift would help me feel better.	2,809	2,43	3,19	Not Effective
14. A good way of saying someone "I'm sorry" is to give them a present.	2,663	2,28	3,05	Not Effective
15. I regret not giving my loved ones more gifts.	3,551	3,15	3,95	Inconclusive
16. I would feel guilty if I did not get my mother a mother's day present.	3,640	3,23	4,05	Inconclusive
17. With the crisis, I feel more guilty when I spend money.	4,404	4,00	4,81	Inconclusive
18. I feel bad about buying luxury products during crisis.	4,449	4,04	4,85	Inconclusive
19. Nowadays I have the need to save more (money).	5,438	5,11	5,77	Effective
20. People should feel guilty about showing wealthy during crisis.	3,090	2,71	3,47	Not Effective
21. With the crisis, I buy less things for others, and that makes me feel bad.	3,236	2,88	3,60	Inconclusive
22. During crises I tend to feel more guilty about my shopping decisions.	4,169	3,79	4,54	Inconclusive
23. I think I should not buy the most recent technologies during crisis (ex: smartphones, tablet computers, media players, etc.).	4,112	3,73	4,49	Neutral

Table 27 – Italian Results Analysis