

# Pride emotions and sustainable clothing purchase intention

The influence of experienced and anticipated pride on consumers' sustainable clothing purchase intention.

MSc Thesis

Josha Dijsselbloem

## **Pride emotions and sustainable clothing purchase intention**

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### **Author**

Josha Dijsselbloem

1276549

### **Supervisor**

dr. IE (Ilona) de Hooge

### **Examinators**

dr. IE (Ilona) de Hooge

dr. MC (Marleen) Onwezen

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## Abstract

Despite a growing body of research linking the emotion of pride to sustainable behaviour and consumption, the theoretical understanding remains inconsistent. One possible reason for this inconsistency is the distinction between experienced pride and anticipated pride, which may lead to different motivational effects and behavioural outcomes in sustainability contexts. While sustainable clothing is becoming increasingly relevant, the impact of these two types of pride on consumers' intentions to purchase sustainable clothing has yet to be explored. This paper addresses these two gaps by examining how both experienced and anticipated pride influence sustainable clothing purchase intentions. Additionally, the study looked at two motivations that potentially arise from pride feelings, including the Broaden-and-build motivation, which is proposed to positively affect consumers' sustainable clothing purchase intention, and the Control process view of affect motivation, which is proposed to have a negative effect. Also, this study accounted for the potential influence of pro-environmental self-identity on the relationship between pride and the motivations. An experiment with 101 participants, consistent of a survey with an emotion manipulation technique to stimulate the different forms of pride, found that neither experienced nor anticipated pride significantly influenced sustainable clothing purchase intention. The findings suggest that pride might not be a significant predictor of sustainable clothing purchase intention, as proposed by previous research. Even though no effects of pride emotions were found, the Broaden-and-build motivation and Control process view of affect motivation did show a significant direct effect on sustainable clothing purchase intention, this finding is particularly interesting for further research within the field of positive emotions and (sustainable) goal- and achievement related behaviour. This study adds to existing literature on the influences of experienced and anticipated pride in the sustainable clothing domain and the role that the Broaden-and-build theory, the Control process theory of affect and pro-environmental self-identity have in this.

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# 1. Introduction

The fashion industry ranks among the most influential sectors globally, driving an important portion of the world economy. The fashion industry generated 1.7 trillion U.S. dollars of revenue worldwide in 2021 and produced between 100 to 150 billion items of clothing per year (McKinsey & Company, 2021). This industry emits 10% of the world's carbon emissions and uses 20% of the water produced worldwide, making it the third largest user of water (European Parliament, 2024). Compared to 2000, the average consumer is buying 60% more clothes in 2018, yet they are only keeping each item for half as long as before (UNECE, 2018). Due to this, it is expected that, even though the fashion industry already has a big impact on the environment today, in the next few decades it will have even more impact (UNECE, 2018). This calls for a more sustainable industry that can be influenced by the purchasing decisions of consumers, as the environment is directly impacted by what, how, and how much people consume (Trudel, 2018).

The notion of sustainability has gained traction among customers, policymakers, and fashion industry retailers in reaction to criticism directed against the fashion industry (McNeill & Venter, 2019; Mukendi et al., 2020). Research on consumer behaviour in this field also reflects this interest (Mukendi et al., 2020; Trudel, 2018). From the standpoint of the consumer, sustainable fashion has been positioned as a response to perceived overconsumption of clothing and as a way to address new socio-environmental issues like pollution, fair trade principles, and labour without sweatshops (Su et al., 2019; Diddi et al., 2019; McNeill & Venter, 2019). Sustainable clothing can be defined as "Clothing which incorporates one or more aspects of social and environmental sustainability, such as fair trade manufacturing or fabric containing organically-grown raw material" (Goworek et al., 2012, p.938). Surveys by the European Parliamentary Research Service show that 40% to 60% of consumers would be willing to pay more for fashion products with less environmental impact and want to make more sustainable choices, although this is not yet reflected in the sales by fast fashion companies (Šajin, 2022).

Indicating that one would want to make more sustainable choices and actually choosing the more sustainable option during decision-making are two different things, influenced by a variety of factors. One of these factors is the emotion that consumers experience at the moment of choosing a product (Achar et al., 2016). Over the past several decades, researchers have extensively studied how specific emotions influence consumer behaviour (Brosch & Steg, 2021; Wang & Wu, 2016). For example, we now know that the emotion of surprise influences word-of-mouth (Derbaix & Vanhamme, 2003) and the emotion of anger has an impact on consumer dissatisfaction (Bougie et al., 2003). We also now understand that emotions differently influence consumer buying behaviour. The emotion of sadness influences a consumer by making them spend more time shopping for clothes (Kasambala & Kempen, 2018), the emotion of pride influences buying more luxurious products (Sun et al., 2023) and increases the desire for products such as watches and shoes (Griskevicius et al., 2010), and the emotion of

pleasure causes more impulsive purchases (McFerran et al., 2014). Emotions are thus important influences when consumers make purchase decisions, and different emotions have different effects. Therefore, it is important to consider the differences in emotions when researching the effects of emotion on decision-making or behaviour in general.

Studies have demonstrated that the emotion of pride significantly influences environmentally friendly and sustainable consumer decisions (Onwezen et al., 2013; Peter and Honea, 2012; Antonetti and Maklan, 2013; Antonetti and Maklan, 2014; Wang and Wu, 2016). For example, Rowe et al. (2019) found a significant effect of pride on consumers' purchase intentions for low-carbon cars. Their research indicates that the recall of proud feelings associated with past sustainability-related behaviour stimulates sustainable purchase intention. Also, Ladhari and Tchegnina (2017) show that pride is linked to higher intentions of buying fair trade products, and in a study by Bissing-Olson et al. (2016) pride about environmental behaviour is positively associated with future involvement in pro-environmental behaviour. Thus, pride seems to have a positive impact on sustainable behaviour. To the best of the author's knowledge, no prior studies have examined the impact of pride on consumers' intention to purchase sustainable clothing. The use of clothing in daily activities, its frequent public display, and its easy manipulation as a symbol sets it apart from many other products (Feinberg et al., 1992). Clothing is an important social symbol that consumers use to define their identities (Feinberg et al., 1992). This might influence how pride impacts the consumption of sustainable clothing differently, in contrast to other sustainable products. Thus, studies suggest that pride significantly influences sustainable consumer behavior, though the question remains whether pride also has an effect on sustainable clothing consumption.

Researchers studying the impact of pride on consumer intentions or behaviour should consider the distinctions between anticipated and experienced pride, as they appear to influence pro-environmental behaviour differently (Hurst & Sintov, 2022). The significance of "experienced" and "anticipated" emotions in explaining pro-environmental behaviour has been acknowledged by researchers (Shipley & Van Riper, 2022; Hurst & Sintov, 2022). Experienced emotions result from physiological and neurological processes caused by an object, another person, or event and are felt in the moment, while anticipated emotions are the emotions a person expects to feel as a result of future behavioural decisions (an emotion anticipated to be felt) (Schlösser et al., 2013; Baumeister et al., 2007). In light of these variations, Adams et al. (2020) urged future studies to differentiate between experienced and anticipated emotions of pride, in order to better understand the factors that lead to pro-environmental behaviour. The two emotional states differ in their action tendencies and are therefore likely to result in different behavioural responses (Hurst & Sintov, 2022). Specifically, anticipated pride is associated with pro-environmental behaviour, but experienced pride has received less attention (Hurst & Sintov, 2022; Shipley & Van Riper, 2022; Adams et al., 2020). Therefore, the current research focuses on the

role of anticipated and experienced pride emotions in consumers' sustainable clothing purchase intentions. Accordingly, the main research question is:

*To what degree do anticipated and experienced pride, related to sustainable behaviour, influence consumers' sustainable clothing purchase intentions?*

The Broaden-and-build theory is a frequently used theory to describe positive emotions and their effects on behaviour. Pride is a self-conscious positive emotion that, according to the Broaden-and-build theory, makes consumers broaden their perspective and envision greater achievements (Smith et al., 2014). This could lead to further sustainable behaviour. Another theory, known as the Control process theory of affect, states that a positive emotion such as pride could indicate that a goal in a given domain has been met and does not lead to further action in that specific domain (Carver, 2003). According to this theory, people will have the tendency to divert their efforts to another goal in another domain; also called the coasting tendency. This would mean that experiencing pride about a sustainable behaviour would lead to a decrease in further sustainable behaviour. These two theories suggest a different effect of experienced pride on sustainable behaviour. Therefore, I propose the following two sub-research questions:

*I: To what degree does a consumer's motivation to seek more achievements, as explained by the Broaden-and-build theory, influence the effect of experienced pride related to sustainable behaviour on sustainable clothing purchase intentions?*

*II: To what degree does a consumer's motivation to divert their efforts toward another goal, as explained by the Control process theory of affect, influence the effect of experienced pride related to sustainable behaviour on sustainable clothing purchase intentions?*

Whether people will feel motivated to accomplish further achievements or divert their efforts toward another goal after experiencing pride due to sustainable behaviour might depend on whether they have a pro-environmental self-identity. Self-identity, defined as how a person characterises oneself, is influenced by social interactions and personal motivations (Cook et al., 2002; Ellemers et al., 2002; Stryker & Burke, 2000). It directs behaviour to meet both personal and societal expectations (Bem, 1967). Pro-environmental self-identity, specifically, relates to seeing environmentalism as a core part of oneself and predicts pro-environmental actions (Stets & Biga, 2003; Reed et al., 2012). When a pro-environmental self-identity matches one's ideal self it becomes a powerful motivation for behaviour, driving people to align their actual and ideal selves (Higgins, 1987). This alignment results in fulfilment, whereas disparities produce discomfort (Burke & Harrod's, 2005). People who identify as pro-environment are therefore more likely to maintain consistent in their sustainable behaviours, and are therefore more motivated to accomplish further achievements within this domain. People without a pro-environmental self-identity, on the other hand, are less inclined to remain committed and may

refocus their goals after feeling proud of a single sustainable action. Therefore, I propose the following sub-research question:

*III: Does pro-environmental self-identity influence the effect of experienced pride, related to sustainable behaviour, on people's motivation for either accomplishing further achievements or diverting their efforts to another goal?*

In the literature, anticipated pride mainly has the role of a mediator between an independent variable and sustainable/pro-environmental behaviour (Onwezen, 2013; 2014; Rowe et al., 2019). Anticipated pride seems to have a direct effect (i.e., no mediating process) on sustainable purchase intention since no action or behaviour is necessary to anticipate pride. Anticipated pride might have a larger influence than experienced pride on sustainable behaviour due to the impact bias. The impact bias states that someone who anticipates emotions will expect these emotions to be stronger and longer lasting than they actually are (Wilson & Gilbert, 2003). Because of the impact bias, people might be more motivated to seek an anticipated positive emotion than to respond to an actual felt emotion. Therefore, I propose the following sub-research question:

*IV: To what degree is the effect of anticipated pride on sustainable clothing purchase intention larger than the effect of experienced pride on sustainable clothing purchase intention?*

## 2. Theoretical framework

### 2.1 Sustainable clothing purchase intention

Consumption of products and services by people contributes to environmental damage and change (Connell & Kozar, 2014). In addition to depleting the planet of non-renewable and renewable resources, the manufacturing of clothing releases harmful substances into the air, water, and land and produces uncontrollably large amounts of solid waste (Connell & Kozar, 2014). Solid waste is produced by consumption in the form of discarded products, throwaway packaging, and wasted raw materials (Connell & Kozar, 2014). Depletion of limited natural resources is yet another way that clothing consumption leads to environmental change on a global scale. Thus, it is imperative that environmental research addresses the environmentally critical behaviour of consuming things and services, including clothing. Especially since the clothing industry is estimated to be responsible for 10% of global carbon emissions (European Parliament, 2024).

Sustainable clothing is not consistently defined in literature, and there are often interchangeable terms like eco-conscious and eco-friendly (Connell, 2010; Abrar et al., 2021), ethical (Jägel et al., 2012), green (Bielawska & Grebosz-Krawczyk, 2021) and organic (Hustvedt & Dickson, 2009). This study uses the term 'sustainable clothing', which can be described as "Clothing which incorporates one or more aspects of social and environmental sustainability, such as fair trade manufacturing or fabric



containing organically-grown raw material" (Goworek et al., 2012, p.938). Sustainable clothing purchase behaviour includes purchasing clothing with environmentally friendly features, such as clothing made of fibres that are better for the environment (e.g., cotton grown organically, hemp, or recycled fibres) or clothing made with processes that are better for the environment (e.g., closed loop production cycles or reduced use of harmful dyes and other toxic compounds) (Connell & Kozar, 2014). In addition to the materials and production methods, social concerns have a significant role in a product's sustainability. These social concerns include fair labour practises and good working conditions, such as reasonable hours, fair wages, and a safe working environment (Goworek et al., 2012).

As sustainability becomes increasingly imperative and people become more aware of the issues in the clothing industry, sustainable clothing receives more attention (McNeill & Venter, 2019; Mukendi et al., 2020). The literature on sustainable clothing and ways to encourage consumers to buy more sustainable clothing items also highlights this issue (Mukendi et al., 2020; Trudel, 2018). The intentions of the consumer are an indicator of the degree to which they are willing to carry out a particular behaviour (Ajzen, 1991). Sustainable clothing purchase intention refers to the willingness or intention of consumers to buy sustainable clothing items. As sustainability becomes more important and awareness in the clothing industry grows, research needs to reflect the increasing emphasis on sustainable clothing and the impact of consumer intentions on purchasing such items.

As mentioned, prior studies have demonstrated that the emotion of pride can serve as a driving force for sustainable consumption (Peter and Honea, 2012; Antonetti and Maklan, 2013; Antonetti and Maklan, 2014; Wang and Wu, 2016). But, sustainable clothing differs from other sustainable products since clothing can be used as a form of self-expression, and wearing clothes allows people to express their ideals and identities (Belk, 1988). Consumers may feel a sense of satisfaction and pride as they publicly demonstrate their devotion to sustainability (Antonetti and Maklan, 2014). Products such as eco-friendly cleaning products and energy-efficient appliances are more concerned with functionality than with personal identification. While consumers may take pleasure in making an environmentally responsible decision, it is less likely to be a public statement of their principles than clothing. Clothing is directly associated with personal identity, fashion trends, and cultural expressions (Niinimäki, 2010). People frequently choose clothing that reflects their particular style, influenced by current trends, personal preferences, and societal or cultural considerations (Solomon, 1994). Clothing, which belongs to a category of high-involvement products, acts as a form of self-expression and can affect how people feel about themselves (Belk & McCracken, 1989). Clothing brands can also carry symbolic meanings related to status, identity, or belonging to a specific group, making the purchase more than just about the product itself (Niinimäki, 2010). Thus, in addition to fashion trends and style preferences, clothing is also shaped by societal and cultural influences, as well as psychological factors like identity. Therefore, when studying the effect of emotions (e.g., pride) on sustainable

consumption intentions and behaviours, it is imperative to research people's purchasing intentions for clothing separately from those for less identity-related products.

Understanding the elements that drive sustainable clothing buying intention is critical, particularly given the important effect of emotions. Among these emotions, pride stands out as a significant motivator because it is closely linked to sustainable behaviour. To better understand whether and how pride influences sustainable clothing purchase intention, it is essential to first explore the nature of emotions and their influence on behaviour.

## 2.2 Emotions

In their daily lives, people experience a variety of emotions. Emotions originate from the activation of specific neural networks in different regions of the cerebral cortex, the brain area responsible for receiving, processing, and interpreting information from the rest of the body (Šimić et al., 2021).

Emotions, in contrast to moods, are short-lived, discrete states in response to specific situations that are relevant to a person (Moors et al., 2013). Emotions also differ from moods in that they arise from a stimulus and have a clear starting-point (Roy, 2021). When people are, for example, afraid of something, happy about something, or angry at someone, they express their emotions (Frijda, 1993). Emotions also differ from moods, as emotions are typically oriented towards a specific person or event, while moods are not (Frijda, 1993). However, emotions can become moods if you stop paying attention to the thing or circumstance that initially triggered the emotion, and moods last longer than emotions (hours/days) (Roy, 2021). Likewise, being in a good or bad mood might affect how emotionally reactive you are to an event. Thus, emotions, in contrast to moods, are short-lived, intense reactions to specific events or stimuli.

### Self-conscious emotions

Emotions that involve the awareness of oneself in relation to others or to social standards, norms, or expectations are categorised as self-conscious emotions (LaVarco et al., 2022). Self-conscious emotions are more complicated than fundamental emotions like happiness, sadness, or anger because they require a greater level of self-representation and self-awareness (Tracy & Robins, 2007).

Examples of emotions that require self-awareness are guilt, embarrassment, shame, and pride (Tracy & Robins, 2007). These emotions are thought to be essential to the social complexity within human society (LaVarco et al., 2022). Although all emotions aid in survival, self-conscious emotions are believed to alter one's own thoughts and behaviour as the environmental changes (LaVarco et al., 2022). That is, a person's self-perception is subject to change based on the demands of a particular situation (LaVarco et al., 2022). Only when people realise they have met, exceeded, or fallen short of their ideal or actual self-representations do they feel self-conscious emotions (Tracy & Robins 2004). Self-conscious emotions are important for motivating and regulating people's feelings, thoughts, and behaviours (Stipek, 1995). These emotions stimulate people to put effort into achievement and task

domains (Weiner, 1985). They also drive people to behave in socially moral and appropriate ways in their social interactions and relationships (Leith & Baumeister, 1998).

Thus, self-conscious emotions, such as pride, are intricately linked to our self-awareness and social relationships (Tracy & Robins, 2007). They arise when we compare our activities to social norms or personal standards, which influences our behaviour and shapes our social connections (Stipek, 1995; Tracy & Robins, 2007; LaVarco et al., 2022). Understanding how these emotions work calls for a closer look at the underlying systems that cause them. This can be explained by the Appraisal theory. According to the Appraisal theory, emotions are shaped by our cognitive judgments of events and situations, rather than being simple automatic response (Frijda, 1986). By looking deeper into the appraisal theory, we gain a better understanding of how self-conscious emotions such as pride develop and influence our behaviour.

### 2.3 Appraisal theory

Darwin was arguably the first to conduct a systematic study of the development of emotional responses and facial expressions and to acknowledge the significance of emotions for an organism's ability to adapt to a variety of stimuli and environmental circumstances (Šimić et al., 2021). Frijda (1998), renowned for his important contributions to the study of emotions, defines emotions as functional reactions to significant events or situations that involve subjective experiences, physiological changes, and expressive behaviours meant for addressing adaptive challenges or objectives. He emphasised how emotions are dynamic and how they influence behaviour and aid in survival. Frijda was an appraisal theorist, and believed that emotions arise from people's evaluations or cognitive appraisals of events or situations, suggesting that these evaluations play a crucial role in shaping emotional responses (Frijda, 1986).

The fundamental idea behind appraisal theories is that emotions are adaptive reactions that represent appraisals of environmental elements important to a person's wellbeing (Moors et al., 2013).

According to appraisal theory, people's assessments or appraisals of events or circumstances determine what emotions people experience, and varying assessments cause people to react emotionally in different ways (Ellsworth & Scherer, 2003). Appraisal theories outline the factors (appraisal criteria) that are important for distinguishing between emotions (Moors et al., 2013). These factors include how relevant and aligned events are with our goals or concerns (goal relevance and goal congruence), as well as how certain we are about them (certainty), who or what caused them (agency), and whether we feel we can control or cope with them (control and coping potential) (Moors et al., 2013). For instance, the key characteristics that separate anger from fear are control and certainty (Lerner et al., 2007). Anger is linked to appraisals of the certainty of an event and individual control of negative events. On the other hand, fear is linked to appraisals of uncertainty about events and situational control over negative events (Lerner et al., 2007). Happiness is also linked to a higher sense of certainty and

individual control, just like anger (Smith & Ellsworth, 1985; Weiner, 1985). Appraisal criteria, thus, provide a basis for contrasting and comparing discrete emotions (Tong, 2014). The appraisal theory is the primary reasoning in literature for the origin of pride (Kaur & Verma, 2022).

### Appraisals of pride

Pride is linked to appraisals of self-control, self-agency, goal- achievement, relevance, and pleasantness (Tong, 2014). People experiencing pride generally believe that they are in control and responsible for positive results in their lives, not external factors (Weiner, 1985; Smith & Ellsworth, 1985; Tracy & Robins, 2004). As Smith & Ellsworth (1985) describe; pride is a pleasant emotion involving little effort, a high level of certainty, individual control, and a sense of self-responsibility. Pride frequently results when people believe they are meeting or surpassing social or personal norms (Tracy et al., 2023). For instance, a person may experience pride following a win in a race (Tracy & Robins 2004), receiving positive feedback (Hurst & Sintov, 2022), or buying a sustainable product (Onwezen et al., 2013). Pride can also be experienced in response to others' successes because he/she includes the other within his/her collective self-representations (Tracy et al., 2004; 2010). Feelings of pride are enjoyable and therefore self-reinforcing; no other emotion can make people feel both good and, at the same time, good about themselves (Tracy et al., 2010).

## 2.4 Action tendencies

The appraisals people make serve as a link between the significant event and the person's response (Ellsworth & Scherer, 2003). This indicates that a person evaluates the stimulus (a significant event) prior to an action tendency (behaviour based on emotion) being triggered. As a result of the appraisal, people experience an emotion that influences their choices (Bagozzi et al., 1999). Thus, emotions serve as motivation to incite action; when someone experiences an emotion, it is usually accompanied by a tendency to behave in a certain way (Palmer, 2017). The appraisal theory of emotions is, in this regard, most fitting for predicting choice and preference for products, and many researchers have used this theory to do so (de Hooze, 2014; Watson & Spence, 2007; Han et al., 2007)).

Different emotion theorists often make a link between the function of specific emotions and the concept of specific action tendencies (Lazarus, 1991; Oatley & Jenkins, 1996; Frijda, 1986). Anger, for example, is linked to the urge to attack (Lazarus, 1991). Comparably, fear can make you want to back off from a threat (Frijda, 2005), happiness can make you want to interact with people (Frijda, 1988) and anxiety can make you want to run away (Lazarus, 1991). We call these impulses to right away act out behavioural reactions our "action tendencies" (Lazarus, 1991). Action tendencies are not the same as behaviours. An action tendency is a desire to carry out a behaviour; the behaviour itself may or may not occur (Palmer, 2017). As described, an action tendency of anger is a desire to attack (Lazarus, 1991), but this is most of the time not a socially desirable action. The desired actions can therefore be obscured or overridden when this is necessary (Palmer, 2017). Thus, people will not

always act out these behavioural tendencies but people's ideas about potential actions will narrow in on a specific set of behavioural possibilities (Fredrickson, 2001).

In negative emotions, these behavioural possibilities/tendencies are quite specific (e.g., escape or attack) (Fredrickson, 2001). This specificity of action tendencies for negative emotions facilitates people making quick and decisive decisions, which used to help our ancestors in life-threatening situations. Action tendencies are evolutionarily adaptive and these action tendencies for negative emotions have historically been most successful in saving our ancestors' lives (Fredrickson, 2001; 2004). Today, people are less likely to find themselves in life-threatening situations, but these specific action tendencies are still relevant since negative emotions often still resemble specific problems that need to be solved. For example, sadness is linked with action tendencies to change circumstances (Lerner et al, 2004) and anxiety, which is established through appraisals of facing uncertain existential threats, is linked with action tendencies that reduce uncertainties (Lazarus, 1991; Raghunathan & Pham, 1999). Positive emotions generally do not arise from situations that indicate a problem, as with negative emotions. Therefore, the action tendencies of positive emotions are more general (Fredrickson, 2001). For example, interest has been linked with the action tendency of attending, contentment with inactivity, and joy has been linked with activation (Fredrickson & Branigan, 2005).

To summarise, emotions are temporary affective responses that emerge from cognitive appraisals of an event that hold personal significance and lead to particular behavioural patterns (action tendencies). Various emotions result in various action tendencies. Therefore, people experiencing emotions such as pride may make different decisions compared to those who do not.

## 2.5 Experienced and anticipated emotions

Another layer of complexity is that the majority of research on action tendencies has concentrated on their relationship with immediate emotions, or those that are being experienced right now (Palmer, 2017). But according to Baumgartner et al. (2007), action tendencies and the desire to take action are closely related to anticipated emotions, or those that are expected to happen in the future. Brosch (2021; p. 16) describes experienced emotions as "Adaptive reactions that are elicited when an event or an object is appraised as relevant to one's concerns, resulting in changes in motivational action tendencies, physiological reactions, expressions, and subjective feeling". Conversely, anticipated emotions are forecasts of one's emotions subsequent to an anticipated future event (Bagozzi et al., 2016). People choose behaviours that will be anticipated to maximise future positive emotions and minimise future negative emotions (Loewenstein & Lerner, 2003). As a result, emotions that are experienced at the time of the act as well as emotions that are expected afterwards can have an impact on a person's behaviour (Palmer, 2017). So, people who are anticipating emotions are more likely to consider the long-term effects of their actions than those who act in the "heat" of an emotional experience, which should result in more considered decisions (Loewenstein & Lerner, 2003).

## Experienced and anticipated pride

According to recent research, pride can positively influence pro-environmental behaviour and intentions (Hurst & Sintov, 2022). But the findings of these studies are not always congruent; some studies conclude that pride has a positive effect on pro-environmental behaviour, and some studies do not find the same result (Adams et al., 2020; Antonetti and Maklan, 2014; Bissing-Olson et al., 2016; Liang et al., 2019). The inconsistent outcomes could be partially accounted for by the varying approaches employed, specifically the focus on experienced or anticipated emotions. It is believed that both kinds of emotions have significant, though occasionally distinct, roles in directing and inspiring behaviour (Baumeister et al., 2007; Bagozzi et al., 2016). Thus, the action tendencies of these two emotional states are different, which means that they will probably produce different behavioural reactions (Hurst & Sintov, 2022). In this study, experienced pride is defined as pride connected to a past, sustainable action or behaviour. When a consumer thinks back on a previous sustainable act or behaviour, they may feel proud of themselves. Anticipated pride is the emotion of pride a person expects to feel in the future as a result of a behavioural decision.

The interplay between experienced and anticipated emotions deepens our understanding of how emotions drive behaviour. While experienced emotions can motivate more impulsive behaviours, anticipated emotions stimulate more thoughtful decision-making by taking into account future consequences. This twofold influence of pride is consistent with some theories of positive emotions, such as the Broaden-and-build theory, which holds that positive emotions, like pride, can broaden our cognitive and behavioural repertoires (Fredrickson, 1998; 2001).

## 2.6 Broaden-and-build theory

According to Fredrickson (1998; 2001), positive emotions expand our thought-action repertoires (the variety of actions that one can become aware of and then choose to undertake) and allow us to choose from a greater variety of potential responses to emotional stimuli. The Broaden-and-build theory (Fredrickson, 1998) states that, although phenomenologically distinct, certain positive emotions possess the ability to broaden people's thought action repertoires and build enduring personal resources, comprising social (e.g., social support networks, friendships), psychological (e.g., resilience, optimism, creativity), and intellectual (e.g., knowledge) as well as physical resources (e.g., health, physical skills). This is in contrast to negative emotions, which limit our thought-action repertoires.

Thus, instead of a reduced range of thought-action options, positive emotions (e.g., pride, love, joy, and contentment) broaden the variety of ideas and activities that cross people's minds, expanding their thought-action options (e.g., joy; aimless activation, interest; attending) (Fredrickson, 1998; Fredrickson, 2001; Fredrickson & Branigan, 2005; Cameron et al., 2003). The various thought-action tendencies of positive emotions—to play (joy), to explore (interest), and to savour and integrate

(contentment), each represent ways that positive emotions broaden habitual modes of thought or behaviour (Fredrickson, 1998; Fredrickson & Branigan, 2005). The emotion of joy in children can, for example, facilitate play. Play is a behaviour that develops social-affective skills and cognitive skills when playing with objects (Boulton & Smith, 1992). Pride broadens by fostering the need to share news of the achievement with other people and to foresee even more and greater accomplishments in the future (Lewis, 1993).

Pride is an emotion that arises in response to success (Smith et al., 2014). As described, it is evoked by appraisals that the situation is personally relevant and goal-conductive. Pride also involves an appraisal of personal agency; people assume responsibility for bringing about the intended outcome, and pride thereby fosters personal achievement (Smith et al., 2014). In line with that objective, rewarding oneself and showcasing oneself are motivating drives closely linked to pride (Smith et al., 2014). Success is reinforced by pride in a way that helps people feel good about themselves and more confident in their abilities (e.g., Lazarus, 1991; Tracy & Robins, 2004). In this way, pride probably contributes significantly to the development of personal resources, as described by Fredrickson (1998, 2001) in her broaden-and-build hypothesis (Smith et al., 2014). Therefore, it is expected that people who experience pride will broaden habitual modes of thought or behaviour in the form of further achievements and success. It is expected that experienced pride (pride that a person experiences at the moment of the decision/behaviour), due to a sustainable behaviour, will increase a person's motivation to seek more achievements.

*Hypothesis 1: Experienced pride related to sustainable behaviour will motivate consumers to seek more achievements compared to no pride (a neutral situation).*

More achievement in this study means further sustainable actions (i.e. a sustainable clothing purchase). It is proposed that this motivation for further achievement, which results from a prior act of sustainability, will increase consumers' intention to purchase sustainable clothing.

*Hypothesis 2: The more consumers are motivated to seek additional achievements, the higher their intention to buy sustainable clothing.*

## 2.7 Control process theory of affect

Apart from the Broaden-and-build theory, which posits that positive emotions, like pride, can motivate consumers to additional sustainable behaviour, the Control process theory of affect contends otherwise. The Control process theory of affect suggests that a positively valenced emotion, like experienced pride, could serve as a signal that one's goals in a given domain has already been met (Baumeister et al., 2007; Carver, 2003; Soscia, 2007). Meaning that a consumer will not be motivated to seek more sustainable behaviour after experiencing pride related to a sustainable action. This relative ineffectuality of experienced pride in empirical research might be related to the appraisal

criteria of goal congruence and/or identity congruence (Hurst & Sintov, 2022). Positive emotions like experienced pride may indicate that attention and effort can be momentarily diverted to other objectives, in accordance with the Control process theory of affect (Carver, 2003; Carver & Scheier, 1990). This phenomenon is also called coasting (Carver, 2003). As Fredrickson (2001) believes that positive affect (e.g., pride) is a signal to continue what one is doing or perhaps engage oneself in it more thoroughly, Carver (2003) proposes that positive affect leads to coasting. Coasting is described by Carver (2003) as a situation in which someone lowers their effort or level of engagement after reaching a goal or making notable progress. Coasting, according to Carver (2003), is the stage that comes after actively pursuing a goal (e.g., sustainable behaviour). After reaching the goal or making significant progress, people may experience a coasting phase, which is characterised by a decrease in effort, a reduction in alertness, or a feeling of relaxation (Carver, 2003). People may experience temporary relief from the demands or pressures of pursuing their goals during this phase.

A study by Seo and Patall (2021) has found significant findings suggesting that goal-seekers might be less likely to increase their effort to pursue a goal the day after they experienced certain positive emotions, namely pride, in regard to that same goal. Their study, in the context of college students' academic goal striving, showed that the students reduced their effort after they felt positive about an academic goal (Seo & Patall, 2021). Similar results in regard to coasting were observed in a study by Louro et al. (2007); they discovered that positive emotions negatively predicted the effort that would be put in the following day to achieve weight loss goals, especially when goal attainment was close (Louro et al., 2007). Based on these findings, it seems that people do have a tendency to coast and reduce efforts after feeling positive emotions in regard to certain goals. It is currently unclear whether the same theory holds for goals related to sustainable behaviour.

Thus, the coasting theory states that people who will experience positive emotions (e.g., experienced pride) related to a specific goal (e.g., sustainable behaviour) will decrease their effort, "relax", and shift their focus on another goal (Carver, 2003). To research whether positive affect leads to coasting, a study must assess coasting with respect to the same goal that underlies the affect, according to Carver (2003). Therefore (in accordance with this theory), I propose that due to experienced pride, related to a previous sustainable behaviour, consumers will have a decrease in effort in further sustainable behaviour.

*Hypothesis 3: Experienced pride related to sustainable behaviour will motivate consumers to divert their efforts toward another goal, compared to no pride (a neutral situation).*

When consumers do not continue making an effort to be sustainable or making sustainable choices due to shifting their focus to another goal, I expect that their likelihood of purchasing sustainable clothing will decrease. Here consumers are expected to feel like they did "enough", at least for some time, and



therefore will not put in extra effort in regard to be sustainable in the next (clothing) purchase decision.

*Hypothesis 4: The more consumers divert their efforts toward another goal, the lower their intention to buy sustainable clothing.*

## 2.8 Pro-environmental self-identity

Whether the motivation for further achievements (as described in the Broaden-and-build theory) or the motivation to coast (as described in the control process theory of affect) will follow from experienced pride about sustainable behaviour might be (partially) dependent on pro-environmental self-identity.

Self-identity is commonly defined as the term used to characterise oneself (Cook et al., 2002). It is impacted by social interaction, which takes the form of expectations and demands from others as well as personal motivations for self-improvement, self-esteem, and self-understanding (Ellemers et al., 2002; Stryker & Burke, 2000). Consistent with theories of self-perception, people behave in ways that meet both their own and other people's expectations of them (Bem, 1967). According to Christensen et al. (2004), self-identity helps to both set one apart from other people and adhere to the norms, values, and behaviours of the social groups to which a person belongs. Several studies have established a link between identification and (consumption) behaviour (Biddle et al., 1987; Chakravarti et al., 1997; Stets & Biga, 2003), acknowledging that consumers' wish to create or improve their self-identity, regardless of their financial situation, depends on their purchasing (Dermody et al., 2015; Kaur et al., 2022b). For example, consumption patterns and the acceptance of new products are associated with identity (Cook et al., 2002; Grewal et al., 2000; Sharma et al., 2020).

Research has shown that self-identity is a significant indicator of intentions and behaviour, including pro-environmental actions (Fekadu and Kraft, 2001; Sparks and Shepherd, 1992; Terry et al., 1999). Self-identity in relation to pro-environmental actions is called pro-environmental self-identity. A person's tendency to perceive themselves as pro-environmentalists in both thought and behaviour is known as having a pro-environmental self-identity (Kuswati et al., 2021). More specifically, pro-environmental identity in the current research refers to the degree to which a person believes that environmentalism is a significant aspect of who they are (Stets & Biga, 2003). Self-identity is a behavioural motivator and a key predictor of a variety of behaviours, including reducing waste, regularly conserving water and energy within the house, and eating and shopping sustainably (for which it is the strongest predictor) (Reed et al., 2012; Whitmarsh & O'Neill, 2010). For example, recycling behaviour intentions can be influenced by one's self-identity as recycler (Mannetti et al., 2004) and a tendency of a person to buy organic foods can be predicted by their self-identification as "green" consumers (Sparks & Shepherd, 1992). Likewise, intentions to preserve energy can be explained by an energy-saving identity (Van Der Werff et al., 2013).

As the perceived gap between a consumer's actual and ideal selves grows, so does the consumer's motivation to work hard to achieve the ideal (Higgins, 1987). As a certain identity becomes an essential component of a person's ideal self, aiming to that identity can become a primary motivator of behaviour (Higgins, 1987). People experience happiness when there is little or no difference between identity-related perceptions and the identity standard (Burke, 1991). When there is a significant or growing difference, people become upset or frustrated. Thus, having a pro-environmental self-identity motivates people to act in accordance with their identity, and research has shown it to be a significant indicator of behavior.

Therefore, I propose that the more a person has a pro-environmental self-identity, the more that person, after experiencing pride due to sustainable behaviour, is inclined to be consistent in their pro-environmental behaviour and therefore will be motivated to pursue more achievements/goals in the sustainable domain.

*Hypothesis 5: The more pro-environmental self-identity, the higher the effect of experienced pride (related to sustainable behaviour) on people's motivation to seek more achievements.*

People who do not consider themselves pro-environmental, and therefore do not indicate having a pro-environmental self-identity, do not experience the motivation to align their actions with a pro-environmental identity. Therefore, after experiencing pride due to a sustainable action, people with a low or no pro-environmental self-identity are expected to be more motivated to coast toward their goal (as described in the Control process theory of affect), than to feel motivated to pursue more sustainable goals.

*Hypothesis 6: The less pro-environmental self-identity, the higher the effect of experienced pride (related to sustainable behaviour) on people's motivation to divert their efforts toward another goal.*

## 2.9 Anticipated emotions

Regarding anticipated pride, the following theory will explain the underlying processes of anticipating emotions and how these differ from experienced pride. Literature on affective forecasting (people's predictions about their future emotions) suggest that people anticipate emotions to be stronger and longer than they actually will be at the moment of experiencing the emotion (Wilson & Gilbert, 2003). This phenomenon is called impact bias; a person's tendency to overestimate emotional reactions to events and experiences (Grimes et al., 2015). Because people tend to believe that their emotions will be stronger and more enduring than they actually will be when the event in question occurs, they may be more motivated to seek or avoid anticipated emotional outcomes than to respond to an actual felt emotion (Wilson & Gilbert, 2003). In other words, consumers might be more willing to pursue an anticipated positive emotional outcome than they are willing to increase a positive felt emotion

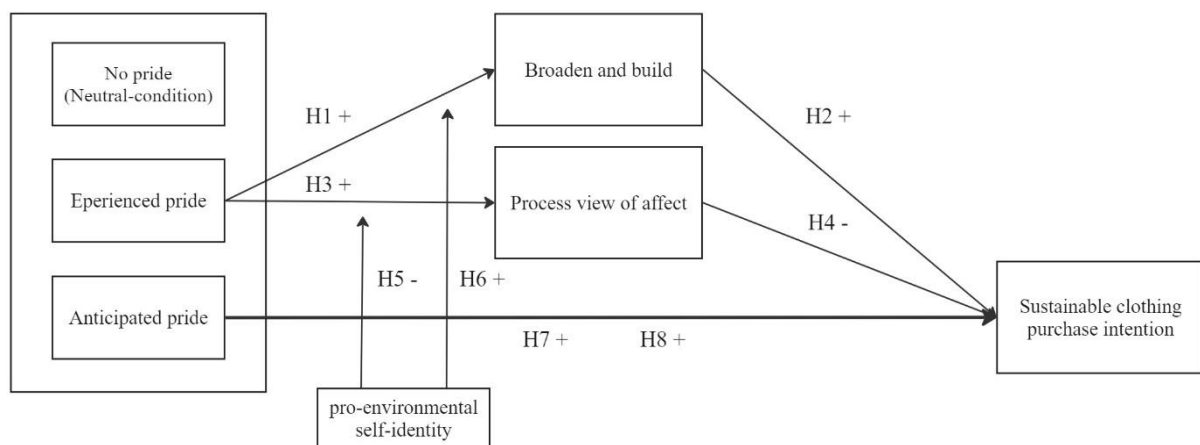
because, as suggested by impact bias, people expect the anticipated emotional outcome to be more intense than it turns out to be.

Because people take more information into account when anticipating emotions (evaluate the long-term effects of their actions) and anticipate feeling stronger emotions than they actually will experience, this should result in more considered decisions (Loewenstein & Lerner, 2001). Anticipated pride about a decision should, in this sense, motivate people to act in a way that will lead to positive, proud emotions. This theory is supported by multiple research papers that studied the relationship between pride and pro-environmental behaviour and pro-environmental intentions. (Antonetti & Maklan, 2014; Onwezen et al., 2013; Liang et al., 2019; Wang & Wu, 2016; Rowe et al., 2019). In existing literature, anticipated pride has a direct effect on sustainable behaviour (Onwezen, 2013; 2014; Rowe et al., 2019). Anticipated pride does not require a mediator to explain its effects. Therefore, in the current study, anticipated pride is expected to have a direct positive effect on sustainable clothing purchase intention.

*Hypothesis 7: Anticipated pride has a positive effect on sustainable clothing purchase intention, compared to no pride (a neutral situation).*

As stated, people tend to overestimate the long-term effects of their actions and anticipate experiencing greater and more lasting emotions than they actually do, which should lead to more thoughtful decisions when anticipating an emotion due to that decision. Therefore, I expected that anticipated pride would not just bring about a higher sustainable clothing purchase intention (in contrast to no pride), but also have a larger effect on sustainable clothing purchase intention than experienced pride.

*Hypothesis 8: Anticipated pride has a larger effect on sustainable clothing purchase intention than experienced pride.*



*Figure 1. Conceptual Model. The thicker line indicates a proposed bigger effect of anticipated pride on sustainable clothing purchase intention than experienced pride.*

### 3. Method

The study employs quantitative experimental research methods to examine the impact of both experienced and anticipated pride on sustainable clothing purchase intention. As previously mentioned, experienced emotions (e.g., experienced pride) come from the physiological and neurological reactions triggered by an event or decision at that precise moment, whereas anticipated emotions (e.g., anticipated pride) are anticipated as a result of future behavioural actions or decisions (Baumeister et al., 2007; Schlösser et al., 2013). In this study, this behaviour is a sustainable clothing purchase.

*Participants and design.* 101 adults from the Netherlands (51 males and 50 females,  $M_{age} = 34.55$ ,  $SD = 14.07$ ) participated in this study with a between-subject experimental design. 161 responses were recorded, and after data purification, 101 responses were used in the analyses. 51 participants were recruited through the personal network of the researcher (before purification: 87) and were sent an online self-completion survey by email and messaging applications. Additionally, a paid service by SurveySwap (SurveySwap, n.d.) (an online platform for obtaining survey respondents) was used to obtain 50 responses for analysis (before purification: 74). These participants were recruited online by SurveySwap based on age ( $>18$ ) and nationality (Dutch). Obtaining the responses was done in the last two weeks of July 2024. The participants participated voluntarily in the online survey. It was asked of all participants whether they had ever bought a sustainable product. Those who replied in the affirmative were allowed to continue with the survey, whereas those who had never bought a sustainable product would be directed to the end of the survey ( $N = 15$ ). Participants were randomly assigned to either the experienced (pride) condition ( $N = 34$ ), the anticipated (pride) condition ( $N = 37$ ) or the neutral condition ( $N = 30$ ).

*Tabel 1. Count, percentages, gender percentages, age mean and age standard deviation of total sample and conditions.*

	Experienced condition	Anticipated condition	Neutral condition	Total
<i>N (%)</i>	34 (33.7%)	37 (36.6%)	30 (29.7)	101 (100%)
<i>Age; M (SD)</i>	33.10 (11.13)	35.78 (12.83)	34.50 (17.54)	34.55 (14.07)
<i>Gender; %</i>	44.1% female, 55.9% male	51.4% female, 48.6% male	53.3% female, 46.7% male	50% female, 51% male

*Procedure and variables.* A autobiographical recall procedure was used to elicit emotions in the experienced condition and the neutral condition (i.e., self-reported experienced pride or no strong emotions). Participants in this manipulation procedure are often prompted to recall a personal experience when they felt a specific emotion and then asked to remember and explain this experience (Rowe et al., 2019; Levine et al., 2012; Salerno et al., 2015; Wang et al., 2018; Huang et al., 2014; Wilcox et al., 2011). In this study, participants of the experienced condition were requested to do the following:

*(The reported survey questions in this document are translated from Dutch, as the survey was made for adults from the Netherlands.)*

*"In this survey, one of the things we are interested in are the feelings people experience when buying sustainable products. Therefore, we ask you to think back to a moment when you bought a sustainable product and it made you feel proud. In the next question, we ask you to describe this moment. Think back to the moment you bought a sustainable product. Put yourself in the situation as if you were experiencing it right now. Take your time. Try to remember the details of the situation. For example, think about where you were, with whom, why you bought this product, and the proud feelings you felt when you made the purchase. Briefly describe the situation in which you were proud of yourself for buying a sustainable product."*

In the neutral condition, the participants were asked to describe a normal weekday (unrelated to a sustainable purchase):

*"In this study, we are interested in positive feelings people experience during a normal weekday. Therefore, we first ask you to provide a description of any significant events on a normal weekday. Take a moment to look back on a normal weekday. Try to remember the details of the day. Think about what happened, what you did, who was there, how the day went, and how it ended. Describe that day in a few sentences so that someone who was not there can picture what the day was like. Describe a normal weekday in your life."*

Participants in an anticipated emotion manipulation process are typically prompted to anticipate a personal experience in which they will feel a particular emotion (e.g., anticipated pride) and then asked about it (Schneider et al., 2017; Patrick et al., 2009). In the anticipated condition of this study, the participants were asked to think of a situation in which they anticipate feeling proud after having made a sustainable purchase. These participants were requested to do the following:

*"In this study, we are interested in the feelings people experience when buying sustainable products. This question is about anticipated or expected feelings. Therefore, we ask you to imagine that you will buy a sustainable product and feel proud as a result. Take your time with it. Try to imagine the situation in detail; for example, think about the place, what product (for example, a piece of furniture made of reclaimed wood, a T-shirt made of organic cotton or a bag made of recycled plastic) you will buy, and the proud feelings you will feel. Imagine and briefly describe a moment when you will be proud of yourself for buying a sustainable product."*

After the recalling (experienced condition & neutral condition) or imagining/anticipating (anticipated condition) process and asking the participants to describe this event, the participants responded to an emotion manipulation check. In the emotion manipulation check, the respondents indicated how strongly they felt (experienced condition & neutral condition) or anticipated to feel (anticipated

condition) the following emotions; guilty, pride, embarrassed, fearful, surprised, and grateful, due to the described event in the emotion manipulation question (ranging from not at all (0) to very strongly (7)). The five other emotions (not pride) served as fillers to divert attention away from the pride emotions of interest, especially in the neutral condition.

After the emotion manipulation check, the participants were requested to choose between two different pieces of clothing in a hypothetical choice scenario. This question was formulated to measure sustainable clothing purchase intention. One choice was a sustainable T-shirt made of 100% organic cotton, manufactured in Europe, and made under fair working conditions. Information about the price was given, indicating that the T-shirt cost thirty-five euros. The other choice was a standard T-shirt made from cotton (35%) and polyester (65%) (a non-biodegradable fabric), with information indicating the manufacturing location is outside of Europe and that this T-shirt was made under unknown working conditions. This option included a twenty-euro price tag. The hypothetical choice scenario included a different price for both scenarios to ensure that not all participants would choose the sustainable option, as in that case no compromise would be made.

After the choice scenario, an extra question related to the sustainable clothing purchase intention was formulated to measure to what degree the participants intended to purchase sustainable clothing. This question reads:

*In the previous question, you made the choice between two t-shirts; please think back on that choice. The two options are shown again below. How likely are you to choose option 2 when you shop for a new piece of clothing? (Choose the most appropriate answer below) (The answers range from; not likely at all (1) to very likely (7)).*

In the next part of the survey, all participants completed measures related to the proposed mediating effect of the Broaden-and-build theory and the Control process theory of affect. Due to a lack of existing measures for the mediators, Likert scale questions (not at all (1) to very much (7)) were formulated with the use of literature. These survey questions and their factor loadings can be found in Table 2. Factor analysis on the mediator items showed a clear two-factor solution. Factor 1 (Eigenvalue = 3.19) explained 39.91% of the variance, and factor 2 (Eigenvalue = 2.57) explained 32.08% of the variance. The Broaden-and-build factor ( $\alpha = .90$ ) and the Control process view of affect factor ( $\alpha = .82$ ) formed both reliable scales. The items belonging to the factor were averaged into one measure.

Table 2. Survey questions mediator constructs and factor loadings (:Principal Component Analysis), followed by Oblimin with Kaiser Normalisation as rotation method. Eigenvalues > 0.4).

Items		Factor loadings	
	<i>Please indicate the extent to which you agree with the following statements:</i>	Component 1	Component 2
	<b>Broaden-and-build theory construct (mediator)</b>		
1	<i>I am motivated to make more sustainable choices in my life.</i>	0.92	
2	<i>I want to achieve more goals related to sustainability.</i>	0.90	
3	<i>I want to learn more about behaving sustainably.</i>	0.82	
4	<i>I want to become even more sustainable.</i>	0.84	
	<b>Control process theory of affect construct (mediator)</b>		
5	<i>Now that I have achieved(want to achieve) a sustainable goal, I want to set a new goal that is not related to sustainability.</i>		0.83
6	<i>Now that I have achieved (want to achieve) a sustainability goal, I tend to focus on other interests.</i>		0.83
7	<i>I reduce my sustainability effort after achieving a sustainability goal.</i>		0.71
8	<i>After a sustainable action, I turn my attention to something other than sustainability.</i>		0.75

The participants of all conditions were then asked questions related to pro-environmental self-identity, to indicate to what degree they identify with being pro-environmental, and to be able to measure the influence of this moderator (pro-environmental self-identity) on the impact of the independent variable (pride condition) on the mediators (Broaden-and-build motivation and Control process view of affect motivation). Pro-environmental self-identity was assessed with three items taken from Van Der Werff et al. (2021) that were rated on a scale (with answers ranging from; not at all (1) to very much (7)). These items substantially resemble the measurement of self-identity employed in previous studies (Biddle et al., 1987; Callero et al., 1987; Charng et al., 1988; Sparks & Shepherd, 1992). These survey questions and their factor loadings can be found in Table 3. Factor analysis on the moderator items showed a clear one-factor solution. The factors (Eigenvalue = 2.50) explained 83.36% of the variance and formed a reliable scale ( $\alpha = .89$ ). The items belonging to the factor were averaged into one measure.

Tabel 3. Survey questions moderator construct and factor loadings (:Principal Component Analysis, Eigenvalues > 0.4)

Item		Factor loadings
	<i>Please indicate the extent to which you agree with the following statements:</i>	
	<b>Pro-environmental self-identity construct (moderator)</b>	
9	<i>I am the type of person who acts environmentally-friendly.</i>	0.93
10	<i>Acting environmentally-friendly is an important part of who I am.</i>	0.88
11	<i>I see myself as a pro-environmental person.</i>	0.93

The final part of the survey measured age (What is your age? I am .. years old) and gender (What is your gender?; male, female, non-binary / third gender, rather not say it). Upon finishing the survey, the respondents were thanked and debriefed.

Quantitative data analysis, using SPSS (version 28), was used to examine the direct and (moderated) mediating effects of experienced and anticipated pride on sustainable clothing purchase intention. The significance of each hypothesis was tested using appropriate statistical tests (see Table 4) that are described under *results*.

Table 4. Hypotheses and statistical test

Hypothesis	Input variable	Output variable	Statistical test
H1	Pride conditions	Broaden-and-build mediator	One-way ANOVA
H2	Broaden-and-build mediator	Sustainable clothing purchase intention	Linear regression
H3	Pride conditions	Control process view of affect mediator	One-way ANOVA
H4	Control process view of affect mediator	Sustainable clothing purchase intention	Linear regression
H5	Pro-environmental self-identity	Experienced condition → Control process view of affect mediator	PROCESS, model 1 & 7
H6	Pro-environmental self-identity	Experienced condition → Broaden-and-build mediator	PROCESS, model 1 & 7
H7	Pride conditions	Sustainable clothing purchase intention	One-way ANOVA
H8	Pride conditions	Sustainable clothing purchase intention	One-way ANOVA

## 4. Results

### 4.1 Emotion manipulation check

One-way ANOVA was used to compare pride in three different conditions: the neutral condition, the experienced condition, and the anticipated condition. The findings revealed a significant difference in self-reported pride scores between the conditions ( $F(2,98) = 3.91, p = .02$ ). Participants in the anticipated condition ( $M = 5.08, SD = 1.36$ ) reported marginally significantly more pride than participants in the neutral condition ( $M = 4.23, SD = 1.22$ ) ( $p = .07$ ), and significantly more than those in the experienced condition ( $M = 4.23, SD = 1.22$ ) ( $p = .04$ ). There was no difference between the experienced condition and the neutral condition ( $p = 0.99$ ). This shows that only the participants in the anticipated condition reported significantly higher levels of pride.



Table 5. Pride difference between conditions. Means with the same superscript are not significantly different.

	Experienced pride	Anticipated pride	Neutral condition
<i>N</i>	34	37	30
<i>M (SD)</i>	4.18 <sub>a</sub> (1.88)	5.08 <sub>b</sub> (1.36)	4.23 <sub>a</sub> (1.22)

Paired-sample *t*-tests showed that experienced condition participants reported significantly more self-reported pride ( $M = 4.18$ ,  $SD = 1.88$ ) than most other emotions (all  $t$ 's  $> 4.94$ ,  $p$ 's  $< .01$ ), except for gratefulness ( $M = 4.24$ ,  $SD = 2.05$ ,  $t(33) = -0.22$ ,  $p = .83$ ). Anticipated condition participants reported (marginally) significantly higher pride ( $M = 5.08$ ,  $SD = 1.36$ , all  $t$ 's  $> 1.82$ ,  $p$ 's  $< 0.08$ ) compared to other emotions, indicating successful manipulation. Neutral condition participants reported significantly lower pride ( $M = 4.23$ ,  $SD = 1.22$ ) than gratefulness ( $M = 5.03$ ,  $SD = 1.38$ ,  $t(29) = -3.79$ ,  $p < .01$ ), but higher pride levels than other emotions (all  $t$ 's  $> 2.30$ , all  $p$ 's  $< .01$ ), showing both pride and gratefulness were prominent (see also Table 6). Due to the high levels of self-reported gratefulness, and its potential impact on the research outcomes, additional analyses were conducted using only self-reported pride as the independent variable (as opposed to the pride conditions).

Table 6. Mean and standard deviation of the reported emotions per condition and the comparison of self-reported pride to the other emotions within the condition (test statistic(df) and *p*-value).

	Experienced condition			Anticipated condition			Neutral condition		
		Comparison self-reported pride			Comparison self-reported pride			Comparison self-reported pride	
Emotion	<i>M(SD)</i>	<i>T(33)</i>	<i>P</i>	<i>M(SD)</i>	<i>T(33)</i>	<i>P</i>	<i>M(SD)</i>	<i>T(33)</i>	<i>P</i>
Self-reported pride	4.18 (1.88)	x	x	5.08 (1.36)	x	x	4.23 (1.22)	x	x
Guilty	1.74 (1.52)	4.94	$< .01$	1.49 (1.15)	13.47	$< .01$	1.80 (1.56)	7.13	$< .01$
Embarrassed	1.41 (0.89)	7.27	$< .01$	1.43 (0.77)	14.67	$< .01$	1.50 (0.73)	10.99	$< .01$
Fearful	1.32 (0.88)	8.5	$< .01$	1.24 (0.64)	16.62	$< .01$	2.00 (1.26)	8.15	$< .01$
Surprised	2.56 (0.83)	5.26	$< .01$	2.84 (1.68)	6.95	$< .01$	2.50 (1.33)	6.30	$< .01$
Gratefulness	4.24 (2.05)	-0.22	.83	4.59 (1.46)	1.82	.08	5.03 (1.38)	-3.79	$< .01$

## 4.2 Product choice

### 4.2.1 Relationship between conditions and product choice

A chi-square test of independence was used to determine the relation among the three conditions (independent variable) and the product choice variable (option 1: regular t-shirt, option 2: sustainable t-shirt) (dependent nominal variable). The relationship between these variables was not significant ( $\chi^2(2) = 0.23$ ,  $p = .89$ ). A graphic representation of product choice and the percentages per condition can be seen in figure 2.

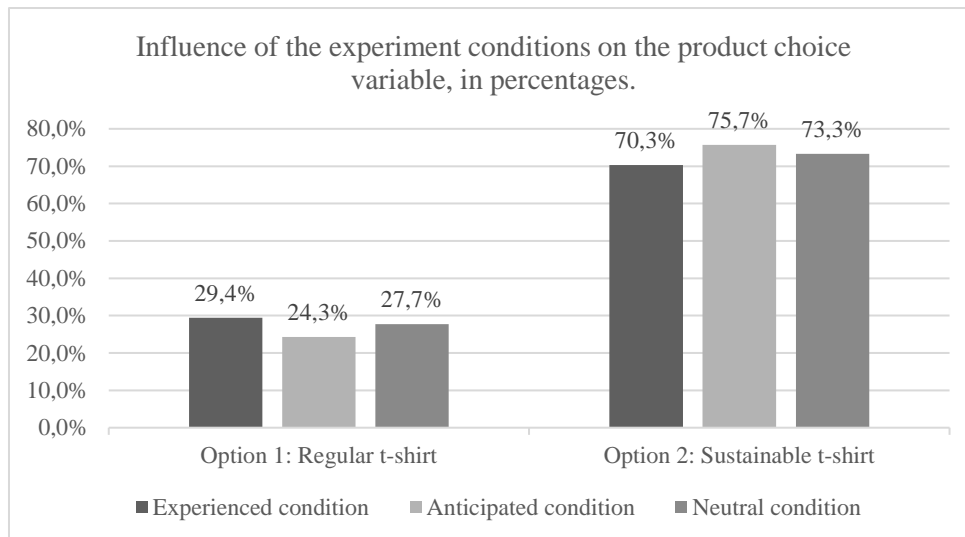


Figure 2. Percentages of the product choice variable per experiment condition.

#### 4.2.2 Relationship between mediators and product choice

A binary logistic regression was conducted to assess the impact of the Broaden-and-build and Control process view of affect mediators on (sustainable) product choice. The model was statistically significant ( $\chi^2(2) = 32.51, p < .01$ ), explaining 40% of the variance (Nagelkerke  $R^2$ ) and correctly classifying 84.77% of cases. The Hosmer-Lemeshow test indicated a good fit ( $\chi^2(8) = 2.28, p = .97$ ). The Broaden-and-build mediator significantly increased the odds of choosing the sustainable product by 212% ( $B = 1.14$ , Wald  $\chi^2(1) = 18.07, p < .01$ ), while the Control Process view of affect mediator decreased the odds by 42% ( $B = -0.54$ , Wald  $\chi^2(1) = 4.27, p = .04$ ).

### 4.3 Pride and sustainable clothing purchase intention

#### 4.3.1 Relationship between pride conditions and sustainable clothing purchase intention

An one-way ANOVA was conducted to examine the potential effect of the conditions (independent variable) on sustainable clothing purchase intention (dependent scale variable). The results indicated no effect ( $F(2, 98) = 0.58, p = .56$ ). Even though the results were nonsignificant, for a more comprehensive understanding of the analysis a Tukey's HSD post hoc test was conducted to examine the differences in sustainable clothing purchase intention between the conditions (see also Table 7). The test indeed showed no significant differences between the conditions on its impact on sustainable clothing purchase intention (all  $p > .55$ ). Thus, participants in the anticipated pride condition did not report significantly higher levels of sustainable clothing purchase intention compared with participants in the neutral condition (contradicting hypothesis 7) and compared with participants in the experienced condition (contradicting hypothesis 8).

Table 7. Dependent variable: sustainable clothing purchase intention. Means with the same superscript are not significantly different according to Tukey's HSD test ( $p > 0.05$ ).

	Experienced condition	Anticipated condition	Neutral condition
<i>M</i> ( <i>SD</i> )	5.24 <sub>a</sub> (1.83)	4.81 <sub>a</sub> (1.75)	4.93 <sub>a</sub> (1.46)

#### 4.3.2 Relationship between self-reported pride and sustainable clothing purchase intention

The one-way ANOVA did not reveal a significant effect; however, since the emotion manipulation was not fully successful, this additional analysis was conducted to gain deeper insight into the potential influence of self-reported pride on sustainable clothing purchase intention. First, linear regression was used to analyse the effect of self-reported anticipated pride (independent variable) on sustainable clothing purchase intention (dependent variable). The analysis showed a significant effect of self-reported anticipated pride ( $M = 5.08$ ,  $SD = 1.36$ ) on sustainable clothing purchase intention ( $M = 4.81$ ,  $SD = 1.75$ ),  $F(1,36) = 5.07$ ,  $p = .03$ . Furthermore, the  $R^2 = .13$  indicated that anticipated pride accounts for 13% of the variance in sustainable clothing purchase intention. Unexpectedly, the coefficients test results ( $B = -0.46$ ,  $t = -2.25$ ,  $p = .03$ ) indicated that for every one unit increase in self-reported anticipated pride, sustainable clothing purchase intention decreases by - 0.46.

The same regression was conducted for the relationship between self-reported experienced pride ( $M = 4.18$ ,  $SD = 1.88$ ) and sustainable clothing purchase intention ( $M = 5.24$ ,  $SD = 1.83$ ) ( $F(1,33) = 0.03$ ,  $p = .86$ ), and for the relationship between pride in the neutral condition ( $M = 4.23$ ,  $SD = 1.22$ ) and sustainable clothing purchase intention ( $M = 4.93$ ,  $SD = 1.46$ ) ( $F(1,29) = 0.78$ ,  $p = .38$ ). These analyses were nonsignificant for both self-reported experienced pride and neutral pride, indicating that neither one of these self-reported emotions have a significant positive effect on sustainable clothing purchase intention.

The high levels of pride reported in the neutral condition suggest that pride may not be solely linked to specific sustainable behaviours. By examining both self-reported forms of pride together, this linear regression analysis can clarify whether self-reported pride (experienced in the moment of decision), in general, influences sustainable clothing purchase intention, regardless of its source. The test results indicate that self-reported pride in the moment of decision (self-reported experienced + self-reported neutral pride) ( $M = 4.20$ ,  $SD = 1.6$ ) does not have a significant result on sustainable clothing purchase intention ( $M = 5.09$ ,  $SD = 1.66$ ),  $F(1,63) = 0.06$ ,  $p = .81$ ).

### 4.4 Pride and the mediators

#### 4.4.1 Relationship between pride conditions and mediators

An one-way ANOVA test was conducted to determine whether there are statistically significant differences in the levels of the mediators (dependent variable) across the various pride conditions (independent variable).

Table 8. One-way ANOVA; means and standard deviations for mediators per condition. Means with the same superscript are not significantly different from each other ( $p > 0.05$ ) according to Tukey's HSD test. (Row Comparison Only)

	Experienced condition	Anticipated condition	Neutral condition
Broaden-and-build mediator: $M$ ( $SD$ )	5.02 <sub>a</sub> (1.43)	4.9 <sub>a</sub> (1.35)	5.13 <sub>a</sub> (1.23)
Control process view of affect mediator: $M$ ( $SD$ )	3.17 <sub>ab</sub> (1.15)	2.59 <sub>a</sub> (1.22)	3.4 <sub>bc</sub> (1.18)

The results for the Broaden-and-build mediator indicated no effect ( $F(2, 98) = 0.24, p = .79$ ) (hypothesis 1) (see also table 8). The results for the Control process view of affect mediator indicated a significant effect ( $F(2, 98) = 4.28, p = .02$ ). The results for the Tukey's HSD post hoc test indicated that participants in the neutral condition reported higher levels of the Control process view of affect mediator than participants in the anticipated condition ( $p = .02$ ) (see also table 8). Participants in the experienced condition did not report significantly higher levels of the Control process view of affect mediator than participants in the neutral condition (hypothesis 3).

#### 4.4.2 Relationships between self-reported pride and mediators

As the experienced and neutral conditions did not significantly differ in the emotion manipulation check, and as the one-way ANOVA test reported above found no significant effect of the conditions on the Broaden-and-build mediator, additional analyses were done with self-reported pride feelings to provide a more comprehensive assessment of the relationship between these variables. A linear regression was conducted to examine the impact of self-reported pride on the two proposed mediators (Broaden-and-build & Control process view of affect).

##### - Self-reported pride – Broaden-and-build mediator

Self-reported experienced pride significantly predicts the Broaden-and-build mediator ( $F(1,33) = 6.30, p = .02$ ) ( $R^2 = .17$ ). Coefficients were assessed, and the results indicated that self-reported experienced pride has a positive effect on the dependent variable ( $B = 0.31, t = 2.51, p = .02$ ). Self-reported anticipated pride does not significantly predict the Broaden-and-build mediator ( $F(1,36) = 1.73, p = .22$ ) ( $R^2 = .05$ ).

##### - Self-reported pride – Control process view of affect mediator

Self-reported experienced pride does not significantly predict the Control process view of mediator ( $F(1,33) = 0.16, p = .69$ ) ( $R^2 = .01$ ). Also, self-reported anticipated pride does not significantly predict the Control process view of affect mediator ( $F(1,36) = 1.28, p = .27$ ) ( $R^2 = .04$ ).

## 4.5 Mediators and sustainable clothing purchase intention

A linear regression with the Broaden-and-build mediator and the Control process view of affect mediator as the independent variables (predictors) and sustainable clothing purchase intention as the dependent variable showed a significant model ( $F(2,98) = 21.19, p < .01, R^2 = .30$ ). The results indicated that the Broaden-and-build mediator had a significant positive impact on the dependent variable ( $B = 0.61, t = 5.72, p < .01$ ) (hypothesis 2). Additionally, the Control process view of affect mediator had a significant negative effect on sustainable clothing purchase intention ( $B = -0.34, t = -2.87, p = .01$ ) (hypothesis 4) (see also table 9).

Table 9. Combined regression analysis for the impact of the mediators on the dependent variable (sustainable clothing purchase intention).

	<i>B</i>	<i>t</i>	<i>P</i> -value
Broaden-and-build mediator	0.61	5.72	< .01
Control process view of affect mediator	-0.34	-2.87	= .01
$R^2$	.30		
$F(2,98)$	21.19		

## 4.6 Moderated mediation analysis

Even though the one-way ANOVA analysis showed no effect of the conditions (independent variable) on sustainable clothing purchase intention, this next analysis was utilised for a thorough view of the hypothesised effects. PROCESS model 7 for SPSS was used to analyse whether pride impacts sustainable clothing purchase intention through the mediators, considering the moderator's influence on this relationship. The moderator, pro-environmental self-identity, is expected to moderate the relationship between the pride conditions and the mediators. Pride conditions were coded with two dummy variables: X1 (experienced pride) and X2 (anticipated pride).

### 4.6.1 Moderated mediation: Broaden-and-build mediator

*Outcome variable: Broaden-and-build mediator.* The model explained approximately 45% of the variance in the Broaden-and-build mediator, and the overall model was statistically significant ( $F(5,95) = 15.49, p < .01$ ). Both pride conditions (experienced and anticipated) and the interaction of the pride conditions and the moderator pro-environmental self-identity did not influence the Broaden-and-build mediator (see also Table 10). Pro-environmental self-identity did have a direct effect on the Broaden-and-build mediator ( $B = 0.63, t = 4.90, p < .01$ ). Indicating that with a 0.63 increase in pro-environmental self-identity, the level of the Broaden-and-build mediator will increase with 1.

Table 10. Regression coefficients. Outcome variable: Broaden-and-build mediator. Bootstrapping was used with 5,000 samples to calculate confidence intervals for indirect effects.

Predictor	Coefficient	SE	<i>t</i>	<i>p</i> -value	LLCI	ULCI
Constant	2.23	0.62	3.61	< .01	1.01	3.46
Experienced condition (X1)	-0.04	0.95	-0.04	.96	-1.92	1.83
Anticipated condition (X2)	-1.06	0.89	-1.19	.24	-2.83	0.71
Pro-environmental self-identity (moderator)	0.63	0.13	4.90	< .01	0.37	0.89
Experienced condition (X1) * Pro-environmental self-identity (moderator)	0.03	0.21	0.14	.89	-0.38	0.44
Anticipated condition (X2) * Pro-environmental self-identity (moderator)	0.19	0.19	1.03	.31	-0.18	0.57

Outcome variable: Sustainable clothing purchase intention. The overall model explained 25% of the variance in sustainable clothing purchase intention ( $R^2 = .25$ ), indicating that the predictors collectively have a significant impact on sustainable clothing purchase intention ( $F(3,97) = 10.97, p < .01$ ). The Broaden-and-build mediator has a significant effect on sustainable clothing purchase intention ( $B = 0.62, t = 5.60, p < .01$ ), which is in line with hypothesis 2. The direct impacts of both the pride conditions (experienced and anticipated) on sustainable clothing purchase intention, controlling for the Broaden-and-build mediator, were not significant (see also Table 11).

Table 11. Outcome variable: sustainable clothing purchase intention.

Predictor	Coefficient	SE	<i>t</i>	<i>p</i> -value	LLCI	ULCI
Constant	1.73	0.63	2.75	< .01	0.49	2.99
Experienced condition	0.37	0.37	0.99	.33	-0.37	1.10
Anticipated condition	0.02	0.36	0.05	.96	-0.71	0.74
Broaden-and-build mediator	0.62	0.11	5.60	< .01	0.40	0.85

Indirect effects (moderated mediation) (hypothesis 6). Even though no significant impacts of the pride conditions on the Broaden-and-build mediator were found, for a comprehensive view of the analysis, the moderated mediation is described. For both the experienced condition and the anticipated condition, the indirect impacts on sustainable clothing purchase intention at different levels of the moderator are not significant as all the 95% bootstrap confidence intervals contain zero (based on 5000 samples). Indicating that at three levels of the moderator, the Broaden-and-build mediator does not mediate the relationship between pride conditions and sustainable clothing purchase intention.

Conclusion. Thus, in the model including the Broaden-and-build mediator, there is no significant direct impact of the pride conditions on sustainable clothing purchase intention. Furthermore, the

Broaden-and-build mediator directly effects sustainable clothing purchase intention. The Broaden-and-build mediator does not mediate the relationship between the conditions (experienced and anticipated) and sustainable clothing purchase intention at any level of the moderator (pro-environmental self-identity). Lastly, pro-environmental self-identity does not moderate the interaction between the pride conditions and the Broaden-and-build mediator.

#### 4.6.2 Moderated Mediation: Control process view of affect mediator

*Outcome variable: Control process view of affect mediator.* The model explained approximately 8.99% of the variance in the Control process view of affect mediator and was not significant ( $F(5,95) = 1.88, p = .11$ ). None of the predictors are significant in predicting the Control process view of affect mediator, indicating that both pride conditions (experienced and anticipated), the moderator (pro-environmental self-identity) and the interaction of the pride conditions and the moderator do not significantly influence the Control process view of affect mediator (see also Table 12).

Table 12. Regression coefficients. Outcome variable: Control process view of affect

Predictor	Coefficient	SE	<i>t</i>	<i>P</i> -value	LLCI	ULCI
Constant	3.16	0.73	4.34	< .01	1.71	4.61
Experienced condition (X1)	-0.61	1.11	-0.55	.58	-2.82	1.60
Anticipated condition (X2)	-0.17	1.05	-0.16	.87	-2.26	1.92
Pro-environmental self-identity (moderator)	0.05	0.15	0.35	.73	-0.25	0.35
Experienced condition (X1) * Pro-environmental self-identity (moderator)	0.09	0.24	0.38	.70	-0.39	0.58
Anticipated condition (X2) * Pro-environmental self-identity (moderator)	-0.14	0.22	-0.64	.52	-0.58	0.30

*Outcome variable: Sustainable clothing purchase intention.* The model explains about 9.60% of the variance in sustainable clothing purchase intention, with a statistically significant *F*-statistic ( $F(3,97) = 3.43, p = .02$ ), indicating that the predictors collectively have a significant impact on sustainable clothing purchase intention. The Control process view of affect mediator has a significant negative effect on sustainable clothing purchase intention ( $B = -0.42, t = -3.01, p < .01$ ), which is in line with hypothesis 4. Both conditions do not significantly directly impact sustainable clothing purchase intention.

Table 13. Outcome variable: sustainable clothing purchase intention. LLCI (Lower Level Confidence Interval) and ULCI (Upper Level Confidence Interval).

Predictor	Coefficient	SE	t	P-value	LLCI	ULCI
Constant	6.36	0.56	11.38	< .01	5.25	7.46
Experienced condition	0.21	0.41	0.5	.62	-0.61	1.02
Anticipated condition	-0.46	0.42	-1.11	.27	-1.29	0.36
Control process view of affect mediator	-0.42	0.14	-3.01	< .01	-0.69	-0.14

*Indirect effects (moderated mediation).* Even though no significant impacts of the pride conditions on the Control process view of affect mediator were found, for a comprehensive view of the analysis, the moderated mediation is described. For the experienced condition, the indirect impacts on sustainable clothing purchase intention at different levels of the moderator are not significant as all the 95% bootstrap confidence intervals contain zero (based on 5000 samples). Indicating that the Control process view of affect mediator does not mediate the relationship between the experienced condition and sustainable clothing purchase intention. For the anticipated condition, the moderated mediation is significant at moderate levels (4.67: (0.04 < 95% CIs < 0.76)) and higher levels (5.89: (0.03 < 95% CIs < 1.03)) of the moderator.

*Conclusion.* In the model, including the Control process view of the effect mediator, there is no significant direct impact of the pride conditions on sustainable clothing purchase intention. The control process view of affect mediator significantly directly effects sustainable clothing purchase intention, and, when pro-environmental self-identity is at moderate to high levels, significantly mediates the relationship between the anticipated condition and sustainable clothing purchase intention. Furthermore, pro-environmental self-identity does not moderate the interaction between the pride conditions and the process view of the affect mediator.

#### 4.7 Moderation sustainable clothing purchase intention

As an extra moderation analysis, PROCESS Model 1 was used to test for potential moderation in the relationship between the mediators and sustainable clothing purchase intention. The test results for both mediators indicated that pro-environmental self-identity does not moderate the relationship between the mediators and sustainable clothing purchase intention (all  $p$ 's > .13). In the analysis, including the Control process view of affect mediator as an independent variable, pro-environmental self-identity did have a significant direct effect on sustainable clothing purchase intention ( $B = 0.72$ ,  $t = 2.42$ ,  $p = .02$ ).

#### 4.8 Influence age & gender

The influence of age and gender on product choice and sustainable clothing purchase intention was analysed. The influence of age ( $M = 34.44$ ,  $SD = 14.07$ ) on product choice was marginally significant



( $\chi^2(1) = 3.77, p = .05, R^2 = .05$ ). The Hosmer-Lemeshow test indicated a good fit ( $\chi^2(8) = 6.33, p = .61$ ). Age increased the odds of choosing the sustainable product by 3.7% ( $B = 1.04, \text{Wald } \chi^2(1) = 3.08, p = .08$ ). The influence of age on sustainable clothing purchase intention ( $M = 5, SD = 1.69$ ) was significant,  $F(1,99) = 9.37, p < .01 (R^2 = .09)$ . Coefficients were assessed, and the results ( $B = 0.04, t = 3.06, p < .01$ ) indicate that for every one unit (year) increase in age, sustainable clothing purchase intention increases by 0.04. There was no effect of gender on product choice ( $\chi^2(1) = 1.13, p = .29$ ) and a marginally significant effect of gender; male ( $M = 4.69, SD = 1.83$ ) and female ( $M = 5.30, SD = 1.49$ ), on sustainable clothing purchase intention ( $F(1) = 3.42, p = .07$ ).

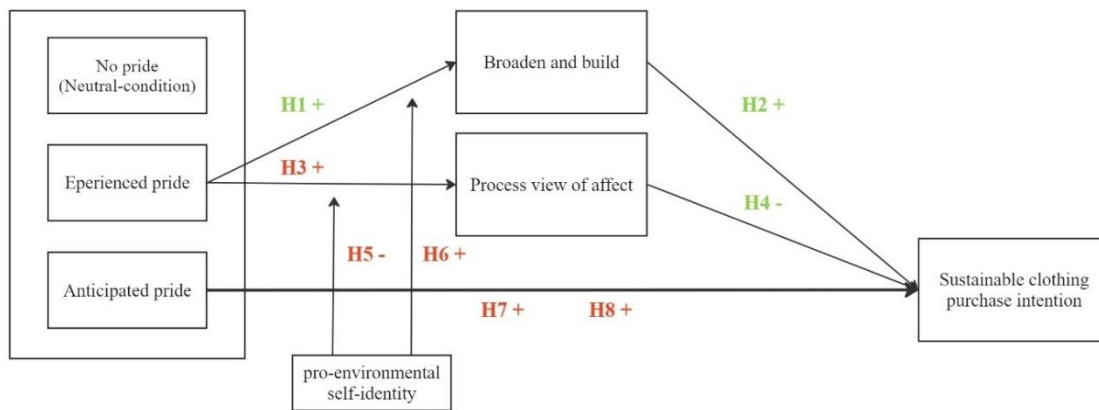


Figure 2. Conceptual model indicating the supported (green) and rejected (red) hypotheses.

## 4.9 Conclusion hypotheses

The study found that participants in the pride conditions did not report significantly different levels of sustainable clothing purchase intentions. However, the results indicated that self-reported anticipated pride significantly affects sustainable clothing purchase intention. Contrary to expectations, this result showed a negative effect on the intention to purchase sustainable clothing. Self-reported experienced pride did not influence sustainable clothing purchase intention, nor did the combined impact of self-reported experienced and self-reported neutral (everyday) pride. Additionally, no significant difference was found between the impact of the pride conditions on the Broaden-and-build mediator, but self-reported experienced pride did significantly influence this mediator. The Broaden-and-build mediator was found to have a significant direct and positive effect on sustainable clothing purchase intentions. Furthermore, participants in the anticipated condition reported lower levels of the Control process view of affect motivation than participants in the neutral condition. Self-reported experienced pride did not affect the Control process view of affect mediator as proposed. The Control process view of affect mediator did have a significant negative effect on sustainable clothing purchase intention. Lastly, even though pro-environmental self-identity did not influence the relationship between the pride conditions and either the Control process view of affect mediator or the Broaden-and-build mediator, it did have a significant direct effect on the Broaden-and-build mediator and sustainable clothing purchase intention.

## 5. General discussion

Contrasting findings from emotion and sustainable behaviour research raise the question of whether the emotion of pride has a positive influence on (further) sustainable behaviour (Hurst & Sintov, 2022). These conflicting findings could be related to discrepancies in the methodology utilized in the studies, notably whether they focused on evoking experienced or anticipated emotions (Hurst & Sintov, 2022). These two emotional states link with different behavioural tendencies. The main goal of the current study is to investigate whether pride (experienced and anticipated) would have a positive influence on people's intention to purchase sustainable clothing, whilst looking at different motivations that could arise from pride and influence people's purchase intention. The study also took into account pro-environmental self-identity to understand the influence it might have on the motivations people experience after pride feelings (due to sustainable behaviour). Therefore, this study will contribute to the understanding of the relationship between pride and sustainable behaviour, in the context of sustainable clothing.

To address the research questions posed in the introduction, the findings indicate that neither experienced nor anticipated pride related to sustainable behaviour directly and positively influence people's intention to purchase sustainable clothing. Also, a consumer's motivation to seek more achievements, as explained by the Broaden-and-build theory does not influence the relationship between experienced pride (related to a sustainable behaviour) and a person's intention to purchase sustainable clothing. Nor does a person's motivation to divert his or her efforts toward another goal, as explained by the Control process theory of affect. Although the motivations do have a direct influence on people's intention to purchase sustainable clothing. Additionally, a person's pro-environmental self-identity does not appear to influence a person's motivation of pursuing or diverting from more sustainable behaviours, after experiencing sustainability-related pride. But, it did show to have a direct influence on people's motivation of pursuing additional sustainable behaviours, and sustainable clothing purchase intention, regardless of pride. The proposed hypotheses and additional interesting findings will be addressed in the next section of this discussion, as well as the implications of these findings.

### 5.1 Theoretical and practical contributions

Since the manipulation of experienced pride was not fully effective, conclusions about its influence rely on self-reported levels of experienced pride, which are not compared with the neutral condition. The manipulation of anticipated pride was successful. This suggests that anticipating pride may have a stronger emotional impact than recalling past experiences of pride, possibly due to a person's tendency to overestimate emotional responses, as explained by the impact bias (Grimes et al., 2015). Therefore, the statements made about the influence of anticipated pride are based on analyses which included the anticipated pride condition.

This study adds to the theoretical knowledge of emotions, specifically pride, in the context of sustainable behaviour. Despite earlier research indicating a link between pride and sustainable behaviour (e.g., Peter and Honea, 2012; Antonetti and Maklan, 2013; Antonetti and Maklan, 2014; Wang and Wu, 2016), this study discovered that neither experienced nor anticipated pride had a significant effect on sustainable clothing purchasing intentions. This calls into question existing ideas that hold pride to be a consistent driver of sustainable actions, encouraging a reconsideration of the emotion's role in advancing sustainable consumption. However, the effectiveness of pride might depend on the type of sustainable behaviour, as pride has shown to influence sustainable behaviour in other research domains (Rowe et al., 2019; Ladhari and Tchetgna, 2017; Bissing-Olson et al., 2016). In the domain of sustainable clothing, pride may not be a strong enough predictor of purchase intentions.

The current findings also contribute to the existing literature by providing new insights into how the Broaden-and-build theory applies to sustainable consumption behaviour. Fredrickson's (1998, 2001) theory states that positive emotions broaden thought and action repertoires, resulting in the development of personal resources and motivating further accomplishments. This study empirically demonstrates that individuals who experience high levels of pride (a positive emotion) as a result of a previous sustainable action are more motivated to pursue additional sustainable achievements. This aligns with and extends the theory, showing its relevance in driving sustainable consumer behaviour.

This study also contributes to the existing literature by exploring the application of the Control process theory of affect (Carver, 2003) in the context of sustainable behaviour, a connection that, to the author's knowledge, has not been previously investigated. This theory states that positive emotions, like pride, could serve as a signal that one's goal in a certain domain has already been met and therefore will not motivate people to pursue more goals in that same domain (Carver, 1990; 2003). Evidence for this proposed effect, in relation to sustainable goals, was not shown in this study. This outcome shows that the theory might not be applicable to pride about sustainable behaviour. Pride derived from sustainable behaviour may be more effective in motivating further achievements than in causing people to divert from additional sustainable efforts.

Both the Broaden-and-build and the Control process theory of affect motivations influence people's intention to purchase sustainable clothing. The more people are motivated to pursue additional sustainable achievements, the more likely they are to intend to purchase sustainable clothing. Additionally, people who are more motivated to divert from their sustainability goals, have less intention to purchase sustainable clothing. These theories, which address motivations to either pursue further achievements or divert from them, are therefore relevant and applicable in the sustainable clothing domain. This demonstrates that these theories can explain and predict behavior in new and important areas such as sustainable consumption, thereby broadening their theoretical scope.

Pro-environmental self-identity posits that when a particular identity becomes integral to a person's ideal self, it can strongly predict and motivate pro-environmental behaviours (Sparks & Shepherd, 1992; Fekadu & Kraft, 2001; Terry et al., 1999; Higgins, 1987). In this study, pro-environmental self-identity showed a direct effect on people's motivation for further achievements within the sustainable domain (Broaden-and-build motivation) and their intention to purchase sustainable clothing. These findings reinforce the notion that people who strongly identify with environmental concerns are motivated to act in ways consistent with their identity, resulting in greater pro-environmental intentions and behaviours (Reed et al., 2012; Whitmarsh & O'Neill, 2010; Higgins, 1987), regardless of their emotional state. This study further indicates that this influence extends to the context of purchasing sustainable clothing. Indicating that both motivations are strong enough to direct sustainable clothing purchase intention.

An additional interesting finding is that self-reported anticipated pride (not compared to the neutral condition) negatively influences sustainable clothing purchase intention, suggesting that the anticipation of pride may actually reduce the intention to purchase sustainable clothing. This finding was unexpected, as anticipated pride has been shown to have a positive influence on sustainable behaviour in previous literature (Antonetti and Maklan, 2013; 2014; Liang et al., 2019; Schneider et al., 2017). The negative outcome might depend on the specific product being considered, as the impact of anticipated pride on sustainable clothing purchase intention has not been researched before. This might indicate that anticipated emotions of pride do not have a positive influence on sustainable clothing purchase intention and may even have a negative effect.

Additionally, this study analysed the effects of self-reported experienced pride and self-reported neutral (everyday) pride in its effect on sustainable clothing purchase intention. This analysis was done to investigate the combined influence of pride felt at the moment of decision, regardless of its source. No influence on sustainable clothing purchase intention was found, indicating that simply feeling pride, irrespective of any sustainable action, does not necessarily increase sustainable consumer behaviour.

The study's findings contribute to the broader area of emotions and consumer psychology by emphasizing the complicated role of pride emotions in decision-making and highlighting the role of motivational drivers (Broaden-and-build theory & Control process theory of affect) in behavioural outcomes, beyond specific emotions. This study also highlights the impact of self-identity on the sustainable clothing domain and, by doing so, offers intriguing insights for the broader field of identity research. The findings contribute to the literature on behavioural research by demonstrating that identity and motivational factors can be crucial in influencing behavior (intentions).

This research offers valuable practical insights for policymakers, companies, and sustainability advocates aiming to promote sustainable clothing purchasing behaviour. The findings suggest that

appealing to sustainability-related pride may not be as effective as previously believed. However, marketing strategies could benefit from focusing on enhancing experienced pride about a previous sustainable behaviour, as this emotion positively influences individuals' motivation to pursue further sustainability-related achievements. This increased motivation can, in turn, positively impact sustainable clothing purchase intentions. Marketers, policymakers and sustainability advocates should also consider focusing more on enhancing consumers' pro-environmental identity. Campaigns focussing on building and reinforcing a strong pro-environmental identity among consumers, could encourage behaviours that align with this identity, which appears to be a more stable motivator than emotions like pride.

## 5.2 Limitations & future research

Four important observations can be made regarding the current study. First, the neutral condition showed relatively high levels of pride, indicating that people might feel high levels of pride in their daily lives. The experienced condition did not have significantly higher level of pride than the neutral condition. Therefore, the impact of the experienced pride condition on the mediators and sustainable clothing purchase intention could not be correctly set off against the neutral condition. For this reason, additional analyses including self-reported experienced pride were conducted. Due to the high levels of pride in the neutral condition, it is uncertain that pride in the experienced condition was manipulated due to a previous sustainable behaviour/purchase. Future studies should consider using different emotion manipulation techniques or improving the existing ones to manipulate significantly higher pride levels related to sustainability, in contrast to neutral (everyday) pride.

The second observation in this study is the high levels of gratefulness within the three conditions. This could mean that the emotion manipulation technique is not only associated with pride, or that pride and gratefulness are closely related and naturally co-occur. The presence of high gratefulness levels might have affected the outcome of the results. Future studies may require refinement of emotion manipulation techniques in order to better isolate the target emotion. This could entail using a more precise emotion manipulation technique or changing the experimental design to control for or measure the influence of gratefulness and its impact on sustainable (clothing purchase) behaviour. Future research should also look at the influence of gratefulness on sustainable behaviour, as gratefulness might be an important motivator or predictor of sustainable (clothing purchase) intentions and behaviour.

A third observation is that the study may not fully capture the long-term effects of pride on sustainable behaviour because it focuses on immediate intentions to buy sustainable clothing. Emotions such as pride may have varied consequences over time, which could be important in understanding long-term pro-environmental behaviour. Future research might account for the long-term effects by utilizing a longitudinal experimental study.

The fourth observation is that clothing consumption is influenced by a variety of external factors, including fashion trends, social norms, and cultural influences (Niinimäki, 2010), which were not taken into consideration in this research. These factors may interact with emotions, such as pride, in ways that the study does not account for. Future research should include these external factors as variables in the study, and examine how these factors interact with emotions such as pride to influence sustainable clothing consumption.

### 5.3 Conclusion

The fashion industry has a huge impact on both the global economy and the environment, yet the gap between sustainability awareness and actual sustainable purchasing decisions remains wide. This research offers new insights into the complex role of emotions, particularly pride, in driving sustainable behaviour within the clothing sector. The findings reveal that pride, often a powerful motivator for sustainable actions, does not always translate into a stronger intent to purchase sustainable clothing. Interestingly, despite the study's limitations, contrasting results were found. A key takeaway is that people's motivations to either pursue additional sustainability goals or shift their focus to other areas significantly impact their intention to purchase sustainable clothing. By understanding and influencing these goal-related motivations, whether pride is involved or not, consumers have the potential to make more sustainable choices. The future of sustainable fashion lies not just in consumer awareness but also in consumers ability to align their sustainability goals with their actions.

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