Anticipated regret and moral norm in consumers' intention to select child labor restaurants: augmenting the theory of planned behavior

Registro anticipado y norma moral en la intención de los consumidores de seleccionar restaurantes de trabajo infantil: aumentar la teoría del comportamiento planificado

Lamento antecipado e norma moral na intenção dos consumidores de selecionar restaurantes de trabalho infantil: aumentando a teoria do comportamento planejado

Written by:
Bilal Tariq (Corresponding Author)[168]
M. Saleem Ali[169]
Yasir Hayat Mughal[170]
Tariq Ali[171]

Abstract

Child labor is very severe social obstacle of the world of under develop nations like Pakistan. Still most of the young children are working in different sectors for the livelihood of their homes. This study explore the anticipated regret and moral norm in consumers' intention to select child labor restaurants with the uses of augmenting the theory of planned behavior. Present study carried out in the five districts of south Punjab, Pakistan. There are three hundred questionnaires is filled from the owners of the restaurants from the selected regions. SPSS is used for the analysis of the data and multiple regression is used for testing the hypothesis. The results showed that theory of planned behavior constructs are significantly influence the intention of the child. Many owners took child as a labor because its cheap. While augmenting version of the planned behavior theory also good predictor of the child labor intentions. Government and NGOs take some actions to eliminate the child labor and sent into the schools.

Keywords: Child labor, anticipated regret, multiple regression, planned behavior theory.

Resumen

El trabajo infantil es un obstáculo social muy severo en el mundo de las naciones subdesarrolladas como Pakistán. Aún así, la mayoría de los niños pequeños están trabajando en diferentes sectores para el sustento de sus hogares. Este estudio explora el arrepentimiento anticipado y la norma moral en la intención de los consumidores de seleccionar restaurantes de trabajo infantil con el fin de aumentar la teoría del comportamiento planificado. Estudio actual realizado en los cinco distritos del sur de Punjab, Pakistán. Hay trescientos cuestionarios llenados por los propietarios de los restaurantes de las regiones seleccionadas. SPSS se utiliza para el análisis de los datos y la regresión múltiple se utiliza para probar la hipótesis. Los resultados mostraron que la teoría de los comportamientos planificados influye significativamente en la intención del niño. Muchos dueños tomaron al niño como mano de obra porque es barato. Si bien la versión aumentada de la teoría de la conducta planificada también es un buen predictor de las intenciones del trabajo infantil. El gobierno y las ONG toman algunas medidas para eliminar el trabajo infantil y las envían a las escuelas.

[168] Department of Management Sciences, COMSATS University Islamabad (CUI), Vehari, Pakistan. Email: bilaltariq@ciitvehari.edu.pk
[169] Department of Management Sciences, COMSATS University Islamabad (CUI), Vehari, Pakistan.
[170] Department of Management Sciences, Qurtuba University of Science & Information Technology Email: hbl_rulz@yahoo.com
[171] Department of Business Administration, Allama Iqbal Open University

Resumo

O trabalho infantil é um obstáculo social muito grave do mundo dos países em desenvolvimento, como o Paquistão. Ainda a maioria das crianças jovens estão trabalhando em diferentes setores para o sustento de suas casas. Este estudo explora o lamento antecipado e a norma moral na intenção dos consumidores de selecionar restaurantes de trabalho infantil com o objetivo de aumentar a teoria do comportamento planejado. Presente estudo realizado nos cinco distritos do sul de Punjad, Paquistão. Existem trezentos questionários preenchidos pelos proprietários dos restaurantes das regiões selecionadas. O SPSS é usado para a análise dos dados e a regressão múltipla é usada para testar a hipótese. Os resultados mostraram que a teoria dos construtos de comportamento planejados influencia significativamente a intenção da criança. Muitos proprietários levaram criança como um trabalho de parto porque é barato. Enquanto aumenta a versão da teoria do comportamento planejado também bom preditor das intenções de trabalho infantil. O governo e as ONGs tomam algumas medidas para eliminar o trabalho infantil e enviá-las para as escolas.

Palavras-chave: Trabalho infantil, lamento antecipado, regressão múltipla, teoria do comportamento planejado

Introduction

Worldwide, about two hundred and forty six million children (age between 5 to 14 years) are involved different work places. Most of them are working on dangerous places mostly in the developing world, which deprivedthem health safety environment on work place and their right about wages.About 16.7 million children work in South Asia, while the working children in Pakistan is about three hundred and four million children, somewhere about 41% of them are stated as unsafe (ILO, 2015). UNICEF divided child labor into three sections. In first part, children lived with their parents but work with their family in the fields, handcraft work and cultivation without pay. Second children stay with family but lived outside their home where children work in farming countryside local work and domestic service. Third type of child are live without family and someone is hired for work, crafts, internship, manufacturing or unskilled work and begging.

Child labor is common to those children who do not have facility to play games with other children. Age under 15 is considered a child worker who work for their family in any place of work, usually, working condition are not friendly where these children are working. Most of the children are forced to work because their families have not enough money for the survival of their siblings (Farmer & Shrimali, 2015). Many families in developing countries have not enough resources to meet their basic needs, so they have to send their child to work for survival and this situation createsa hurdle in social development. To achieve the development goals, child labor should abolish from the developing world. In work places children are paid less while working hour are same as adult.

Working as a child labor on restaurant in the developing world is very sad reality of life in today modern world. Mainly family violence between the family, poor home condition, public tolerance and lack of primary basic education and health nutrient are a big hurdle of child education. Normally, these issues do not seem autonomously, but as a whole its way is diverse. In economic activity, boys and girls participation with their poor family working place.

The developed countries has passed the child labor law to prevent their health and banned their working on very hazardous places but still the problem is very wide overall. Especially in Pakistan, more than 5 millionyoungster are working in many fields like industrial, hotels, kiln, fields and tea stalls (ILO, 2015). Their wages are

very low on these places due to enforcement of labor law. Many factor push the child to work in their early age i.e their parent's illiteracy, very low income of their family, over population, unemployment, very large family size, customary occupation, migrations, lack of primary education and basic needs (Venkateshwarrao, 2004).

According to the United Nation rights, working a child in the industry considered crime. Poverty may put interruption to get basic education and found lack of physical development due to work load because adults are more physically and mentally fit to perform any type of work in any condition but children are not (Boyden et al, 1998) explained that those children who work in their early age (5 to 15) may have negative effects, also destroy physical growth and their mental growth on extremely working conditions and hours.

Young children are easy option access for working in any conditionand also a cheap source of labor in under develop, developing and also in some developed countries. Especially in Pakistan, missing of child labor law implementation most of the child that have no income source of their family are working in different sector. Many young females especially in rural areas are worked with their uneducated mothers in the fields, kiln and some in the small scale farms and only they get 200 rupees to 350 rupees in a day (Govt of Pakistan, 2017).

Dessy and Pallage argued that those families who are well known about the importance of education especially in female education, would never sent their child on working place. Most of the females are worked in field with their mother to run their kitchen and basic needs. But in today modern world, raising awareness of education in all over the world have reduce the child labor (Dessy & Pallage, 2001) 5 to 14 years of child in Pakistan is about forty million according to the federal bureau of statistics. About 3.8 million children of age group of 5-14 years are working in different sector of industries. 50% children are working and active reported while 27 lac children are working in agriculture sector and most of them (73%) are boys.

During working in different sectors, long warmly working hours caused seriously health problems, injuries and mentally disturbance in the future. Specially in the construction work, lifting of heavy blocks, cement, and others materials was very dangerous for their bones. Due to not properly security provided to the labor, risky working places like mines, pesticides and chemicals industry increased the hazards for youngsters (ILO, 2010). In the extreme poverty conditions, income of child work may increase his livelihood but if some health accident occur then they face against poverty. If any severe accident occur then its whole life spent on bed due to not enough money for treatment. In the long run, loss of education of children burden they felt.

On the other hand, working as a child labor may support their family to feed their whole siblings. Poor families did not have enough resource to feed the whole family, so they sent their children on work places nearby. Working with the adults contribute income in overall and their family standard of living increased and positive impact on their health (Steckel, 1995). It can be said that in the short run child labor raises his family livelihood by regretting his basic education.

Problem Statement

It can worth noted here, in southern Punjab of child labor most of the children under 14 years of age are still out of school mostly in rural areas. Some child left school due to teacher's punishment, poor family and some are not sending their child because they want to work in the field. This problem is main cause of low literacy rate.

Theory of Planned Behavior

Ajzen presented his theory in an article "from intention to action". In this theory he explained the human behavior about different situation. Theory has three main component, Attitude, Perceived behavioral control (PBC) and Subjective Norms (SN). This theory explain the best intention to behave in different situation at any time of work (Ajzen, 1985). Behavioral intention explain that how individual attitude changes according to the place. While subjective norms his own favorable act or unfavorable behavior with the work. Last one is PBC that was the individual inner behavior to do a task or not and how important is the work for the children that they willing to work or not.

Many researchers are agree to this theory that he explained the human behavior and intention in the best way with the work condition, environment situation and work load (Sandberg & Conner, 2008; Han & Stoel, 2017). They also argued that moral obligation increased the human intention about 30 percent. Adding two

more component in the theory of planned behavior that is anticipated regret and moral norms. Where including by these two component also raises 7 percent variances in the model explain power.

Purpose of the Study

Purpose of this research is to find out the anticipated regret and moral norms in child labor working on the restaurant by applying the augmenting the theory of planned behavior.

Conceptual Framework

- Theory of Planned Behavior: TPB is mostly used to predict the consumers behavior. This theory is presented by Ajzen in 1985 and this is the new form of theory of reasoned action theory (Ajzen & Fishbein, 1980). Both theories are make to estimate the human intention or behavior according to the working ability in different fields. Theory have three basic components: Attitude, Subjective Norms and Perceived Behavioral Control where intention is the center component in Action reasoned theory. Ajzen distinguished the intention with the behavior with the situation, behavior is changes with the time while intention is how strongly the individual engage in the certain behavior (Ajzen, 1991).

- Original Model: TPB undertake the attitude value towards the behavior, perceived behavioral control and his social pressure that are mainly depend on the intention. Each variable of the theory has its own importance in the model and all construct are required to explain the behavioral intention of the individual (Ajzen, 2005). As mention in the figure 1, where all three construct are directly influence the intention while PBC is also directly affect the behavior. Ajzen claimed human behavior is not essentially but it only depend upon the motivation to do a work and sometime its depends on the control over behavior. Many owners wanted child labor instead of adult labor because its cheap and working ability is too good compare with adults. For such type of situation this theory is used to predict the child labor intention best behavior for the owners of restaurants while giving work to the child.
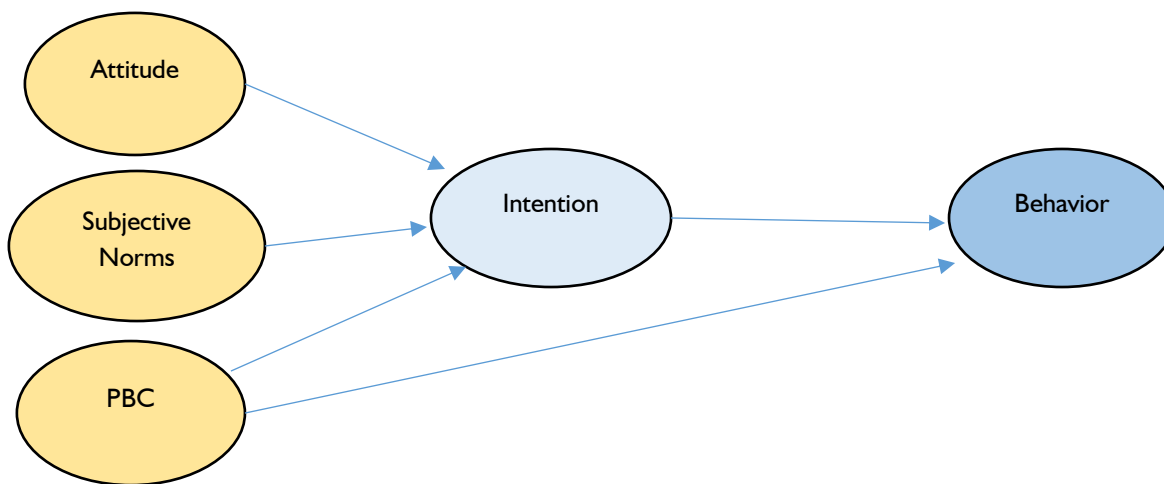

Figure 1 Theory of Planned Behavior (Ajzen, 1991)

Attitude is the first variable of the theory of planned behavior, every child has its own attitude towards perform a certain action on the work place. It may be positive or negative according to the situation. When a person have positive attitude about behaving to others so the results of doing that task is favorable. Whether its negative attitude leads to the unpleasant outcomes of his working places. Working in the factories, kilns, tea stall and fields, children have no better future. Meanwhile there family find a relaxation by using his child income but in the long run it will not enough to meet their needs, e.g. medical checkup, marriages and start a business.

TPB have social norms or subjective norms that can also effect on the human behavior. Social

norms defines the social preference for the owners of the restaurants to add a child labor for work or not. His family, friends those are close, their decision also matter while selecting labor (Ajzen, 1991). If family members wants to work on the hotels, than his basic education is missed. Sometimes owners are motivated by his relatives, friends and colleagues to give poor children work. Armitage and Conner concluded that social norms is not a good predictor in both theories TRA and TPB. It has not enough strength to estimate the behavioral intention (Armitage & Conner, 2001).
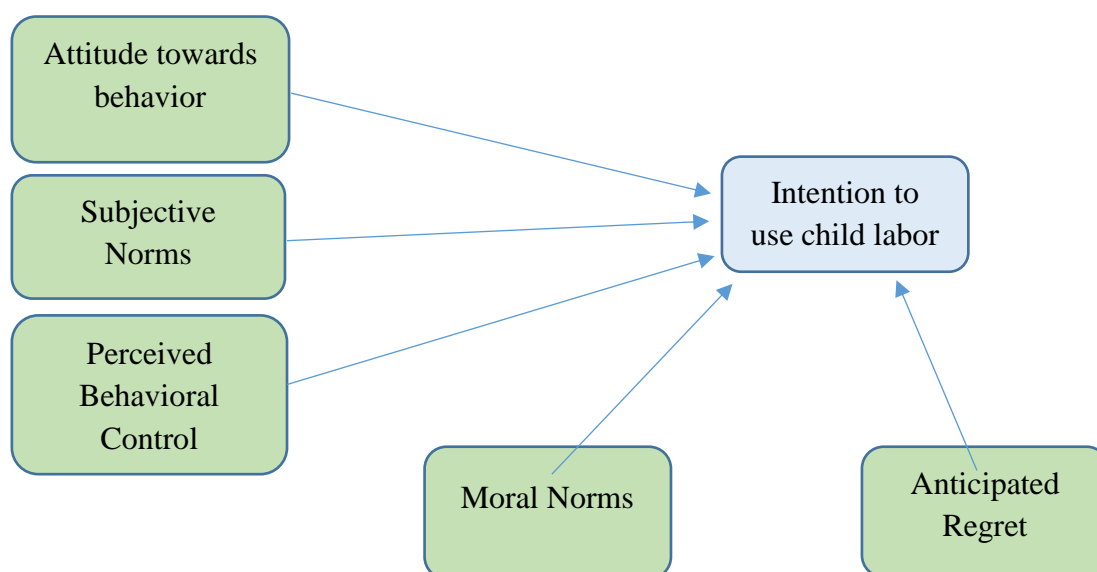
Third component is PBC of the theory of planned behavior. It is the self-efficiency of the individual to do a task or not (Ajzen, 2005). Most of the restaurants owners have no ability to take a decision that influence his assessment. It can also individual ability to control his belief and resources to perform behavior. Ajzen analyzed that sometime individual have not enough knowledge about work, then his intention and behavior also influence by some other factors (moral norms) (Ajzen, 2001). But this construct have ability to measure the intention as well behavior. In others word, if someone have control over the situation to apply his behavior, then there is no need to add the perceived behavior variable in the model. PBC also have direct and indirect link with the behavior, this mean that it can effect directly intention and indirectly behavior on the same time (Ajzen, 2005). PBC is more useful for predicting the behavior and intention while other two construct Attitude and Subjective norms only six percent prediction behavior of the theory.

Intentions is the different actions that are carry out by the individuals, in others words its motivate the person to perform a certain behavior. According to this theory, Intentions is the main interpreter of a person behavior (Shreen, 2002). However, sometimes person have not enough power to control the behavior and then there is inconsistence exist between the behaviors and the intentions (Ajzen, 1991). Ajzen again analyzed the behavior of a person become habit or routine but intentions have enough predictive power. In our daily routine work, our behavior is changed with the situation and the

person have choice to perform or not to perform the behavior. This performance is depends only in our hands. When someone have belief that his behavior is under control than his behavior is perform by the intentions (Ajzen, 2005).

- Augmenting the theory of planned behavior: Theory of planned behavior is commonly used in psychological studies for the prediction of the human behaviors and intentions. Many times including new construct in this theory have significant results provided. Sometimes inclusion of the new variable in TPB would raises its variances (Ajzen, 1991) Previously many authors included component in that theory to analyze the effect on human behavior, is there any changes in that main three components of TPB variances? Sparks and Shephard proposed that planned behavior theory prediction could be improve by adding the new variable like anticipated regret (Sparks & Shephard, 1995). Armitage and Conner concluded that by enhancing the planned behavior theory with new variable anticipated regret may increase the prediction of the theory (Armitage & Conner, 2001). They also claimed that if a person expect repent next to perform a positive behavior, then there is very important role that individual played in that behavior. Moral norms defined as a person's moral commitments to act or not perform the behavior on a certain situation (Ajzen, 1991). Moral norms sometimes positively influence the human behaviors. Han and Stoel defined moral norms as a personal feeling by performing a certain behavior and it is different from the subjective norms because in social norms there is social pressure to act the behavior (Han & Stoel 2017). This factor in theory of planned behavior increased the importance and raised the variance of the model. Many researcher added this predictors to predict the behavioral intention like environmental friendly products (Thogersen, 1999) and buying organic food (Schwartz & Tessler, 1972). One of the study done by Han and Stoel found that including of moral norms in the TPB model increased the variance by 39.7% to 41.3%. After reviewing literature and model of the theory of planned behavior, study main model is given below (Han & Stoel 2017).

This study is done in the southern region of the Punjab, Pakistan. There are five big district is selected for collection of data, and they are Multan, Bahwalpur, Khanewal, Vehari and DG Khan. Simple random sampling is used for selection of the owners sample because it is easy to use. There are three main independent variable questions are theory relevant while others two variable are new one to see the addition in the theory to see the effect. Han and Stoel found that their using instruments is directly linked with the original TPB (Han & Stoel 2017).. Main measurement of this construct is adopted by the (Kim et al, 2013). Three variable attitude, PBC and SN are from the theory while other two are moral norms and anticipated regret (Dean et al, 2008). concluded that moral norms measurement is very useful and reliable for the study where their cronabach's alpha value lies between 0.76 and 0.90. Further they found that moral norms effect positively and negatively with the intention of the human and mostly their predictive power is above the variables of the theory of planned behavior model. Their analysis found that the results of moral norms that have positive correlations have strongly influence the intentions and also suggested that positive moral norms have strongly results rather than negative one.

While measuring validity of the construct, experienced persons views are considered during the questionnaire filling. Pre-tested scales that are measured the all construct are similar with the literature. Where adverse features of moral norm concept are highly correlated with the anticipated regret measure. Principal component analysis were done to see the positive and negative values of the TPB construct and two other variables.

After collection of the questionnaire, all the information is put into the SPSS 25 software that are mostly used in primary study. Very first all the data is arranged in sequence form and factor analysis is used to see the reliability of the data through the cronbach's alpha value. The initial investigation of the data is allowed by exploring the variable descriptive statistics of continuous and categorical construct of the sample. Skewness and kurtosis is used to see the data variation.

- Validity and Reliability of Data: Reliability is used to see the variable consistency in the construct. In simple words it's the scale measurement that must be internally consistent. All the items that are measured the construct must hang together. Mainly, many researchers used cronabch's alpha to measure the reliability of the data. Churchill said that before analyzing data, first method that is tested is cronbach's alpha value because its gives the right measurement of the variable (Churchill, 1979). Nunnally recommended that the value of the Cronbach's alpha should be greater than 0.70, if its value is less than recommended value then the results is not good (Nunnally, 1978). Further he advised to the researchers is that when anyone is doing some important decisions than he should use those scores where values is greater than 0.90. While if some items have low value than it

should remove from the construct. Churchill further discussed the reliability of the construct, it depends on the variation in the results of scales. He wrote in his book about the validity, he said that a good reliability is not enough for validity of that data. Validity is used to measure the same construct of the measure or not. Many type of validity is used but in this research discriminate and convergent validity is tested in SPSS 25. Convergent validity is used that are theatrically linked with each other while discriminate validity confirms that two measure are not related (Campbell & Fiske, 1959).

Factor analysis is a procedure used to define the number of measurement primary concept of concern. This method tells the data that our hand is clearly define the theory or not (Churchill, 1979). This study also applied to the construct of all the theory and other two variable, principal component analysis also done with the use of discriminate and convergent validity of the data.

Multiple regressionwidely is used in social sciences, statistics and psychological studies that main purpose is to see the relationship between the independent variables and dependent variable. This method is also used to examine the extrapolative power of the model (Pallant, 2016). This technique also help out the effect size, their direction of the independent variable on dependent variable whether all are positive or negative (Neuman, 2014). All the variable is simultaneously entered in the software according to the model to find out how much the variance is explained all independent variables. Again hierarchical multiple regression is used to see how each variable changed the model variance by adding variable (Pallant, 2016).

Results

In this study there are three hundred restaurants owners interviewed in the five selected region of the southern Punjab, Pakistan. From the selected area of southern Punjab.Most of child labor aged under 15 years that are work on restaurants. In the selected five district of the Punjab, 70 restaurant owners were from the Vehari, 80 and 60 were from Multan and Khanewal, remaining 30 and 60 were DG Khan and Bahawalpur district.

- Scores Distribution: Score distribution for the construct measurement is clearly specify position of the collected sample about the choosing of child labor for owners. There is broad range for the variable measurement that are seen in mean and standard deviation values that are presented in the Table 1.

Table 1. Scores Distribution and Reliability

Variables	Mean	Std. Deviation	Skewness	Kurtosis	Cronbach's Alpha	MIC
Attitude	3.61	.63	.197	-.222	.762	.795
SN	3.59	.60	.019	.074	.825	.882
PBC	3.60	.59	-.246	.729	.791	.790
AR	3.54	.58	.506	.181	.699	.706
Moral Norm	3.58	.60	-.042	-.456	.803	.855
Intention	3.60	.65	-.263	.510	.913	.893
Total	300					

Note: PBC: Perceived behavioral control; AR: Anticipated Regret, SN: Subjective Norm

Table 1 clearly described the all construct that are taken in this study, there mean values that mostly in 3.6 in range. It represent the average score of the variable. Values of skewness and kurtosis showed the peak and low scores of the variables. Skewness value of anticipated regret is quite high and kurtosis scores of PBC is high as compared with the other variables. Reliability values of all the items is very expressive for this study. Maximum values of intention showed that this variable is more important. While anticipated regret alpha value is quite low .699 closed to 0.7 recommended by the (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014).

- Reliability and validity measurement of data: For measuring the validity and reliability of the construct in this search, scales was applied and every item of the model is measured by the value of cronbach's alpha. Further to see the relationship in the measurement scales were addressed by the factor loading of each construct and correlation matrixes. Pallant recommended the mean inter-item correlation (MIC) for each variable scales that have few items (Pallant, 2016). This result of MIC can be seen in Table 1, all the values are greater than 0.7 recommended by (Nunnally, 1978). All the give values of MIC gives the strong relationship between all the items. Cohen given a guideline to interpret the correlation size of coefficients (Cohen, 1992):

r = .10 small effect
r = .30 medium effect
r = .50 large effect

In this study Pearson correlation is used to see the strong relationship of the variables. The range of the correlation coefficient in between -1 to 1. Where -1 gives the opposite direction and 1 gives same direction of the variable. The results of the Pearson correlation is given the Table 2.

Correlation between the subjective and attitude is 0.347, it shows the medium effect in two variables. While Moral norms is highly correlated with the attitude because its vales near the 0.50 that are strong effect on the dependent variable intention. All the items that are measured in this study are subjected into Principal Component Analysis. The results of this Pearson correlation suggest that most of the values are greater than 0.3 and above. Further KMO Keiser- Meyer-Olkin test is used for further significance of the study and its value is 0.813 that are greater than the recommended value 0.6 (Kaiser, 1974).

Table 2. Correlation Matrix

Correlations

		ATT	SN	PBC	AR	MN	IN
ATT	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	300					
SN	Pearson Correlation	.347**	1				
	Sig. (2-tailed)	.000					
	N	300	300				
PBC	Pearson Correlation	.331**	.250**	1			
	Sig. (2-tailed)	.000	.000				
	N	300	300	300			
AR	Pearson Correlation	.467**	.302**	.334**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	300	300	300	300		
MN	Pearson Correlation	.314**	.183**	.314**	.310**	1	

	Sig. (2-tailed)	.000	.002	.000	.000	
	N	300	300	300	300	300
	Pearson Correlation	.358**	.300**	.405**	.402**	.357**	I
IN	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

KMO: 0.813

Table 2 described the results of Pearson correlation. In Table 2, all the coefficient are significant at five percent level of significance. While in Table 3, factor loading of all the items that are measured in the scale is given (Hair et al, 2014) suggested that values of factor loading that are above .50 is good. In this table bold values represent the loading of each item in this model and all bold values are greater than the recommended value. For extraction of the matrix, PCA is used and Kaiser Normalization is used for the rotation of the matrix.

Table 3. Factor Loadings and Communalities

Items	AT	SN	PBC	AR	MN
AT1	.704	.417	.332	.369	.090
AT2	.820	.233	.423	.417	.070
AT3	.811	.455	.15	.406	.159
AT4	.807	.362	.289	.312	.293
SN1	.223	.620	.470	.227	.359
SN2	.452	.863	.399	.269	.140
SN3	.231	.700	.256	.245	.099
PBC1	.321	.472	.700	.190	.411
PBC2	.453	.460	.756	.361	.292
PBC3	.459	.235	.593	.447	.329
PBC4	.150	.454	.811	.360	.277
AR1	.231	.253	.223	.639	.327
AR2	.400	.125	.410	.880	.293

AR3	.400	.400	.315	.892	.423
MN1	.135	.332	.193	.341	.699
MN2	.193	.468	.330	.432	.756
MN3	.268	.336	.109	.449	.580

Note: AT = Attitude; SN = Subjective Norm; PBC = Perceived Behavioral Control; AR = Anticipated Regret; MN = Moral Norm

Method of Extraction = PCA, Rotation Method = Kaiser Normalization Varimax
All the results shown in Table 3 PCA conclude that all the method and measure of construct in this study is reliable. This can be seen in table 3 where Convergent and Discriminate validity results are reliable recommended by (Hair et al, 2014).

Regression Analysis

In this study, to give the answer of the research questions is addressed with the uses of multiple regression model. Firstly, Model 1 is considered for the planned behavior theory variables. In Model 2 addition of anticipated regret in the theory model is assessed. While in third Model, inclusion of moral norms in the theory of planned behavior model is measured and finally, Model 4 is used to assess the combination of all the construct. Preliminary analysis is used to see of any multicollinearity and normality for all 4 models.

The results of first Model is given in the Table 4, and this can be seen that there is no sign of multicollinearity this could be checked through the values of VIF and tolerance values within recommended class (Pallant, 2016). Normality plot of the residual is normally distributed. Over model 1 explained 40.2% variance in the intention (R square = .402, adjusted R square = .392) as well as overall model is significant (p < .001). While results of collenearity is also seen in Table 4. All the variable in Model 1 is significant and positive effect on the child intention.

Table 4. Model 1 regression results of TPB

Independent Variables	Unstandardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error		Tolerance	VIF
Attitude	.214	.059	.000	.816	1.225
Subjective Norm	.136	.059	.003	.859	1.164
Perceived behavioral control	.323	.060	.000	.870	1.150

Further second model is tested including of anticipated regret in the theory model and the results reveled that there is no sign of multicollinearity in the model. Pallant recommended values for Variance inflation factor and tolerance values are within the boundaries (Pallant, 2016). The role of thumb for VIF is that if the value of VIF is greater than 10 than there is multicollinearity exist in the model. Plot of residual is normally distributed. With the addition of anticipated regret in the TPB model, value of R square slightly increased to .425 which mean that 42.5% variance is explained by this model in the intention that are seen in Table 5.

Adjusted R square value is .419 after the residual adjustment. The overall model is significant (p < .001), value of F changed to .002. About 2.3% increased variance due to addition of the new variable anticipated regret in the model (R change = .023). With this addition of the new variable in the theory of planned behavior model, anticipated regret made a statistically significant role in the Model 2. In Table 5 all the variable is significant statistically.

Table 5. Intention Regression on TPB with Anticipated Regret

Independent Variables	Unstandardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error		Tolerance	VIF
Attitude	.157	.060	.009	.746	1.337
Subjective Norm	.129	.042	.001	.783	1.166
Perceived behavioral control	.293	.060	.000	.850	1.177
Anticipated Regret	.258	.065	.000	.746	1.347

Now the basic analysis of the Model 3 where moral norm is added in the TPB model and results shows that all the values of VIF and tolerance is within the recommended range (Pallant, 2016). The result of VIF showed that there is no sign of multicolleariy in the model because of the value of VIF is less than 10. And again with the addition of Moral norms in the model raises the R square to .442 and adjusted R square is .435. This shows that 44.2% variation in the dependent variable intention is explained by the Model 3 variables. Now the overall model is significant. Moral norm explain 1.7% more with the TPB model and strong relationship make with the intention of the child labor. All the results are given in Table 6.

Table 6. Intention regression on TPB with Moral Norm

Independent Variables	Unstandardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error		Tolerance	VIF
Attitude	.169	.059	.004	.780	1.283
Subjective Norm	.126	.058	.032	.857	1.167
PBC	.274	.061	.000	.826	1.211
Moral Norm	.212	.059	.000	.850	1.177

Note: PBC = Perceived Behavioral Control

In model 4, both the variable (AR and MN) are added in the TPB model and run the regression. Now this time also there is no evidence of the existence of the multicollinearity in the model

and this can be seen by the value of VIF and tolerance values as compared with the recommended values by (Pallant, 2016). Now again there is increase in the value of coefficient of determination (R square) and that is now .478 with adjusted R square is .472. This mean that

47.8% variance is explained by the model 4 to the dependent variable intention. This results is showed in Table 7 where all the coefficient are statistically significant and unique contribution in the TPB model.

Table 7. Model 4 with all variable

Independent Variables	Unstandardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error		Tolerance	VIF
Attitude	.159	.049	.001	.720	1.183
Subjective Norm	.121	.057	.034	.880	1.136
PBC	.257	.060	.000	.821	1.218
Moral Norm	.199	.058	.001	.851	1.175
AR	.248	.062	.000	.801	1.249

Note: PBC = Perceived Behavioral Control; AR = Anticipated regret
$p < .001$

Table 7 described the detail results of all the variable in model. All the model construct is significant effect on the intention of the child labor.

For further detailed understanding of the model, hierarchical regression is used by controlling the planned behavior variables to see the effects on intention. Clearly and very carefully in first step all the three variable of TPB were entered, while moral norm entered in the second step in the

given equation while AR was entered on third step in the first analysis of the regression. In the second analysis of the regression, AR added at second step and MN added in third step in the equation carefully. Final output of the regression is give in the Table 8. All the coefficient (unstandardized) beta's are statistically significant in both analysis. In the table moral norm has more power to explain the intention instead of anticipated regret.

Table 8. Hierarchical Regression of intention on Theory of planned behavior, AR and MN

Variables	Step 1 B	Step 2a B	Step 3a B	Step 2b B	Step 3b B
Step1					
Attitude	.214**	.169**	.159**	.157**	.159**
SN	.136**	.126**	.121**	.129**	.121**
PBC	.323**	.274**	.257**	.293**	.257**
Step 2a					
Moral Norm	-	.212**	.199**	-	-

Step 3a					
Anticipated Regret	-	-	.248**	-	-
Step 2b					
Anticipated regret	-	-	-	.258	.248**
Step 3b					
Moral Norm	-	-.	-	-	.199
R	.40	.44	.48	.42	.48
R Change	-	.043	.037	.053	.053
Model F	65.420**	59.652**	43.568**	58.699**	58.699**

Note: SN = Subjective norm; PBC = perceived behavioral control; AR = anticipated regret; MN = Moral Norm
**p < .05

Table 8 described the complete results of the hierarchical regression on the intention of the theory of planned behavior model and two new variable MN and AR. All the results are significant at five percent level of significance.

Discussion

The leading purpose of this research is to test the TPB model with the addition of anticipated regret and moral norm can conceivably explain the consumers intentions to select those work place where child labor work. By adding the two new variable in the model can have more predictive power to explain the child labor intention.

Quality of Data

The measurement scale for the internal consistency of the constructs is predict by the cronbach's alpha and they exposed that all the variable value is greater than .7 as recommended by (Nunnally, 1978). Further the value that is used for this model cronbach's alpha have very strong comparisons of internal consistency of the constructs that was used by (Dean et al, 2008; Kim et al, 2013). PCA and factor analysis is used to check the validity of the variables. Both discriminate and convergent validity is used to differentiate all the scales.

The correlation results shows that the planned behavior variables (attitude, PBC and MN) and the dependent variable intention have very strong similarity correlation as compared with Armitage and Conner, Sandberg and Conner, Han and Stoel who they establish small to large correlation among dependent and independent variable of the TPB (Armitage & Conner, 2001; Sandberg & Conner 2008; Han and Stoel, 2017)

General Discussion

The analysis of the regression showed for this study help the main structure for our conceptual purposed model with the addition of anticipated regret and moral norm in the TPB model. The results of this analysis for the planned behavior theory variables was mostly linked with the previous studies as explain in the literature. The models used in this study have clearly explain almost 50% variance in the dependent variable child labor intention (CLI), similar results found by (Sandberg & Conner, 2008; Han & Stoel, 2017). Theory of planned behavior model (Model 1) explained 40.2 percent variance in the intention which was similar to the previous reviews. Adding of the new variable anticipated regret in the TPB model (Model 2) additional 2.3% explain the consumers behavioral intention while three other variable had been controlled for. The anticipated regret somehow not more effective as (Rivis et al, 2009) found (5-7%) in meta-critical reviews.
Second variable moral norm also create a very unique contribution in TPB model (Model 3) further increase variance 1.7% in intention while other variable still constant. These results are similar as Han and Stoel stated (Han & Stoel,

2017). Adding both anticipated regret and moral norm while other variable controlled for in Model 4, they explain 3.6% intention as (Rivis et al., 2009) found. Overall results shows that attitude is the best predictor and significant explain the child labor intentions. Whether SN and PBC also have good ability to clearly mention the human behavior intentions to go to child labor free work place (hotels, tea stalls). PBC has more power to explain the intention of the child labor instead of subjective norm and moral norms. While adding moral norms in the TPB model, its increases the owners intention about selecting where to select child labor or adult labor forwork or not. Anticipated regret also have a strong predictive power to explain the child intentions as an independent construct.

Kok and Godin established SN is the weakest predictor to explain the human intentions as linked with the TPB constructs. Anticipated regret perform a statistically distinctive role in all the models of TPB. Four items is used to measure PBC while selecting child labor. Their mean and Standard deviation score seems that people have more control over their inner behavior (Kok and Godin, 1996)

As early mention in this study, PBC and attitude are the stronger interpreter of behavioral intention among planned behavior theory construct (Dean et al., 2008; Han et al., 2010). Second variable of the study Moral Norm also have strong relation with intention but not more strong explanation power as anticipated regret clearly explain TPB model as compared with (Richard et al, 1998).Finding of this research showed that owners of the work place have choices whether they need adult or child as a labor. Moral Norms help out while taking decisions of food choices or giving extra tip to the child worker on hotels or tea stalls. Consider emotions while deciding child labor working hotels, anticipated regret also strongly influence your decisions to overcome moral norms. Original developer of the planned behavior theory, (Ajzen, 1991) distinguished the importance of three constructs that clearly explain the model according to the situations, it may be possible to apply augmented version on TPB.

Finally, this study delivers managerial and theoretical suggestions to clearly understand the factors of child labor intentions to work. Firstly, very few consumers was recognized child labor work places while taking a decisions. TPB help

out those people who have not ability to decide. The variable that are new including in TPB model have very important role in this study also in future studies. Alternative method that influence the intention to use child labor are their moral obligations that play a significant role in this area. More encouraging passions related with supportive and impact to the child labor and for their protection from the hazards work conditions. While negative effect of moral obligations is also helpful for owners of places to give a job or not the children that ages below 15.

The research finding will help owners to better understand the emotions of the child while selecting as a worker.

Conclusion and Limitations

This researchexplored the extrapolative power of TPB with two more additional variable that are moral norms and anticipated regret. For that purpose, using simple random sampling method is used to collect the data. 300 respondents are interviewed through structural pre-tested questionnaire. Multiple regression is used to test the significance of the variables. All the variable of the original theory and additional two variable are significant effect on the uses of child labor intentions. Anticipated regret have pore predictive power than moral norms. Because most of the owners wants cheap labor so they hired children for work. With low wages given to the child labor, they exploit the rights of the child. Moreover, multiple regression that are used for this research proved that original planned behavior theory is good predictor power to intentions. PBC is the most appropriate and best variable that can explain the study, because owners inner power to select child labor have dominate to the others variable. Others variables for this research also play a significant role while deciding which labor should be used for work.

This study is done in five districts of southern Punjab, Pakistan and further it can explore other regions to see the owner's behaviors about child labor by applying the planned behavior theory. By applying augmenting and TPB combined in hotels contexts, increases my knowledge and no person previously applied combined version of TPB. Also sample size is small for this study, further it can be extended.

Reference

Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In Action control (pp. 11-39). Springer, Berlin, Heidelberg.

Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.

Ajzen, I. (2005). Attitudes, personality, and behavior. McGraw-Hill Education (UK).

Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior.

Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. British journal of social psychology, 40(4), 471-499.

Boyden, J., Ling, B., & Myers, W. (1998). What works for working children. Rädda barnen.

Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. Psychological bulletin, 56(2), 81.

Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. Journal of marketing research, 64-73.

Cohen, J. (1992). A power primer. Psychological bulletin, 112(1), 155.

Dean, M., Raats, M. M., & Shepherd, R. (2008). Moral Concerns and Consumer Choice of Fresh and Processed Organic Foods 1. Journal of Applied Social Psychology, 38(8), 2088-2107.

Dessy, S. E., & Pallage, S. (2001). Child labor and coordination failures. Journal of development economics, 65(2), 469-476.

Farmer, M., & Shrimali, R. (2015). A study on chil labor in Gujrat state.

Godin, G., & Kok, G. (1996). The theory of planned behavior: a review of its applications to health-related behaviors. American journal of health promotion, 11(2), 87-98.

F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM) An emerging tool in business research. European Business Review, 26(2), 106-121.

Han, T. I., & Stoel, L. (2017). Explaining Socially Responsible Consumer Behavior: A Meta-Analytic Review of Theory of Planned Behavior. Journal of International Consumer Marketing, 29(2), 91-103.

ILO. (2010). Roadmap for achiving the elimination of the worst forms of child labour by 1916. ILO. Retrieved 5 18, 2010, from www.ilo.org

Kaiser, H. F. (1974). An index of factor simplicity. Psychometrika, 39(1), 31-36.

Kim, Y., Njite, D., & Hancer, M. (2013). Anticipating emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behavior. International Journal of Hospitality Management, 34, 255-262.

Neuman, W. L. (2013). Social research methods: Qualitative and quantitative approaches. Pearson education.

Nunnally, J. C. (1978). Psychometric theory (2nd edit.) mcgraw-hill. Hillsdale, NJ.

Pallant, J. (2016). SPSS survival manual: a step by step guide to data analysis using IBM SPSS, 6. th edn.

Richard, R., De Vries, N. K., & Van der Piligt, J. (1998). Anticipated regret and precautionary sexual behavior. Journal of Applied Social Psychology, 28, 1411-1428.

Rivis, A., Sheeran, p., & Armitage, C. J. (2009). Expanding the Affective and Normative Components of the Theory of Planned Behavior: A Meta-Analysis of Anticipated Affect and Moral Norms. . Journal of Applied Social Psychology, 39(12), 2985-3019.

Sandberg, T., & Conner, M. (2008). Anticipated regret as an additional predictor in the theory. British Journal of Social Psychology, 47, 589-606.

Schwartz, S., & Tessler, R. C. (1972). A test of a model for reducing measured attitude behavior discrepancies. . Journal of Personality and Social Psychology, 24(2), 225-236.

Shreen, P. (2002). Intention-Behavior Relations: A Conceptual and Empirical Review. European Review of Social Psychology, 12(1), 1-36.

Sparks, P., & Shephard, R. (1995). Perceived behaviouralcontrol, unrealistic optimism and dietary change: An exploratory study. Appetite, 24(3), 243-255.

Steckel, R. (1995). Stature and the standard of living. Journal of Economic Literature, 33, 1903-1940.

Thogersen, J. (1999). The ethical consumer: Moral norms and packaging choice. Journal of Consumer Policy, 22, 439-460.

Venkateshwarrao, D. (2004). Child Rights – A perspective on International and National Law, New Delhi. Manak Publications Pvt. Ltd, 5.