



## ORIGINAL ARTICLE

## The Effect of Benign and Malignant Jealousy on the Desire to Buy Luxury Sports Goods with the Mediating Role of Moral Indifference in Customers of Sports Stores

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## KEY WORDS

Benign jealousy;  
Desire to buy;  
Luxury goods;  
Malignant jealousy;  
Moral indifference

## ABSTRACT

This study aimed to investigate the effect of benign and malignant jealousy on the desire to buy luxury sports goods with the mediator role of moral indifference in customers of Sistan and Baluchestan sports stores. This study was descriptive and correlational. The statistical population included all customers of Sistan and Baluchestan sports stores. A total of 384 individuals were selected as a statistical sample based on the Krejcie Morgan table and in multi-stage clusters. Data collection tools included the Lang & Cressius Malignant Jealousy Questionnaire, Lang & Cressius Benign Jealousy Jealousy Questionnaire, Rabio-Garay Ethical Indifference Questionnaire, and Progin and Bagozi Tendency to Buy Questionnaire. Confirmatory exploratory factor analysis was used to determine the validity of the questionnaires and internal consistency (Cronbach's alpha coefficient) was used to determine the validity. For data analysis, a modeling method with a path analysis approach was used. The findings showed that the ethical indifference variable mediates the relationship between jealousy and the desire to buy luxury goods in customers' sports stores. In addition, the research model has a favorable fit. It is suggested that officials and cultural and sports institutions create a culture of proper use of religious teachings in strengthening religious beliefs and spiritual values to guide and manage the community of athletes and prevent the promotion of a culture of luxury and consumerism with an emphasis on focusing on Achieve lofty sports goals.

## Introduction

Today, the developing sports industry is constantly changing and has become a commercial and international industry and has a major contribution to economic and commercial activities; therefore, it needs to be able to adapt to technological changes and the special demands of different consumer groups (Kirkpatrick *et al.*, 2018). Currently, various sports equipment companies are taking effective measures to present their products and attract the attention of their consumers even beyond the borders, such as referring to the world's top sports stars such as Cristiano

Ronaldo to advertise and brand the product, and this way they try to increase their popularity by providing products that meet the needs of customers (Zhao *et al.*, 2020). On the other hand, in recent years, rapid economic development has awakened people's need for material possessions, which has led to a boom in the consumption of luxury goods. Although a significant increase in the consumption of luxury goods is inseparable from economic development, personal motivation to consume luxury goods also plays an important role. The personal motivation of

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consumers shows the reasons and desire of a person for luxury consumption (Zhang & Zhao, 2019). In this regard, a group of consumers are not worried about the appearance of the products, but because the products are practical for them, they care a lot about them. Consumers with the mindset of practical use of the product are looking for high-quality luxury goods. On the other hand, a group of consumers without need and even knowledge of the product will switch to the product because of envy of the person who owns that product (Kauppinen-Räsänen *et al.*, 2018). The term "luxury brands" has been defined as high-quality, expensive, and unnecessary products and services that are perceived by some consumers as rare, unique, and prestigious, and provide high amounts of symbolic and emotional value (Zhang & Zhao, 2019). The important point is that in economically developed societies, consumers are mainly influenced by their desires to buy products. Especially in the consumption of luxury products, desire and not necessarily need is usually seen as the driving force of consumption (Boujbel, Astous, 2015). The perceived social value has a positive effect on the desire and intention of old customers to buy fashion and luxury goods, and consumers are aware of the value of luxury goods and pay much attention to their social symbolic value (Zhang & Zhao, 2019). In addition, various factors affect the opinions choices, and buying behavior of customers in the special value of a global brand, the love and affection of special and famous people for a specific brand, the quality of different products, the thoughts and awareness of customers regarding specific products, or envy towards shopping affects others (Zhao *et al.*, 2020).

In this regard, and in connection with the desire to buy luxury goods by the customers of sports products, one of the influential variables in this field can be mentioned as jealousy. One of the dangerous diseases that the Qur'an strongly condemns and orders to avoid is the issue of envy and jealousy, which many suffer from and few are found to be free from it (Bahadori, 2016). Jealousy is often considered as something bad

and immoral. Will be being jealous means harming others, especially in situations of scarcity. Therefore, all important religious hadiths mention jealousy as an imminent evil (Seuntjens *et al.*, 2019). Therefore, envy refers to dissatisfaction with one's lack of favorable conditions compared to others. Jealousy can take many forms. The most common problems in buying luxury goods are positive (benign) and negative (malignant) envy. The positive side of envy includes more positive thoughts and expressions of praise and goodwill towards the other person's admirable talent or success; therefore, benign jealousy can lead to a desire to improve oneself to reach standard jealousy. In benign envy, there is no discomfort because the advantage seen in others is not unfair or out of reach. On the other hand, malignant jealousy is associated with negative thoughts about a person or objects. It also creates harmful consequences such as hostility, feelings of envy, social weakening within groups, and lying. The important point is that malignant jealousy leads to negative reactions caused by the social comparison of a person with others. This creates a strong feeling of dissatisfaction and causes a hostile attitude towards the privileged person. Competing with a competitor who has advantages that seem unfair and far-fetched will lead to feelings of frustration and hostility, resulting in a type of "malignant" jealousy (Loureiro *et al.*, 2020). Positive and negative envy makes people choose different methods to overcome the social harms they perceive. The chosen methods are usually different from each other, and the choice of these methods, which is the result of jealousy, is different for positive and negative jealousy. The stronger the jealousy, the more positive the reaction. Benign jealousy does not cause any feelings of sadness, but malignant jealousy leads to negative reactions caused by social comparisons and creates a strong feeling of dissatisfaction and a hostile attitude toward the privileged person (Marticotte & Arcand, 2017); therefore, it is very important to pay attention to the consumer's behavior and his motivation to buy luxury

goods. Meanwhile, the consumer's attitude towards moral issues can be important. Benign jealousy can improve a person's attitude and make them want to be better. Negative or malignant jealousy, which is associated with negative thoughts, has harmful consequences such as hostility, hostility and resentment, social weakening, and lying (Lange & Crusius, 2015). Van de Ven *et al.*, (2011) found that people who were bitterly jealous of others who had a premium good were willing to pay a high price to obtain the same good; So those who had malignant and malignant envy were willing to pay a high price for that premium item (e.g. a mobile phone). Jealousy encourages ill-wishers to improve their situation by making the envied object of comparison better. In this regard, the research findings of Kauppinen-Räsänen *et al.*, (2018) showed that most expert consumers preferred to use luxury goods. In addition, some personality traits such as jealousy play a significant role in choosing the prominence and popularity of the brand. They also reported that culture and social norms influence the choice of luxury brands. On the other hand, the results of the research of Flammini *et al.*, (2019) showed that people in some cases buy a product out of envy in their purchases, which also depends on the quality of the product itself. On the other hand, buying luxury goods is enjoyable and also honorable for many consumers. The consumer's tendency towards luxury goods can have reasons such as the perception of high quality, uniqueness, authenticity, luxury, beauty, etc.; Therefore, although attention to prestige seems to be one of the main and important reasons for the tendency to buy luxury goods, some deeper needs and attitudes motivate consumption. Also, purchasing behavior is influenced by both internal and external stimuli, internal factors are hidden in the minds of consumers, while external factors are influenced by peers, social class, family, etc. (Kaur, 2014).

Due to the contradictory and sometimes different results regarding the different effects of envy on the desire to buy luxury sports goods, possibly other

variables such as moral indifference can play a mediating role in this context; therefore, the consequences of jealousy are closely related to a person's morals and morals. It is here that the type of ethics and behavioral and intellectual characteristics of a person make him react to an issue. A person's moral and unethical choices and decisions are affected by the person's perspective on the subject, processing or understanding of his information about the subject, or a particular thing. In other words, moral indifference plays an important role in explaining people's activities and their performance in different fields. Studies show that moral indifference can play an important role in abnormal behavior and also predicts autonomy in decisions (Tasa & Bell, 2017). Moral indifference is a term of social psychology and refers to the process of convincing and justifying one's immoral actions. This means that compliance with ethical standards is not necessary for a person in some special circumstances. Therefore, moral indifference is done by separating the moral response from inhuman behavior and disabling the self-condemnation mechanism (Fiske, 2018). In general, it can be said that moral indifference is a kind of justification for actions and behavior. Given these implications, it is likely that envy of detractors is a predictor of undermining social norms (Duffy *et al.*, 2012). Orth & Rose (2017) reported that emotional attachments by activating the mechanism of moral separation in people increase the feeling of need for the brand and, as a result, cause the intention to buy brand goods in them. In the same context, De Clercq *et al.*, (2018) found that one of the reasons for people's tendency towards moral indifference in the intention of buying a certain product is that a person feels that another person has gained superiority over him without merit and deservingsness.

In the necessity and importance of conducting this research, it should be acknowledged that understanding how a factor like envy can induce the desire to buy luxury goods to the consumer through moral indifference is of great importance and requires

theoretical knowledge. Because moral indifference is a kind of justification for actions and behavior. When a person does something harmful to others due to personal interests or social pressures, if he is familiar with the resulting harm and considers his interests; This kind of indifference and irresponsibility, which is of great importance in social behavior, is moral indifference, and if the damage caused by it is not minimized, it will have dire consequences. In some cases, not paying attention to the harm of the person's actions and ignoring it makes the person have no reason to censor his behavior (Bandura, 1999). Therefore, paying attention to moral indifference is also of great importance in social behaviors; Therefore, considering that moral indifference can justify the jealousy of people especially the customers of sporting goods, as well as justify the tendency to buy luxury goods or any kind of show off and luxury, it can provide a sense of psychological security for the person that comes from justifying this action. Taking into account the fact that nowadays the tendency to buy luxury goods among the affluent segment of society is widespread among the customers of sports goods, which can have unfortunate consequences for professional athletes because some of them can purchase luxury goods. according to the economic situation of the society, which can have negative effects on their morale and keep them away from achieving the main goal of sports, which is to spread morals and achieve physical and mental health. Therefore, the current research seeks to answer the question, what is the effect of benign and malignant jealousy on the desire to buy luxury sports goods with the mediating role of moral indifference in the customers of sports stores in Sistan and Baluchistan?

## Materials and Methods

The current research was descriptive and correlational. The statistical population included all customers of sports stores in Sistan and Baluchistan in 2019. Sampling was done as a multi-stage cluster and the selection was available, and the sample size was

determined according to the table of Kargesi and Morgan, 384 people.

## Data collection tools and methods

In total, four tools were used to measure the four variables considered in this study, the description of each of which is given below.

**A)** Lange, J., & Crusius's (2015) Malignant Jealousy Questionnaire has five items based on a five-point Likert scale (very low "one", low "two", moderate "three", high "four", very high "five"). External reliability was reported as 0.94 by Loureiro *et al.* (2020). In the present study, internal consistency (Cronbach's alpha method) was calculated for the entire questionnaire at 0.76.

**B)** Lange, J., & Crusius's (2015) benign jealousy questionnaire has five items based on a five-point Likert scale (very low "one", low "two", moderate "three", high "four", very high "five"). External reliability was reported as 0.73 by Loureiro *et al.* (2020). In the present study, internal consistency (Cronbach's alpha method) was calculated for the entire questionnaire as 0.72.

**C)** Rubio-Garay *et al.*, (2017) moral indifference questionnaire, which is a modified version of Bandura's moral indifference questionnaire. It consists of three factors: indifference through depersonalization, indifference through irresponsibility, and indifference through rationalization, and has 32 items based on a five-point Likert scale (completely disagree, disagree more than agree, indifferent, agree more than disagree, completely agreed) that in the Persian translation, three questions were removed due to the contradiction with Iranian culture. The external reliability of Rubio-Garay *et al.*, (2017) Cronbach's alpha of the entire mentioned questionnaire was reported as 0.87. In the present study, the validity of the questionnaire was obtained through confirmatory exploratory factor analysis and the internal consistency (Cronbach's alpha method) was calculated for the entire questionnaire at 0.78.

D) Perugini and Bagozzi's (2001) purchase intention questionnaire has three items based on a five-point Likert scale (very low "one", low "two", medium "three", high "four", very high "five" ) that measures people's willingness to buy. External reliability was reported as 0.79 by Loureiro *et al.*, (2020). In the present study, internal consistency (Cronbach's alpha method) was calculated for the entire questionnaire at 0.74.

In this research, data analysis was done descriptively and inferentially. In the descriptive section, indicators such as averages and percentages were used to examine the demographic characteristics of the subjects. To test the research hypotheses, a modeling method with a path analysis approach was used through SPS version 22 software and Lisrel 8.8 software.

**Results**

Out of a total of 384 subjects, 255 (66.40%) were

women and 129 (33.60%) were men. 154 people (40.10%) had a diploma or lower, 115 people (29.90%) had a bachelor's degree, 100 people (26.10%) had a master's degree, and 15 people (90.3%) had a doctorate. Also, 253 people (65.90%) had shopping experience of less than 10 years, and 131 people (34.10%) had more than 10 years. Before analyzing the research data, the underlying assumptions of the analysis were examined. To check the assumption of normality of the data, Smirnov's Klomogrove test was used. The results of examining the main hypothesis of this research showed that benign envy and malignant envy have a significant effect on the desire to buy sports luxury goods with the mediating role of moral indifference in the customers of sports stores in Sistan and Baluchistan. The Results of Descriptive indicators related to research variables are shown in (Table 1) and the Correlation matrix of research variables is shown in (Table 2).

**Table 1.** Descriptive indicators related to research variables.

Variable	Mean	Standard deviation
Benign jealousy	15.85	4.25
Malignant jealousy	15.23	4.21
Moral indifference	25.35	7.03
Willingness to buy luxury goods	9.57	3.26

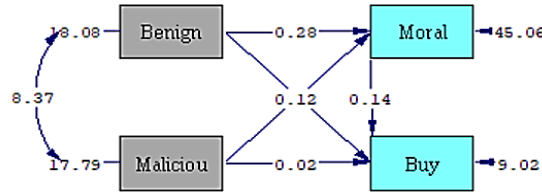
**Table 2.** Correlation matrix of research variables.

Row	Benign jealousy	Malignant jealousy	Moral indifference	Willingness to buy luxury goods
Benign jealousy	1			
Malignant jealousy	0.47**	1		
Moral indifference	0.25**	0.26**	1	
Desire to buy luxury goods	0.24**	0.18**	0.35**	1

\*\* p<0.01, \*p<0.05

Based on the information in Table 2, it can be said that the highest correlation was observed between benign jealousy and malignant jealousy, this correlation was positive and significant (p < 0.01). In

addition, the lowest correlation was observed between the desire to buy luxury goods and malignant envy. This correlation is also positive and significant (p < 0.01) (Figure 1).



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

**Figure 1.** Path coefficients of the hypothesized model of willingness to buy luxury goods through benign envy and malignant envy with the mediating role of moral indifference.

According to the data in Figure 1 and Table 3, the direct effect of benign envy on moral indifference ( $\beta = 0.28$ ) and on the desire to buy luxury goods ( $\beta = 0.12$ ) is positive and significant. Also, the direct effect of malignant envy on moral indifference ( $\beta = 0.30$ ) is positive and significant and on the desire to buy luxury goods ( $\beta = 0.02$ ) is positive and insignificant. In addition, moral indifference has a direct, positive, and significant effect ( $\beta = 0.14$ ) on the desire to buy luxury goods. Also, the indirect effect of benign envy

and malignant envy on the desire to buy luxury goods through moral indifference is positive and significant ( $\beta = 0.04$ ) and ( $\beta = 0.04$ ), respectively. In addition, the total effects of benign envy on the desire to buy luxury goods through moral indifference are positive and significant ( $\beta = 0.16$ ) and the total effects of benign envy on the desire to buy luxury goods through moral indifference are respectively ( $0.70 \beta =$ ) is positive and insignificant (Table 3).

**Table 3.** Path coefficients of exogenous and endogenous variables

Predictor	Criterion	$\beta$	SE	t	p	
Direct effects	Benign jealousy	Moral indifference	0.28	0.09	3.05	< 0.01
		Desire to buy luxury goods	0.12	0.04	2.82	< 0.01
	Malignant jealousy	Moral indifference	0.30	0.09	3.26	< 0.01
		Desire to buy luxury goods	0.02	0.04	0.56	> 0.05
Indirect effects	Moral indifference	Desire to buy luxury goods	0.14	0.02	6.14	< 0.01
	Benign jealousy of buying luxury goods	Through moral indifference	0.04	0.01	2.73	< 0.01
	Narcotic jealousy over buying luxury goods	Through moral indifference	0.04	0.01	2.88	< 0.01
Total effects	Benign jealousy of buying luxury goods	Through moral indifference	0.16	0.04	3.64	< 0.01
	Narcotic jealousy over buying luxury goods	Through moral indifference	0.07	0.04	1.52	> 0.05

**Determining pattern fit**

In the proposed model, the results of the  $\chi^2$  square test to check the fit of the overall model showed that there is complete harmony between the proposed and observed model ( $p > 0.05$  and  $\chi^2 = 0.00$ ). Therefore,

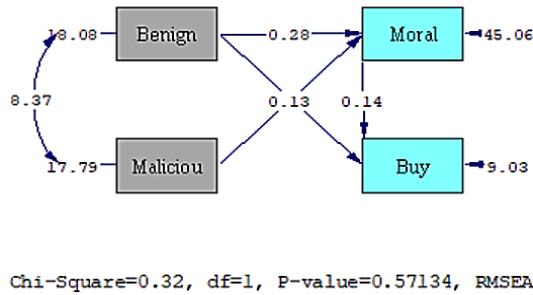
the null hypothesis about the fit of the model with the data is accepted. Based on this, the model is saturated and has a perfect fit (Table 4).

**Table 4.** Indicators of suitability of the research conceptual model.

Row	Title of exam	When is the model graceful?	The rate in the model	Result
1	$\chi^2$	Not meaningful	0.00	Saturated fit
2	RMSEA	If it is smaller than 0.08	0.00	Saturated fit

Despite the full fit and saturation of the model, because some of the statistical indicators of the paths did not reach statistical significance, in the last stage, the model was trimmed and modified based on the modification indicators. The path coefficients of the

modified model are presented in Figure 2. After removing the direct path of malignant envy to the desire to buy luxury goods and editing the model, the indicators of the model showed a good fit of the model with the data (Figure 2).



**Figure 2.** Path coefficients of the modification model of the tendency to buy luxury goods through benign envy and malignant envy with the mediating role of moral indifference

Based on the new fit indices, the  $\chi^2$  square index is equal to 0.32, the goodness of fit index is equal to 1.00, the comparative fit index is equal to 1.00, and the relative fit index is equal to 0.99, the normalized fit index was equal to 1.00, the incremental fit index was equal to 1.00, the root mean square of the approximation error was equal to 0.00, and the unsmoothed goodness-of-fit index was equal to 1.00, all of which indicate the appropriate fit of the model with It is data. Also, the findings of the research showed that 9% of the observed variance in moral indifference is explained by benign envy and malignant envy. Additionally, 15% of the variance observed in the willingness to purchase luxury goods can be explained by the combination of benign envy, malignant envy, and moral indifference.

**Discussion**

The present study was conducted to investigate the effect of benign and malignant jealousy on the desire

to buy sports luxury goods with the mediating role of moral indifference in sports store customers. The results showed that the variable of moral indifference mediates the relationship between envy and the desire to buy luxury goods in sports store customers. The results obtained from this research are in line with the research findings of Loureiro *et al.*, (2020), Flammini *et al.*, (2019), and Zhang and Zhou (2019).

The results showed that jealousy (benign and malignant) has a significant effect on the moral indifference of sports customers. This finding is consistent with the research of Thiel *et al.*, (2020), Zhao *et al.*, (2020), De Clercq *et al.*, (2018), Tassa and Bell (2017), and Lange & Crusius (2015). The consumer's motivation to buy and the individual's attitude towards ethical issues in benign envy improves the individual's behavior and makes them want to display ethical behavior. On the other hand, an unethical attitude that is associated with negative or malignant jealousy and negative thoughts leads to consequences and harm such as hostility,

dissatisfaction, social weakening, and lying (Lange & Crusius, 2015). Therefore, when malignant jealousy is high in a person, there is a high possibility for moral indifference. Because the perception of inequality in life causes an increase in negative emotions, which causes a person to react through malignant jealousy (Thiel *et al.*, 2020). In other words, the view and information that a person has about a subject and his perspective on that subject causes jealousy. Therefore, it should be stated that moral indifference is a kind of justification that is formed for negative actions and behavior in a person and is seen as a result of jealousy (Tasa & Bell, 2017).

In explaining this finding, it should be stated that the consequences of jealousy are closely related to a person's morals and moral. This is where a person's morals and behavioral and intellectual characteristics make him want to react to various issues, whether the jealousy that is created in him is positive or negative. Or is he jealous at all or not? Therefore, some people turn to the category of moral indifference due to delusion and envy; That is, they try to somehow convince themselves. It can be said that a person's ethical and unethical choices and decisions are affected by the person's perspective on the subject, his processing or understanding of the subject, or something specific (De Clercq *et al.*, 2018). Considering these results, envy of ill-wishers may be a strong predictor of undermining one's prosocial behavioral norms. Therefore, the process of social weakening is a deliberate behavior that is designed to gradually weaken the goals. This concept shows one of the possible ways to reduce the perceived superiority of others and to try to reduce the deficit between the perceived state and the desired state, and at the same time relieves the intensity of hostility and feelings of frustration. In this regard, malevolent envy is expected to stimulate the process of moral indifference more than benign envy. Consumers of luxury goods, who have more malevolent envy than benign envy, tend to adopt a social cognitive process and an acceptable moral reinterpretation to overcome

their cognitive barriers (Loureiro *et al.*, 2020). This incident forces them to take advantage of moral indifference to compensate or neutralize the unpleasant conditions of life. On the other hand, people with positive psychological feelings, by cultivating their adaptability and compatibility with life events, reduce the possibility of malignant jealousy and therefore face low moral indifference (Zhao *et al.*, 2020).

Another finding of the current research showed that moral indifference has a significant effect on the desire to buy luxury goods for sports customers. This finding is in line with the research of Kauppinen-Räsänen *et al.*, (2018) and Orth *et al.*, (2019). Kauppinen-Räsänen *et al.*, (2018) reported that consumers' need for uniqueness, self-evaluation, social identity, as well as culture and social norms influence their purchase of luxury brands. In fact, by evaluating the merits of a brand that is available to another person, consumers of products turn to moral indifference through the mechanism of moral separation and self-justification and buy that product (Orth & Rose, 2019).

In explaining this finding, it should be stated that moral standards in a person are related to psychological events and emotional responses such as feelings of pleasure, discomfort, and guilt, and cognitive response (self-control), and by stimulating consumers' sense of need, it causes them to make their own decisions if they feel the desire. Allow or control in reverse. Also, sometimes, people are exposed to desires that in their minds, according to the prevailing social, moral, and behavioral standards, should be prohibited. As a result, feelings of guilt, hopelessness, and frustration may emerge. As a result, their request is considered morally reprehensible and is enough to make them feel guilty. These feelings cause consumers to reflect on the subject of need and its necessity, for example, the desire for expensive objects and financial show-offs, and refrain from it. On the other hand, the consumer's action against impulse buying and sudden, strong, and continuous



insistence plays a significant role in the immediate purchase of goods and causes the individual to violate moral principles (Boujbel & Astous, 2015); therefore, when people have little reason to feel guilt, shame, and regret, they act without feeling remorse and with moral indifference. As a result, moral indifference affects unethical behavior due to its non-deterrent power (Fida *et al.*, 2018). In this regard, people try to selectively and voluntarily separate moral judgments from their performance through the mechanism of psychological isolation, and with the justification that they will feel better in this way, they turn to moral indifference and as a result abuse this feeling they buy goods themselves. The reason for this can be stated that they are looking for pleasure and enjoyment in their shopping by separating from logic and tending to their emotions. Their justification is that moral indifference is not the same as ignoring rational actions and the same as immoral behavior, but it is another category, and therefore they use it as an easy argument to justify their purchase (Haberstroh *et al.*, 2017); Therefore, the important point is that moral indifference through the process of convincing oneself with the justification that moral standards are not necessary for a person in a particular context to justify his unethical actions causes moral indifference by separating morality from his human behavior. Builds and influences one's decisions by disabling the self-condemnation mechanism (Fiske, 2018).

Another finding of the present study showed that the variable of moral indifference mediates the relationship between jealousy and the desire to buy luxury goods. This finding is in line with the research of Loureiro *et al.*, (2020) and Flammini *et al.*, (2019). Fida *et al.*, (2018) reported that the concept of deviant, incorrect, and antisocial behavior in a person's mind changes due to moral indifference and causes these concepts to be separated from the state of negative thoughts in his mind and change their nature into desirable behavior and through this It can reduce a person's sensitivity regarding the consequences of society's negative reaction towards him. In this way,

the moral content associated with negative actions is interrupted and disjointed, and therefore doing this action to achieve one's goal is not considered annoying from the inside. In this regard, it can be stated that the path of envy to the desire to buy by neutralizing moral principles follows the theory of moral discipline proposed by Bandura (1999), which is presented as a theory of social cognition (Loureiro *et al.*, 2020). Moral indifference through hidden or distorting consequences that include shifting responsibility, spreading responsibility, and adjusting consequences may cause envy when a person lacks superior characteristics such as successes, benefits, or assets that others have. Malignant jealousy therefore exacerbates moral indifference and allows people to forget their cognitive barriers and, as a result, engage in harmful interpersonal behaviors (Duffy *et al.*, 2012). The point is that jealous people have lower cognitive control abilities than others. Therefore, it is more likely that they will look at their unethical behavior from a moral point of view and try to define a new moral behavior for themselves by distorting and justifying that behavior. This cognitive event happens because they believe that they did not get what they deserved and therefore they try to give it a legitimate appearance by determining a justified framework of their immoral behavior. Also, to minimize the negative consequences of this, they try to morally justify their behavior and remind them that this work does not harm others (Thiel *et al.*, 2020). Therefore, jealous people easily turn to malignant jealousy by focusing on the shortcomings and inequalities in their lives and making incorrect and immoral social comparisons with others. Because they consider them worthy of being weakened. As a result, this reaction of jealousy caused by the feeling of inequality towards others leads them to moral indifference (Vrabel *et al.*, 2019).

Therefore, this finding of the present research can be explained in this way the feeling of jealousy in the decision-making and purchasing process of customers due to the insinuation of weakening the social position

and the induction of cognitive justifications leads to impulsive and emotional purchases due to moral indifference (Oflazoğlu *et al.*, 2016). When people are involved in negative emotions such as malignant jealousy, their cognitive activities are distorted, which causes moral indifference to be facilitated in them (Fida *et al.*, 2018); Therefore, the social cognitive process, through cognitive restructuring or resetting of malignant jealous behaviors, causes it to appear morally acceptable without changing the behavior or moral standards. The reason for this is that in this case the self-sanction of aggressive behavior is disabled by the mechanisms of moral indifference in the person. Therefore, a behavior may be considered wrong and reprehensible in one situation and considered sufficient or necessary in another situation. Therefore, moral indifference through the deactivation of the moral self-regulation mechanism allows a person to transgress the moral principles that he has adhered to without behavioral self-censorship (Bjarehed *et al.*, 2020). As a result, moral indifference causes the emergence of an unethical attitude by reducing a person's agreement and compatibility with his life and creating an antisocial attitude in him, and as a result, he purchases due to the negative feelings formed in him (Egan *et al.*, 2015). On the other hand, the existence of positive emotions such as benign jealousy in people causes the ability of cognitive self-regulation, which, through increasing the power of tolerance towards various issues, leads their attitude towards moral standards and away from unethical behaviors (Wang *et al.*, 2017).

In a general summary, it should be stated that sometimes a person is jealous to achieve a specific goal or product. Putting the other person down by engaging in negative attitudes is one way to achieve this difference between yourself and the superior person. As a result, this attitude creates a difference between oneself and the superior standard by lowering the other person. When a person evaluates the property of others as fair and worthy, the situation becomes benign envy, and this in turn may lead to

admiration of the person and improvement of his moral behavior. On the other hand, when the person evaluates the anticipation of the advantage of others as unfair, the situation turns into malignant envy, which can lead to moral indifference. Therefore, consumers are driven by malignant envy towards darker emotional and cognitive forces to satisfy the desire to buy fashion items. Therefore, they submit to the process of moral indifference; therefore, luxury goods consumers who envy the style and fashion items used by others tend to buy those specific products that can satisfy their desires (Loureiro *et al.*, 2020). In the end, it is suggested that relevant officials and cultural and sports institutions hold training classes on the topic of culture building in the field of correct use of religious teachings in strengthening religious beliefs and spiritual values such as asceticism and piety, contentment, and temperance, moderation and moderation in guidance and Managing the athletes' community and preventing the promotion of the culture of luxury and consumerism by emphasizing on the achievement of superior sports goals. It is suggested that the families of the athletes strengthen their moral characteristics and traits by providing appropriate moral and behavioral training to their athletes, the consequences and harms of moral indifference, inappropriate role modeling, incorrect imitations, jealousy, and envy. Finally, the results of this research can bring the necessary awareness to the athletes regarding the dangers of luxury consumerism due to the unfavorable economic conditions of society and the danger of them being away from the main mission of sports, which is to promote moral principles.

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#### **Conflict of interests**

There is no conflict of interest between the authors of the article.

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