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PERSPECTIVES

- Developing a Model for Use of Fear Appeals for Countering Vaccine Hesitancy in Intercultural Contexts 7
Apoorva Bharadwaj and Ritu Mehta

Abstract: This paper proposes the concept of culture as a variable in designing social marketing campaigns for Covid-19 vaccination. Fear appeal has been often used for inducing safety behaviours in contexts of smoking, drugs and risky driving. The authors claim that fear appeal can be efficacious for persuading people to take Covid-19 vaccination if it uses 'culture' as a filter. It analyses three cultural dimensions that impact the cognitive and affective processing of fear appeal: uncertainty avoidance, individualism, and high/low-context communication. The research develops a new culture-compatible communication model expandable to any vaccination drive or health campaign pivoted to bring about change.

Keywords: Fear Appeal, Communication, Culture, Social Marketing, Vaccine Hesitancy

RESEARCH

- Inaction is Not an Option: ESG and Family Firms 21
Nupur Pavan Bang and Kavil Ramachandran

Abstract: This article analyses how family firms, which constitute India's dominant ownership category, compare with nonfamily firms in ESG (Environmental, Social, and Governance) goals adoption. To account for heterogeneity within family firms, we investigate the standalone family firms (SFFs) separately from family business group affiliated firms (FBGFs). Results show that nonfamily firms perform better than family firms in overall ESG and E parameters. Within family firms, FBGFs perform better than the SFFs on S parameters. Our analysis urges the policymakers to create awareness, provide a roadmap, nudge the family firms, and promote action toward being ESG-conscious.

Keywords: Family Firms, ESG, Sustainability, Performance, Industry, Policymakers

- Do Attitude and Subjective Norm Mediate the Relationship Between Social Media e-WOM and Green Purchase Intention? An Empirical Investigation Using PLS-SEM 37
Afsa Parveen and Rashmi Chaudhary

Abstract: The existing research examines the impact of social media electronic word-of-mouth (e-WOM) adoption on green purchase intention and investigates the mediation effect of attitude and subjective norm between e-WOM adoption and green purchase intention. The theory of reasoned action and the information adoption model has been combined to study this. Data was collected from 228 respondents and analysed through partial least squares structural equation modelling (PLS-SEM). Results revealed partial mediation of green purchase attitude and subjective norm exists in the relationship between e-WOM adoption and green purchase intentions. The research focuses on green purchase intention therefore, it benefits the environment and marketers of green cosmetics.

Keywords: Information Adoption Model, Partial Least Square-Structural Equation Modelling, Social Media e-WOM, Theory of Reasoned Action