

The impact of product attributes on sustainable purchasing and its emotional effects on consumers: the role of social enterprises

Nuria García-Rodríguez*  • Silvia Cachero-Martínez  • M^a José Sanzo-Pérez 

School of Economics and Business, University of Oviedo, Spain

Received: 21 February 2025

Revised: 11 April 2025

Accepted: 14 May 2025

Abstract

This research delves into the role of SEs in promoting sustainable consumption by examining how the functional and sustainable attributes of their products influence consumers' emotional responses and purchasing decisions. A study conducted with 380 consumers of SEs reveals that, while sustainable qualities elicit positive emotions such as pride and well-being, functional attributes—such as durability and reliability—play a significant role in shaping purchase decisions. These findings underscore the importance of integrating sustainability within a strategy centered on product quality and performance, rather than relying solely on ethical positioning. This research contributes to the ongoing debate on responsible consumption and provides valuable insights into the development of marketing strategies aimed at strengthening consumer trust and fostering long-term loyalty.

Keywords: product attributes, positive emotions, ethical consumers, sustainable consumption

JEL Classification Codes: M30, M31

1. Introduction

The Sustainable Development Goal (SDG 12) of the United Nations 2030 Agenda highlights the need to transition towards sustainable production and consumption models (United Nations, 2015). Achieving this goal depends on the collaboration of various stakeholders from both the public and private sectors (Mishra et al., 2022). In this context, in recent years, Social Enterprises (SEs) have been recognized as a promising vehicle for promoting sustainable

* Corresponding author. E-mail: nuriagr@uniovi.es.

Citation: García-Rodríguez, N., S. Cachero-Martínez and M.J. Sanzo-Pérez (2025) The impact of product attributes on sustainable purchasing and its emotional effects on consumers: the role of social enterprises, *Economics and Business Letters*, 14(4), 222-232. DOI: 10.17811/eb1.14.4.2025.222-232.

development, even emerging as one of the most powerful actors capable of addressing current social and environmental challenges (European Commission, 2020).

SEs are hybrid organizations whose mission is to achieve social impact through market-driven mechanisms (Ebrahim et al., 2014). Their primary goal is to create social value for their beneficiaries—akin to nonprofit organizations—while generating revenue primarily from commercial activities rather than relying on donations or subsidies, like for-profit businesses. This dual value creation (social and economic) is the most distinctive feature of SEs (Saebí et al., 2019). By embedding a strong commitment to environmental and community well-being into their business models, SEs can play a pivotal role in the transition toward more sustainable consumption patterns (Bansal et al., 2023). The European Commission identifies various types of SEs, including social cooperatives, special employment centers, mutual societies, and associations or foundations engaged in economic activities. These enterprises, by offering alternatives aligned with social and environmental responsibility—such as minimizing their environmental footprint, promoting fair trade, recycling, and fostering the circular economy—have the potential to encourage more responsible purchasing habits among consumers (Tsai et al., 2020).

To consolidate their market presence and maximize their impact, it is crucial for SEs to understand what drives consumers to choose sustainable products (Salido-Andres et al., 2022). Investigating the motivations behind purchasing decisions and understanding how consumers perceive product attributes can enhance SEs' commercial strategies and help bridge the "intention-behavior gap," a persistent challenge in responsible consumption (Mejía-Giraldo, 2021; Simon-Kucher and Partners, 2024).

Moreover, emotions appear to play a critical role in sustainable purchasing behaviour (Cuesta-Valiño et al., 2024b). Feelings of pride and well-being associated with responsible consumption can reinforce the repetition of socially beneficial actions in the future (White et al., 2019; Sameer et al., 2021). However, despite the strong potential of emotional factors to enhance consumer engagement and loyalty in sustainable purchases (Cuesta-Valiño et al., 2024a), this area remains underexplored (Yan et al., 2024). Recent empirical research confirms this perspective by demonstrating that emotions significantly influence both the intention to purchase and the perceived effectiveness of pro-social consumer behavior, highlighting their relevance as direct and indirect drivers of sustainable consumption (Berki-Kiss and Menrad, 2022). Similarly, Mili and Ferro-Soto (2024) show that social and emotional value significantly shape perceived value and satisfaction among fair trade coffee consumers, reinforcing their role as key determinants of loyalty in ethical consumption contexts.

With these factors in mind, this study aims to investigate the following research questions: (1) To understand the impact of product attributes on ethical consumers' buying behavior; (2) To examine the effects of sustainable consumption on positive emotions and the maintenance of those emotions to support future responsible actions.

2. Hypotheses development

2.1. Determinants of customer decision-making: product attributes

From a marketing perspective, product attributes function as key evaluation criteria that consumers use to compare alternatives (Marcon et al., 2022). According to signal theory,

consumers rely on specific product cues to assess quality and sustainability in the absence of complete information (Auger et al., 2010). Various classifications of product attributes exist, yet the dominant distinction is between intrinsic and extrinsic attributes (Rondoni and Grasso, 2021; Malekpour et al., 2022): (1) *Intrinsic attributes* refer to inherent product characteristics such as taste, texture, or durability, which directly impact consumer utility and problem-solving; (2) *Extrinsic attributes*, on the other hand, are not part of the product itself but influence purchasing decisions—such as price, brand, and marketing strategies.

In the case of sustainable products, a third category of attributes—sustainable (or ethical) attributes—emerges, encompassing environmental and social considerations, including fair labor practices, cruelty-free production, and eco-friendly materials (Bangsa and Schlegelmilch, 2020). However, these sustainability attributes are often credibility attributes, as consumers may struggle to verify their authenticity before or after purchase (Kumar et al., 2023). Certifications and eco-labels serve as critical signals to convey sustainability performance (Bezençon et al., 2020). Furthermore, the extent to which consumers are able to evaluate product attributes may moderate their influence on satisfaction and subsequent decision-making (Antonides and Hovestadt, 2021). Sustainable or ethical attributes, which often fall into the category of credibility or experience attributes, may require additional validation mechanisms (e.g., certifications or consumer reviews) to reduce perceived risk and enhance consumer trust.

Recent studies indicate a growing consumer awareness and sensitivity toward sustainable products. However, actual purchasing behavior remains influenced by factors such as price and brand familiarity (Simon-Kucher and Partners, 2024). Ethical consumers, defined as those who make purchasing decisions based on social and environmental considerations, assess the positive or negative societal impact of their consumption. This behavior is also referred to as purpose-driven consumption (FSES, 2022).

In this context, SE consumers can be classified as ethical consumers, as they purchase goods and services with added social or environmental value (Tsai et al., 2020). In return, they are willing to accept certain trade-offs, such as higher prices or reduced convenience. These consumers seek to balance individual benefits (functional attributes) with collective benefits (sustainable attributes), demonstrating a willingness to make additional efforts to align their purchases with their values (Wu et al., 2022).

This study hypothesizes that:

H1(a): The purchase of sustainable products in SEs is positively influenced by intrinsic product attributes.

H1(b): The purchase of sustainable products in SEs is negatively influenced by extrinsic product attributes.

H2: Consumers prioritize sustainability attributes over functional attributes when purchasing sustainable products in SEs.

2.2. Post-purchase in customer decision-making: positive emotions

Marketing literature highlights the influence of emotions on consumer decision-making, shaping judgments, evaluations, and choices (Sharma et al., 2023). When classifying emotions

through a dimensional approach, two key aspects are considered (Scherer, 2005): valence (the positive or negative nature of an emotion) and arousal (the intensity level of an emotion). Following prior research in the field of responsible consumption (Wang et al., 2022), this study focuses on emotions with positive valence.

Traditionally, research on purchasing behavior has linked positive emotions to consumerism and materialism, suggesting that individuals acquire goods and services to fulfill desires, satisfy needs, and experience immediate pleasure. However, overconsumption can have detrimental long-term effects on both individual and collective well-being (Parvatiyar and Sheth, 2023). In contrast, engaging in responsible consumption enables individuals to achieve personal goals while contributing to collective benefits, fostering positive emotions derived from this dual value (Hosta and Zabkar, 2021). Nevertheless, research on the role of emotions in responsible consumption remains limited (White et al., 2019; Fei et al., 2022).

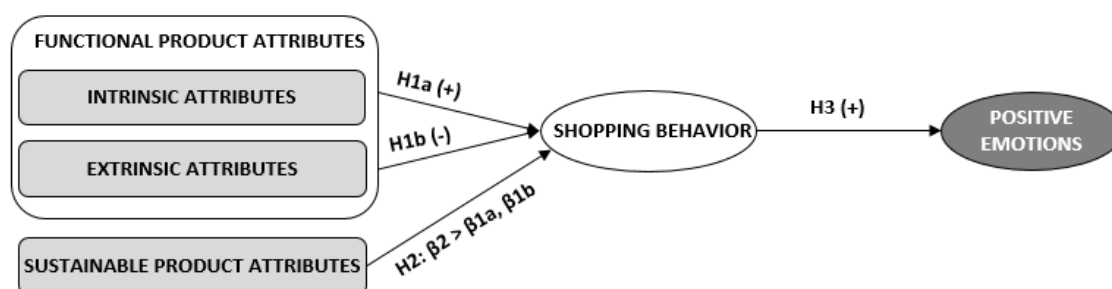
According to the General Theory of Marketing Ethics (Vitell and Muncy, 1992), in the final stage of the purchasing process, behavioral consequences are internalized as learning, which can be particularly relevant for promoting sustainable consumption. Experiencing positive emotions (such as happiness or pride) after making responsible purchases contributes to consumers' self-regulation. When evaluating future purchase decisions, ethical consumers become more aware of the ecological and social consequences of their choices (Hosta and Zabkar, 2021).

For consumers of SEs, adopting responsible practices—such as purchasing products with a lower environmental footprint or collaborating with community organizations—shapes their perception of social and environmental values. This evaluation can evoke positive emotions (satisfaction, happiness, pride) as they perceive their behavior as contributing to both personal and collective well-being. This is particularly important since positive emotions associated with responsible purchases are likely to encourage future ethical and conscious consumption behaviors.

Consequently, we propose the following hypothesis:

H3: The purchase of sustainable products in SEs influences consumers' positive emotions. These hypotheses support the theoretical model shown in Figure 1.

Figure 1. Proposed model



Source: own elaboration

3. Methods

A survey was conducted to collect research data, resulting in 380 valid questionnaires. Participants were recruited through an online survey, and eligibility required having made a purchase from Ses within the last three months. The sociodemographic characteristics were as follows: 56.3% women and 43.7% men; 24 years or younger (18.1%), 25–40 years (33.4%), 41–54 years (32.1%), and over 55 years (16.4%); primary school (3.3%), high school diploma (10%), university/college graduate (39.7%), and postgraduate qualification (47%).

The measurement scales for product attributes were derived from an extensive literature review, including studies by Fandos and Flavián (2006) and Symmank (2019) for intrinsic and extrinsic attributes, and Bangsa and Schlegelmilch (2020) and Marcon et al. (2022) for sustainable attributes. Their suitability was evaluated by 12 experts from academic, for-profit, social, and hybrid organizations with expertise in sustainable consumption. Based on their feedback, the scales were adapted to 15 items on a 7-point Likert scale (Table 1). Experts also recommended distinguishing between sustainability attributes and certifications, as the former may be perceived as self-declared claims, while the latter provide third-party validation, enhancing consumer trust.

Table 1. Product attributes (indicators and constructs)

Indicator statements (evaluated on seven-point scales)	Constructs	Orientation
Benefit derived from the product or its ability to satisfy needs	Intrinsic Attributes (INT)	Functional
Product functionality/performance		
Product durability		
Sensory experience of the product (smell, taste, texture, etc.)		
Product reliability		
Price of the product	Extrinsic Attributes (EXT)	
Brand/brand image (e.g., prestige)		
Accessible product distribution		
Origin of the product (raw material, local product)	Sustainable product attributes (SUST)	Sustainable
Product made in Spain		
Sustainable packaging/packaging (recycled, recyclable or reusable materials)		
Sustainable labeling		
Declarations of, or appeals to, the sustainability of the product (eco-friendly, climate-friendly, animal-friendly, etc.)	Certification attributes (CERT)	
Product with environmental certificate or seal (e.g., rainforest, carbon trust, etc.)		
Socially certified product (e.g., Bcorp, fair trade)		

Source: own elaboration

The measurement scales of shopping behavior and positive emotions were extracted from literature review, adapting to the SE context: shopping behavior from De Cannière et al. (2009), and positive emotions from Laros and Steenkamp (2005). To avoid bias due to the use of a single source of information, we considered psychological separation between variables to ensure that the measurement of the predictor variable was unrelated to the measurement of the outcome variable; and a post hoc factor analysis (Harman's single-factor test) revealed no

problem with the common method bias in these data.

To assess the psychometric properties of the scales, a Confirmatory Factor Analysis (CFA) was conducted using EQS 6.4¹. The results confirm the validity of the scales, with the following fit indicators: CFI = 0.900, IFI = 0.901, RMSEA = 0.064.

4. Results

Once the reliability and validity of the measurement scales and the dimensionality of the constructs were confirmed, we evaluated the direct effects proposed in the research model using EQS 6.4 program. The model presented acceptable values: CFI=0.900, IFI=0.900, RMSEA=0.064, and 90% confidence interval of RMSEA (0.058; 0.071).

As Table 2 shows, the importance of intrinsic product attributes has a positive influence on shopping behavior, while the importance of extrinsic product attributes has a negative influence on shopping behavior, supporting H1. To test H2, the current structural equation model was compared with one in which equality constraints on the factors were included. The aim was to determine if the difference in the estimated values was significant. The associated chi-square for the difference in values between the constrained and current model was significant, indicating that the difference in values was significant. Therefore, intrinsic product attributes are the attributes most valued by the consumer, not sustainability attributes, thus rejecting H2.

While sustainability-related attributes play a role in shaping consumer choices, the findings reveal that intrinsic product attributes—such as durability, reliability, and functionality—exert the greatest influence on purchasing behavior. Even among consumers with strong ethical commitments, sustainability does not override the expectation that a product should meet fundamental quality and performance standards. These results align with prior research indicating that ethical consumers continue to apply rational and utilitarian criteria in their decision-making processes (Auger et al., 2010). Moreover, as has been documented in previous studies, sustainability considerations vary depending on the product category, with factors such as nutritional value (Ghvanidze et al., 2017), functionality (Momborg et al., 2012), and sensory attributes (Maehle et al., 2015) frequently taking precedence. In the case of personal care products, sustainability appears to become a decisive factor only once functional benefits are assured, mitigating the uncertainty associated with “credibility attributes” (Suphasomboon and Vassanadumrongdee, 2022).

Besides, shopping behavior had a significant influence on positive emotions, confirming H3. The findings indicate that purchasing from SEs generates positive emotions reinforcing consumer satisfaction with their choices. These results align with the *warm glow effect* (Bezençon et al., 2020), suggesting that sustainable purchases not only fulfill ethical objectives but also serve as a source of personal gratification. The interplay between cognitive evaluations and emotional reinforcement is particularly relevant for SEs, as it suggests that consumer commitment to sustainable purchasing is strengthened when ethical consumption is framed not

¹ Upon request, the tables displaying the psychometric properties of the estimated model, which have not been included due to space limitations, can be provided to interested readers.

only as a responsible action but also as a gratifying experience.

Table 2. Structural coefficients

HYPOTHEZED RELATIONSHIPS	T-VALUE	ESTIMATE COEFFICIENT
H1a: Intrinsic attributes → Shopping behavior	2.823**	0.225
H1b: Extrinsic attributes → Shopping behavior	-2.527*	-0.209
H2: Sustainability attributes > Functional attributes		
Sustainable product attributes → Shopping behavior	1.994*	0.120
Certification attributes → Shopping behavior	2.127*	0.133
H3: Shopping behavior → Positive emotions	4.679***	0.283

* = $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$

Source: own elaboration

5. Conclusions and implications

This study advances the understanding of sustainable consumption by examining the extent to which product attributes influence purchasing decisions among ethical consumers within the context of SEs. In addition to product attributes, this study highlights the emotional dimensions of sustainable consumption.

From a management perspective, these findings identify the need for SEs to integrate sustainability elements into their product development with aspects of quality and functionality. A strategy based solely on ethical positioning may be inadequate for customer acquisition and retention, as customers may perceive trade-offs in product performance or usability. SEs should integrate sustainability features into their innovation processes while maintaining the core features that customers value in their products. SEs should stop marketing sustainability as an isolated feature and instead present it as an enhancement or complement to product quality, reinforcing the idea that ethical consumption does not require sacrifices in performance or convenience.

These findings highlight the essential role trust and transparency play in sustainable consumption decisions. Ethical purchasing decisions that focus on sustainability features become challenging for consumers because they lack proper methods to verify these claims. Evidence from past research demonstrates that sustainability-related heuristics represented by third-party certifications and eco-labels minimize consumer doubt while supporting their confidence in sustainability claims (Bezençon et al., 2020). SEs build credibility through certifications, yet they must disclose business practices together with clear information about sourcing decisions along with their total social and environmental operation impacts. Consumer trust increases when SEs demonstrate their sustainability commitments with public disclosures, traceability tools and direct consumer engagement. The ability of SEs to establish themselves as transparent and trustworthy actors in the market is essential not only for consumer confidence but also for fostering long-term commitment to sustainable purchasing.

For SEs, leveraging these emotional responses represents an opportunity to foster stronger consumer relationships and enhance brand engagement. Marketing strategies should go beyond simply communicating sustainability credentials and emphasize the broader emotional benefits

associated with ethical consumption. Storytelling techniques—such as highlighting the tangible impact of consumer choices through case studies, testimonials, and sustainability reports—can enhance emotional engagement and reinforce the connection between individual purchasing behavior and collective well-being. Likewise, fostering consumer participation in sustainability initiatives—such as product co-creation, social impact campaigns, or supply chain transparency efforts—can strengthen consumer identification with the brand. The effectiveness of these approaches may depend on consumers' levels of involvement with social or environmental causes, suggesting the need for differentiated strategies based on engagement profiles. By aligning sustainability messaging with emotional and experiential elements, SEs can foster deeper loyalty and long-term consumer commitment.

Finally, this study has several limitations that may serve as potential avenues for future research. This study's findings are based on a survey of ethical consumers, limiting their generalizability to the broader population. Future research could explore the importance of purchase attributes among all consumer types and examine potential differences. Additionally, further studies could investigate how sustainable attributes influence emotions across consumer segments, using surveys and experimental designs to identify effective sustainability communication strategies. A second limitation is the lack of detail on the specific sustainable product categories purchased by participants. Future research could explore whether these relationships differ across categories such as food, cosmetics, or fashion, which attract strong business interest in sustainability.

Acknowledgements. This research was supported by the MICINN National Project CO-CRESEO: The Co-Creation of Value in Social Enterprises. Effects of the Omnichannel Strategy (PID2019-109580RB-I00/AEI/10.13039/501100011033). The authors are grateful for the active support of the Ministry of Science and Innovation of the Government of Spain and the Ramon Areces Foundation Chair of Commercial Distribution.

References

- Antonides, G. and Hovestadt, L. (2021) Product attributes, evaluability, and consumer satisfaction, *Sustainability*, 13(22), 12393.
- Auger, P., Devinney, T.M., Louviere, J.J. and Burke, P.F. (2010) The importance of social product attributes in consumer purchasing decisions: a multi-country comparative study, *International Business Review*, 19(2), 140-159.
- Bangsa, A.B. and Schlegelmilch, B.B. (2020) Linking sustainable product attributes and consumer decision-making: insights from a systematic review, *Journal of Cleaner Production*, 245, 118902.
- Bansal, S., Garg, I. and Vasa, L. (2023) Can social enterprises aid sustainable development? Evidence from multi-stage investigations, *Plos one*, 18(2), e0281273.
- Berki-Kiss, D. and Menrad, K. (2022) The role emotions play in consumer intentions to make pro-social purchases in Germany—An augmented theory of planned behavior model, *Sustainable Production and Consumption*, 29, 79-89.
- Bezençon, V., Girardin, F. and Lunardo, R. (2020) When does an ethical attribute matter for

- product evaluation? The role of warm-glow feelings for low-rated products, *Psychology & Marketing*, 37(11), 1571-1585.
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., García-Henche, B. and Núñez-Barriopedro, E. (2024a) The impact of corporate social responsibility on consumer brand engagement and purchase intention at fashion retailers, *Psychology & Marketing*, 41(3), 649-664.
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., and Ravina Ripoll, R. (2024b) Guest editorial: Happiness and corporate social responsibility: the role of organizational culture and consumers in a sustainable economy, *Management Decision*, 62(2), 373-380.
- De Cannière, M.H., De Pelsmacker, P. and Geuens, M. (2009) Relationship quality and the theory of planned behavior models of behavioral intentions and purchase behavior, *Journal of Business Research*, 62(1), 82-92.
- Ebrahim, A., Battilana, J. and Mair, J. (2014) The governance of social enterprises: mission drift and accountability challenges in hybrid organizations, *Research in Organizational Behavior*, 34, 81-100.
- European Commission (2020) *Social enterprises and their ecosystems in Europe*, Comparative synthesis report. Authors: Carlo Borzaga, Giulia Galera, Barbara Franchini, Stefania Chiomento, Rocío Nogales and Chiara Carini. Luxembourg: Publications Office of the European Union. Available at <https://europa.eu/!Qq64ny>.
- Fandos, C. and Flavian, C. (2006) Intrinsic and extrinsic quality attributes, loyalty and buying intention: an analysis for a PDO product, *British Food Journal*, 108(8), 646-662.
- Fei, S., Zeng, J.Y. and Jin, C. H. (2022) The role of consumer' social capital on ethical consumption and consumer happiness, *SAGE Open*, 12(2), 21582440221095026.
- FSES (2022) *Fullness Social Enterprise Society*, available at https://www.fses.hk/_ul/1672287641.pdf
- Ghvanidze, S., Velikova, N., Dodd, T. and Oldewage-Theron, W. (2017) A discrete choice experiment of the impact of consumers' environmental values, ethical concerns, and health consciousness on food choices: a cross-cultural analysis, *British Food Journal*, 119, 863-881.
- Hosta, M. and Zabkar, V. (2021) Antecedents of environmentally and socially responsible sustainable consumer behaviour, *Journal of Business Ethics*, 171(2), 273-293.
- Janssen, D. and Langen, N. (2017) The bunch of sustainability labels. Do consumers differentiate? *Journal of Cleaner Production*, 143, 1233-1245.
- Kumar, R., Kaushal, S. K. and Kumar, K. (2023) Does source credibility matter in promoting sustainable consumption? Developing an integrated model, *Social Responsibility Journal*, 19(7), 1320-1347.
- Laros, F.J. and Steenkamp, J.B.E. (2005) Emotions in consumer behavior: a hierarchical approach, *Journal of Business Research*, 58(10), 1437-1445.
- Littlewood, D. and Holt, D. (2018) How social enterprises can contribute to the Sustainable Development Goals (SDGs): a conceptual framework, in Apostolopoulos, N., Al-Dajani, H., Holt, D., Jones, P. and Newbery, R. (eds): *Entrepreneurship and the sustainable development goals*, Emerald Publishing Limited, 33-46.
- Maehle, N., Iversen, N., Hem, L. and Otnes, C. (2015) Exploring consumer preferences for hedonic and utilitarian food attributes, *British Food Journal*, 117, 3039-3063.

- Malekpour, M., Yazdani, M. and Rezvani, H. (2022) Investigating the relationship between intrinsic and extrinsic product attributes with customer satisfaction: implications for food products, *British Food Journal*, 124(13), 578-598.
- Marcon, A., Ribeiro, J.L.D., Dangelico, R.M., de Medeiros, J.F. and Marcon, E. (2022) Exploring green product attributes and their effect on consumer behaviour: a systematic review, *Sustainable Production and Consumption*, 32, 76-91.
- Mejía-Giraldo, J. F. (2021) *Empresas sociales y consumo responsable: una relación de compromiso recíproco*, available at <http://hdl.handle.net/20.500.11912/9851>.
- Mili, S. and Ferro-Soto, C. (2024). Precursors and outcomes of satisfaction of fair trade coffee consumers, *European Journal of Management and Business Economics*, 33(2), 195-211.
- Mishra, R., Singh, R. K. and Rana, N. P. (2022) Developing environmental collaboration among supply chain partners for sustainable consumption & production: insights from an auto sector supply chain, *Journal of Cleaner Production*, 338, 130619.
- Momberg, D., Jacobs, B. and Sonnenberg, N. (2012) The role of environmental knowledge in young female consumers' evaluation and selection of apparel in South Africa, *International Journal of Consumer Studies*, 36(4), 408-415.
- Parvatiyar, A. and Sheth, J. N. (2023) Confronting the deep problem of consumption: why individual responsibility for mindful consumption matters, *Journal of Consumer Affairs*, 57(2), 785-820.
- Rondoni, A. and Grasso, S. (2021) Consumers behaviour towards carbon footprint labels on food: a review of the literature and discussion of industry implications, *Journal of Cleaner Production*, 301, 127031.
- Saebi, T., Foss, N.J. and Linder, S. (2019) Social entrepreneurship research: past achievements and future promises, *Journal of Management*, 45(1), 70-95.
- Salido-Andres, N., Garcia-Rodriguez, N. and Cachero-Martinez, S. (2022) Connecting social enterprises and sustainable consumption: systematic review, bibliometric analysis, and conceptual framework, *Sustainability*, 14(20), 13428.
- Sameer, Y.M., Elmassah, S., Mertzanis, C. and El-Maghraby, L. (2021) Are happier nations more responsible? Examining the link between happiness and sustainability, *Social Indicators Research*, 158(1), 267-295.
- Scherer, K.R. (2005) What are emotions? And how can they be measured? *Social Science Information*, 44(4), 695-729.
- Sharma, K., Trott, S., Sahadev, S. and Singh, R. (2023) Emotions and consumer behaviour: a review and research agenda, *International Journal of Consumer Studies*, 47(6), 2396-2416.
- Simon-Kucher and Partners (2024) *2024 Global Sustainability Study*. Available at: <https://www.simon-kucher.com/en/insights/sustainability>.
- Suphasomboon, T. and Vassanadumrongdee, S. (2022) Toward sustainable consumption of green cosmetics and personal care products: the role of perceived value and ethical concern, *Sustainable Production and Consumption*, 33, 230-243.
- Symmank, C. (2019) Extrinsic and intrinsic food product attributes in consumer and sensory research: literature review and quantification of the findings, *Management Review*

- Quarterly*, 69(1), 39-74.
- Tsai, J. M., Hung, S. W. and Yang, T. T. (2020) In pursuit of goodwill? The cross-level effects of social enterprise consumer behaviours, *Journal of Business Research*, 109, 350-361.
- United Nations (2015) *Transforming Our World. The 2030 Agenda for Sustainable Development*. New York: United Nations. 2015. Available online at: <https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf> (accessed on 12 April 2023).
- Vitell, S.J. and Muncy, J. (1992) Consumer ethics: an empirical investigation of factors influencing ethical judgments of the final consumer, *Journal of Business Ethics*, 11, 585-597.
- Wang, J., Yang, X., He, Z., Wang, J., Bao, J. and Gao, J. (2022) The impact of positive emotional appeals on the green purchase behavior, *Frontiers in Psychology*, 13, 716027.
- White, K., Hardisty, D.J. and Habib, R. (2019) The elusive green consumer, *Harvard Business Review*, 11(1), 124-133.
- Wu, H.L., Chen, T.Y. and Chen, B.H. (2022) Driving forces of repurchasing social enterprise products, *Journal of Business & Industrial Marketing*, 37(2), 447-460.
- Yan, L., Keh, H. T. and Murray, K. B. (2024) Feeling the values: How pride and awe differentially enhance consumers' sustainable behavioral intentions, *Journal of the Academy of Marketing Science*, 52(1), 75-96.