

The social effects of ethical issues in the media on the egoistic value
Self-Presentation and ethical consumer boycotting behaviour.

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Cite as:

Jalloul Joshua, Mai Li-Wei (2023), The social effects of ethical issues in the media on the egoistic value Self-Presentation and ethical consumer boycotting behaviour..
Proceedings of the European Marketing Academy, 52nd, (114016)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

A concurrent rise in ethical media content and Ethical Consumer Boycotting (ECB) presents a research gap to determine if, and how, media content influences behaviour. Media exposure results in indirect social effects including social norms which influence how we think, behave, and what we value. The study investigates the relationship between Media Exposure and ECB behaviour through sequential factors. Objectives set to determine if Media influences Self-Presentation via Comparative Social Norms (CSN), and whether Self-Presentation is an indirect antecedent of ECB via Moral Personal Norms (MPN). The survey (n=671) found that CSN and MPN are imperative mediators. The findings revealed a positive and significant effect through the sequential pathway model which led to self-reported ethical behavioural outcomes. The relationship between Media Exposure and Self-Presentation is only significant when mediated by CSN and as expected, Self-Presentation must be mediated by MPN to predict ECB.

Subject Areas: *Attitude, Consumer Behaviour, Decision-Making, Intention-Behavior Link, Theory and Philosophy of Marketing*

Track: Social Responsibility & Ethics