

# Reevaluating the effectiveness of fear appeals on purchase intentions for green products: The moderating effects of social value orientation

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## ABSTRACT

This study addresses a crucial research gap by examining how Social Value Orientation (SVO) moderates the impact of various fear appeal messages on consumers' intentions to purchase sustainable products. Unlike most previous research that often treats fear appeals as a single construct, this study deconstructs them into distinct components-physical, social, economic, and self-esteem-to assess their nuanced effects. Additionally, while past studies have primarily relied on images or text, this research innovatively incorporates multisensory experiences to explore changes in consumer behavior. The results show that, compared to the effects of physical fear appeals, social, economic, and self-esteem fear appeals influence purchase intentions differently depending on personality traits. Specifically, egoistic personalities respond more to economic appeals, while altruistic personalities are more influenced by social and self-esteem appeals. These findings validate our hypotheses regarding SVO's moderating effects and offer theoretical insights for future research and practical recommendations for managers and marketers aiming to enhance consumer purchase intentions through effective fear appeal communications.

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## Keywords:

Fear appeal, Sustainable consumption, Social value orientation, Effective communication, Purchase intention.

# 重新評估恐懼訴求對綠色產品購買意願的有效性：社會價值取向的調節作用

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## 摘要

本研究藉由探討社會價值取向 (SVO) 如何調節各種恐懼訴求訊息對消費者購買永續產品意願的影響，填補了一個重要的研究缺口。與大多數將恐懼訴求視為單一構面的先前研究不同，本研究將其分解為四個不同的成分—身體、社會、經濟和自尊—以評估其細微的影響。此外，雖然過去的研究主要依賴圖像或文字，本研究創新性地融合了多感官體驗來探索消費者行為的變化。研究結果顯示，與身體恐懼訴求的效果相比，社會、經濟和自尊類型的恐懼訴求的影響因人格特質而異。具體而言，利己型個體對經濟訴求反應更強，而利他型個體則更易受社會和自尊訴求的影響。這些發現驗證了本研究關於 SVO 調節作用的假設，並為未來的研究提供了理論見解，也為經理人和行銷人員能夠經由有效的恐懼訴求的溝通，為提升消費者的購買意願提供了實務的建議。

## 關鍵字：

恐懼訴求、永續消費、社會價值取向、有效的溝通、購買意願