

# VICE AND VIRTUE

Society for Consumer Psychology Boutique Conference

January 4-5<sup>th</sup>, 2018

Sydney, AUSTRALIA

*The Consumption of Vice and Virtue*

Conference Co-Chairs:

Elizabeth Cowley, The University of Sydney Business School

Christina I. Anthony, The University of Sydney Business School

Adam Duhachek, Kelley School of Business, Indiana University



---

## Program Committee Members

Donnel	Briley	The University of Sydney
Jiemiao	Chen	Monash University
Josh	Clarkson	University of Cincinnati
Adam	Craig	University of Kentucky
Amy	Dalton	HKUST
Shai	Danziger	Tel Aviv University, The University of Sydney
Alexander	Fedorikhin	Indiana University
Eileen	Fischer	York University
Ellen	Garbarino	The University of Sydney
Nitika	Garg	The University of New South Wales
Aaron	Garvey	University of Kentucky
Maggie	Geuens	Ghent University
Gerry	Gorn	The Hong Kong Polytechnic University
DaHee	Han	McGill University
Jiewen	Hong	HKUST
Xingbo	Li	University of Louisville
Tina M.	Lowrey	HEC, Paris
Brent	McFerran	Simon Frazer University
Peter	McGraw	University of Colorado
Nicole	Mead	University of Melbourne
Tom	Meyvis	New York University
Vince	Mitchell	The University of Sydney
Mauricio	Palmeira	Sungkyunkwan University
Mario	Pandelaere	Virginia Tech
Morgan	Poor	University of San Diego
John	Pracejus	University of Alberta
Stefano	Puntoni	Erasmus University
John	Roberts	The University of New South Wales
Geetanjali	Saluja	University of Technology Sydney
L.J.	Shrum	HEC, Paris
Rafay	Siddiqui	The Hong Kong Polytechnic University
Gerri	Spasova	Monash University
Zakary	Tormala	Stanford
Echo	Wen Wan	Hong Kong University
Christian	Wheeler	Stanford
Katherine	White	University of British Columbia
Rui (Juliet)	Zhu	Cheung Kong Graduate School of Business
Natalina	Zlatevska	University of Technology Sydney



# Day 1

**9:15am**

**Introductory Remarks**

**9:30-10:45am**

**Session 1: Personality Effects in Vice/Virtue Decisions**

*Drinking Reveals the True Self: Alcohol Consumption Boosts the Impact of Chronic Dispositions on Behavior*

Bob Fennis, University of Groningen

Justina Gineikiena, University of Management and Economics, Vilnius, Lithuania

The present research tests the notion that –ceteris paribus- alcohol-induced myopia increases the role of chronic dispositions in instigating behavior. In so doing, we examine whether there is any truth to the folk wisdom stating that “drinking reveals the true self”. In two field experiments we show that alcohol consumption boosts the impact of two dispositional factors –sensation-seeking and need for cognition– on risk seeking and problem solving, respectively. The findings indicate that drinking alcohol reveals tendencies that may either boost (sensation-seeking) or buffer (need for cognition) the adverse effects of alcohol on behavior.

*The Role of Emotions in Stock Trading: Addictive Vice or Practical Virtue?*

Michal Strahilavitz, University of Wollongong

Dan Ariely, Duke University

Joseph Harvey, University of Colorado Boulder

Much research has demonstrated that frequent stock trading is extremely harmful to investors. Yet, little research has examined how frequent stock traders differ from infrequent stock traders in terms of their psychological traits. In two studies, we demonstrate a positive relationship between stock trading frequency and variety of psychological variables including impulsivity, overconfidence, volatile self-esteem, competitiveness, feeling out of control, addictive tendencies, a sense of social isolation and the frequency of intense negative emotions. Combined, our findings suggest that helping investors stop this destructive habit may require more than informing them that it is irrational.



## *Individual Differences in Affective Forecasting Accuracy Affect Consumer Self-Regulation*

Hristina Nikolova, Boston College

Cait Lamberton, University of Pittsburgh

We argue that individual differences in affective forecasting accuracy – a cognitive ability to accurately predict the emotional outcomes of a decision – can in some cases predict consumers' self-regulation above and beyond trait self-control. We first develop and validate a simple affective forecasting measure, showing that when consumers have the opportunity to elaborate on their future emotions, it predicts their self-regulation better than trait self-control. Then, we find that the misprediction of hedonic (but not self-conscious) affect explains indulgent consumption. Importantly, we show that simple debiasing interventions may correct affective mispredictions and increase restraint.

**9:30-10:45am**

### **Session 2: Self versus Other Considerations**

## *I'll Smile with You, But Please Cry Without Me: How Imagination Perspectives Influence Charitable Appeal Efficacy*

Rhonda Hadi, University of Oxford

Diogo Hildebrand, Grenoble École de Management

Sankar Sen, Baruch College

While previous research suggests that negatively-valenced appeals are more effective in eliciting donations, charities may have ethical, legislative, and long-term fiscal incentives to avoid using such appeals. We address this predicament by exploring conditions under which positively-valenced appeals might be more effective in inducing charitable giving. Across four experiments, we find that the imagination perspective a viewer adopts interacts with an appeal's valence to ultimately determine helping behavior: positive appeals are more effective when viewers adopt an imagine-self perspective while negative appeals are more effective when viewers take an imagine-other perspective.



*Are my dog's treats making me fat? The effects of choices made for others on subsequent choices for the self*

Kelley Gullo, Duke University

Peggy Liu, University of Pittsburgh

Lingrui Zhou, Duke University

Gavan Fitzsimons, Duke University

Does making virtuous choices for others lead to subsequent choices of vice for the self? Across three studies, we show that, in the context of a personal health goal, making healthy (indulgent) food choices for close others liberates (reinforces) a subsequent indulgent (healthy) food choice for the self. By looking at choices made for various types of others—such as friends, children, and even pets—we identify closeness and competitiveness in relationships as boundary conditions.

---

10:45 – 11:15am Tea / Coffee Break

---

**11:15 – 12:30pm**

**Session 3: Special Session: Pulling People Together and Pushing Them Towards Prosocial Behavior: How Emotions Foster Connections Between People and Purchases**

*Social Bonding without Liking: How Disgust Can Build Unique Social Connections*

Eugenia Wu, University of Pittsburgh

Andrea C. Morales, Arizona State University

Gavan J. Fitzsimons, Duke University

Tanya Chartrand, Duke University

Although disgust is linked to a strong distancing and rejection reaction, we find shared feelings of disgust can build unique social connections between consumers. Three studies demonstrate that although disgusted consumers do not seek out affiliation with others, shared feelings of disgust can nevertheless lead to increased feelings of similarity and closeness. Importantly, disgust's strong contaminating properties taint the social connections that it builds. Unlike other social connections where feelings of similarity and closeness run in parallel to liking, we show that disgust leads to a unique social bond whereby feelings of similarity and closeness increase, but liking does not.

---



***Connections to Brands that Help Others vs. Help the Self: The Impact of Awe and Pride on Social Benefit and Luxury Brands***

Patti Williams, University of Pennsylvania  
Nicole Verrochi Coleman, University of Pittsburgh  
Andrea C. Morales, Arizona State University  
Ludovica Cesareo, University of Pennsylvania

We propose that the divergent views of self triggered by incidental awe versus pride differentially impact consumer self-brand connections (SBC) with social-benefit versus luxury brands. Whereas feelings of awe create a diminished sense of self, pride has the reverse effect, enhancing one's sense of self and place in the world. In four studies, we find that incidental feelings of awe heighten (lessen) SBC toward social-benefit (luxury) brands, while incidental feelings of pride heighten SBC toward luxury brands. The effects of awe on social-benefit brands are mediated by self-diminishment, while the effects of pride on luxury brands are mediated by self-superiority.

***Norm Inferences: The Hidden Influence of Pricing Structure***

Alicea Lieberman, University of California San Diego  
Kristen Duke, University of California San Diego  
On Amir, University of California San Diego

Can we harness social emotions such as embarrassment to nudge consumers from vice to virtue using the framing of incentives? Consumers are exposed to countless purchasing incentives framed as either discounts or surcharges. We propose a novel factor that drives a greater effect of a surcharge frame: consumers infer stronger norms under surcharge versus discount incentives, which, in turn, facilitate social emotions that influence behavior. Relative to discounts, surcharges lead to: 1) higher estimated behavioral conformity, 2) stronger norm-related emotional reactions, and 3) higher purchase intentions, even when the surcharge is half the monetary value of the discount (loss-equated). Consistent with a norms account, this disparity weakens when norms are revealed, and strengthens in public, where behavior is more visible.

Discussant: Andrea Morales, Arizona State University



**11:15 – 12:30pm**

**Session 4: Mating and Relationships**

***Shopping While Fe(Male): Sex Ratios Affect Aggression and Evaluations of Naughty (vs. Nice) Products***

Nadia Danienta, University of Illinois at Urbana-Champaign

Tiffany White, University of Illinois at Urbana-Champaign

The mating motive drives consumer behavior. However, not all situations yield equitable opportunities to find a mate. At times individuals may face an unfavorable sex ratio (USR) or a greater number of same-sex than opposite-sex individuals in the vicinity. In this research, we demonstrate that USRs influence consumers' levels of intrasexual competitiveness and feelings of aggression. As a result, USRs increase evaluations of products that are: 1) mean-spirited, but humorous (i.e. naughty) vs. nice; and 2) consumed publicly (vs. privately). After evaluating naughty (but not nice) products, individuals in an USR perceive a decreased sense of intrasexual competition.

***Vice or Virtue? Consumption of Cosmetic Surgeries as Investment in Human Capital***

Nancy Wong, University of Wisconsin

The lipstick effect postulates that in temporary conditions of resource scarcity, women are motivated to consume products in order to enhance their mating attractiveness (Hill et al. 2012). However, in long term conditions of constrained resource access due to entrenched gender inequality, women are motivated to seek stronger measures, such as consumption of cosmetic surgeries in an effort to improve their situations. We explore this research question in 4 studies.



*We Succeeded Together, Now What: Licensing Effects in Joint Goal Pursuits*

Hristina Nikolova, Boston College

Gergana Nenkov, Boston College

We examine the licensing effect in joint goal pursuits. Results from one field study and five experiments show that spouses with less (vs. more) relationship power indulge less after joint goal success because they engage in perspective-taking, considering how their own decision impacts their spouse. As a whole, our work suggests that in joint goal pursuits the licensing effect occurs only for spouses who have “the upper hand” and highlights that it pays off to have a low-power spouse since they appear to be more immune to licensing.

---

12:30-1:30pm LUNCH

---

**1:30-2:45pm**

**Session 5: Special Session: The Darker Side Of Giving: Exploring How Personal Incentives Shape Prosocial Behavior**

*Exalted Purchases or Tainted Donations? The Effects of Product Incentives on Charitable Giving*

Jennifer Savary, University of Arizona

Charis Li, University of Florida

George E. Newman, Yale University

Charitable organizations sometimes bundle products with donation requests to raise money. The same bundle may be framed as a thank you gift: “donate \$20 and receive a coffee mug” or a charitable purchase: “buy a coffee mug for \$20 and the proceeds go to charity.” Charitable purchases work better.



### *Opting In to Prosocial and Standard Incentives*

Daniel Schwartz, University of Chile  
Elizabeth A. Keenan, Harvard Business School  
Alex Imas, Carnegie Mellon University  
Ayelet Gneezy, UC San Diego

In a series of field experiments, we examine whether prosocial incentives are effective in contexts in which people can avoid them. We find that people opt-out from prosocial incentives, especially when incentives are large, and even when they are optional (i.e. people have the option to donate their earnings).

### *Examining the Role of Affect in Performance Incentives*

Kelly Goldsmith, Northwestern University  
Uzma Khan, University of Miami  
Ravi Dhar, Yale University

We develop an affect-based framework to predict and test for the conditions under which monetary incentives (i.e. money for performance) are more versus less motivating than donation incentives, which donate an equivalent amount to charity. In five experiments, we reveal that affect plays an important, and counter-intuitive, role in motivation.

Discussant: Elizabeth A. Keenan, Harvard Business School

**1:30-2:45pm**

### **Session 6: Emotions and Interventions in Vice/Virtue Decisions**

#### *Grateful Compliance or Proud Defiance? The Distinct Effects of Pride and Gratitude on the Effectiveness of Anti-Drinking Message*

Nitika Garg, University of New South Wales  
Felix Sepianto, University of New South Wales

Across four studies, the current research explores the potential of positive emotions to promote responsible drinking behavior. It demonstrates that gratitude (vs. pride) is more effective in increasing the willingness to comply with anti-drinking message because gratitude reduces psychological reactance that might emerge from reading an anti-drinking message.



## *Outsourcing Responsibility for Indulgences*

Linda Hagen, University of Southern California

Aradhna Krishna, University of Michigan

Brent McFerran, Simon Fraser University

For many consumers, indulging in tasty but unhealthy treats is a “vice” and can cause a great deal of guilt. We propose that consumers strategically push off responsibility for eating unhealthy foods in order to feel less bad about indulging. In lab and field studies, we find that for unhealthy (but not healthy) foods consumers exhibit a preference for being served instead of serving themselves, and this preference is driven by a motivation to reject responsibility.

## *Banking Happiness*

Leonard Lee, National University of Singapore

Ali Faraji-Rad, Nanyang Technological University

When people anticipate encountering a future sad event, they are more likely to bank happiness – they choose to expose themselves to positive stimuli. This decision is consistent with an attempt to accumulate happiness in order to enhance one’s ability to face the anticipated sadness later. People bank happiness because of the lay belief that happiness is a resource that can be accumulated and consumed later. The strength of this lay belief as well as consumers’ dispositional future (vs. present) orientation predict their tendency to bank happiness, but not their propensity to repair their negative moods after actually experiencing sadness.

---

2:45 – 3:00pm Tea / Coffee Break

---



**3:00-4:15pm**

**Session 7: Special Session: Unexpected Sources of Negative Utility:  
How Air Quality, Aesthetics, & Compliments Can Lower Well-  
Being**

*Air Pollution, Cognition and Consumer Decision Making*

Kelly Bishop, Arizona State University

Jonathan Ketcham, Arizona State University

Nicolai Kuminoff, Arizona State University

We test whether long term exposure to air pollution contributes to cognitive impairment and subsequently poor financial decision making. We leverage data from the US Centers for Medicare and Medicare Services (CMS) linked with housing data that allows us to finely track individuals' locations and determine their long term pollution exposure as measured by the US Environmental Protection Agency air quality monitors. We evaluate the effects of air pollution on the diagnosis of mild cognitive impairment and Alzheimer's disease and related dementia and on a number of measures of the quality of consumers' financial decisions.

*It's Too Pretty to Use! The Inhibiting Effect of Product Aesthetics on Consumption*

Freeman Wu, Arizona State University

Adriana Samper, Arizona State University

Andrea Morales, Arizona State University

Gavan Fitzsimons, Duke University

Firms invest a lot of resources in product aesthetics and design, but can this strategy ever backfire? While prior research suggests product aesthetics should exert a uniformly positive influence on pre-usage evaluations and choice, the present research documents, in the context of consumable and disposable products, an inhibiting effect of aesthetics on actual consumption. Across four studies we demonstrate that consumption for higher vs. lower aesthetic products is actually reduced. In addition, we show that there are also undesirable downstream consequences for those who do choose to consume aesthetically appealing products, and provide evidence for the underlying process.



## *Please Don't Praise It: How Compliments on Identity Signals Result in Embarrassment*

Lisa Cavanaugh, University of British Columbia  
Joseph Nunes, University of Southern California  
Young Jee Han, Sungkyunkwan University

Brands help consumers insure signals of identity (e.g., being athletic, stylish, or sexy) are noticed and validated by others. Five studies show that receiving a compliment related to an identity signal often results in embarrassment, an arguably unforeseen and generally unwelcome self-conscious emotion. Consumer embarrassment depends on the conspicuousness of the signal as well as the extent to which the signal and one's beliefs about oneself are incongruent. This emotional response is explained further by public self-awareness.

Discussant: Joseph Nunes, University of Southern California

**3:00-4:15pm**

## **Session 8: Motivational Influences on Prosocial Behavior and Self-Control**

### *Hiding in A Crowd: the Effect of Secret-keeping on Consumer Conformity*

Dongjin He, Hong Kong Polytechnic University  
Yuwei Jiang, Hong Kong Polytechnic University  
Gerald Gorn, Hong Kong Polytechnic University

Three experiments demonstrated that asking participants to recall a secret they were keeping could affect consumer conformity. Participants who were bearing a preoccupying secret yielded a higher social conformity tendency in consumption decision making, they were more likely to choose majority-endorsed products. This effect occurred because secret-keepers were motivated to avoid others' attention on themselves. We further showed the mechanism by testing the moderating effect of perceived self-control. The effect of secret-keeping on consumer conformity was mitigated when secret-keepers perceived themselves having high self-control.



*The Collective Aggregation Effect: Aggregating Potential Collective Action to Motivate Prosocial Behavior*

Adrian Camilleri, University of Technology Sydney  
Richard Larrick, Duke University

Is the statement “If X people all do Y action then Z outcomes will be achieved” motivating? We answer this question by conducting a series of laboratory experiments focused on motivating pro-social actions. It turns out that such statements are motivating by boosting perceptions of outcome efficacy.

*When payment undermines the pitch: On the persuasiveness of pure motives in fundraising*

Alixandra Barasch, New York University  
Jonathan Berman, London Business School  
Deborah Small, University of Pennsylvania

Incentives sometimes backfire—decreasing motivation in prosocial tasks. We demonstrate an additional channel through which incentives can be harmful. When advocating for a cause, incentivized individuals are perceived as less sincere and are ultimately less effective in persuading others to donate. Further, the negative effects of incentives hold only when the incentive implies a selfish motive; advocates who are offered a matching incentive perform just as well as those who are not incentivized. Thus, incentives affect prosocial outcomes in ways not previously investigated: by crowding out individuals’ sincerity of expression and their ability to gain support for a cause.



**3:00-4:15pm**

**Session 9: Workshop 1: Single Paper Meta-analysis**

Blakely McShane, Kellogg School of Management, Northwestern University  
Ulf Bockenholt, Kellogg School of Management, Northwestern University

A typical behavioral research paper features multiple studies of a common phenomenon that are analyzed solely in isolation. Because the studies are of a common phenomenon, this practice is inefficient and foregoes important benefits that be obtained only by analyzing them jointly in a single paper meta-analysis (SPM). To facilitate SPM, this workshop will discuss meta-analytic methodology that is user-friendly, widely applicable, and specially tailored to the SPM of the set of studies that appear in a typical behavioral research paper. The methodology provides important benefits for study summary, theory-testing, and replicability that will be illustrated via several case studies including recently published articles in JCR and JMR. It is also implemented on an easy-to-use website to be discussed during the session.

**4:15-5:30pm**

**Session 10: Special Session: Understanding Evaluative Conflict:  
New Directions in Research on Attitude Ambivalence and Self-  
Discrepancies**

*Valence asymmetries in attitude ambivalence*

Aaron I. Snyder, Lexicon Branding  
Zakary L. Tormala, Stanford University

Three studies explore the role of valence asymmetries in attitude ambivalence. We find that people feel more conflicted when they have only negative versus only positive information about something. However, as people receive information that contradicts their overall attitudes, that information increases felt conflict more quickly when it is negative rather than positive. These effects are consistent with positivity offset and negativity bias, respectively, and suggest that although people feel more conflicted when they have only negative (versus only positive) reactions, they also feel more conflicted when they have *mostly* positive (versus mostly negative) reactions.



*On the pursuit of desired attitudes: Wanting a different attitude affects information processing and behavior*

Kenneth G. DeMarree, State University of New York at Buffalo

Cory J. Clark, Florida State University

S. Christian Wheeler, Stanford University

Pablo Briñol, Universidad Autónoma de Madrid

Richard E. Petty, Ohio State University

People sometimes desire to hold attitudes that differ from the ones they actually hold. For example, people may desire to like vices (e.g., chocolate cake) less, or desire to like virtues (e.g., exercise) more. These types of conflicts between actual and desired attitudes are aversive and can lead to attempts to change the actual attitude. Four studies show that people engage in information seeking, information processing, and behavioral strategies designed to support the desired attitude. These findings have implications for the extent to which attitudes predict behavior and for how people regulate their evaluations of vices and virtues.

*Evaluative Inconsistencies of the Self: Catalysts for Compensatory Consumption*

Derek D. Rucker, Northwestern University

This talk explores the relationship between evaluative inconsistencies of the self and compensatory consumption. A conceptual overview is provided with regard to *how* inconsistencies between one's evaluation of one's actual and desired self can serve as a catalyst for people to engage in compensatory consumption. In support of this narrative, the talk discusses a body of emerging research that reveals how people manage and compensate for evaluative inconsistencies of the self through consumption. In doing so, the work documents both when and how self-discrepancies can lead consumers to greater consumption of both vices and virtues.

Discussant: Kathleen Vohs, University of Minnesota



**4:15-5:10pm**

**Session 11: Choosing or planning to do the right thing**

*Picking Forbidden Fruits? Behavioral Disinhibition Drives both Licensing and Consistency in Consumer Judgment and Choice*

Bob Fennis, University of Groningen

Justina Gineikiena, ISM University of Management and Economics

We show that behavioral disinhibition, an appetitive, approach-oriented tendency, drives both self-licensing (the tendency to select an effortless, or indulging option after considering or choosing a healthy, effortful, sustainable, or responsible option) and its antipode, consistency (the subsequent tendency to select a similarly healthy or sustainable option after considering or choosing an initial healthy or sustainable option), in consumer judgment and choice. Three studies demonstrate that disinhibition predicted reward-seeking, affected the salience of an enjoyment vs. health goal, and predicted licensing vs. consistency in choice following exposure to a healthy food option.

*When Digital Gets Physical: The Influence of Vibrotactile Alerts on Consumer Physical Activity*

Rhonda Hadi, University of Oxford

Ana Valenzuela, Baruch College

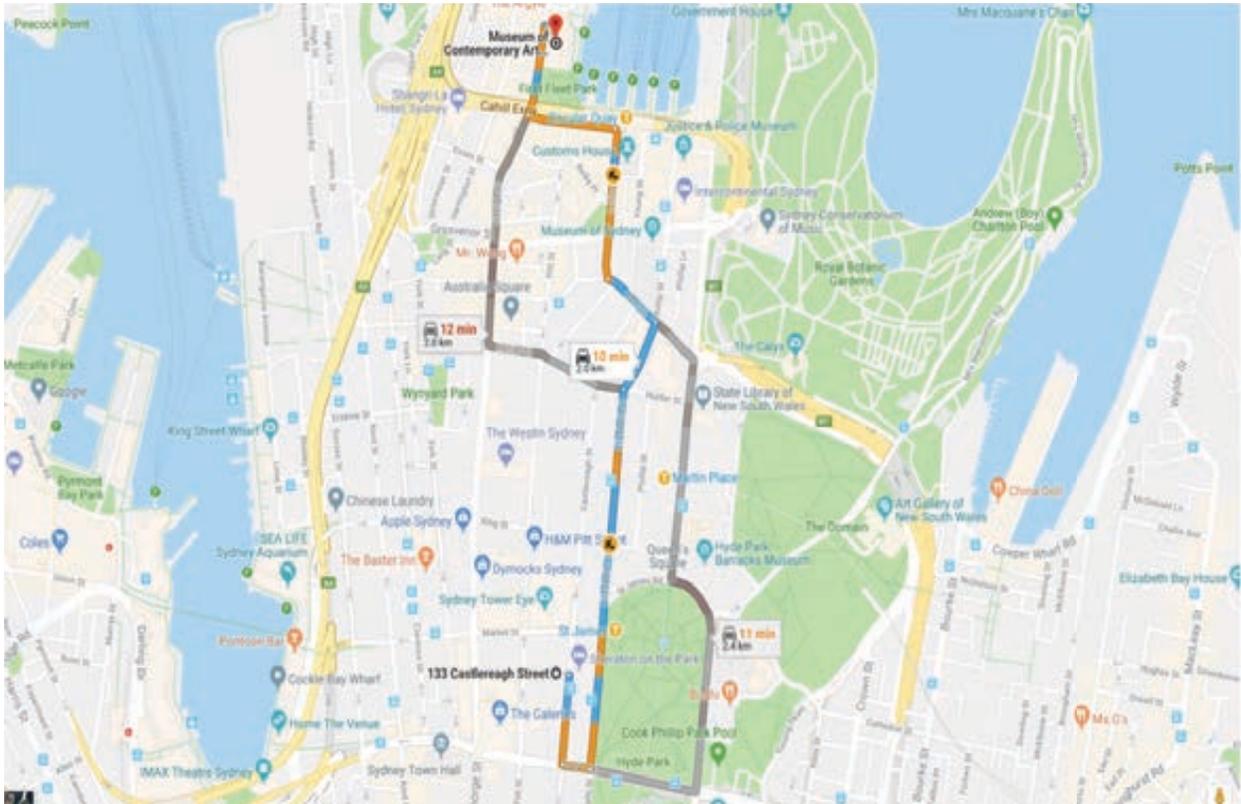
Device notifications are often administered with vibrotactile sensations (e.g., on mobile phones, wearables), yet almost no research has examined the psychological and behavioral implications of this haptic feedback. We address this gap by exploring how device-delivered haptic feedback can influence consumer responses. Across three studies, we find that haptic alerts accompanying messages can improve consumer performance on physical fitness tasks, and demonstrate that this effect is driven by an increased sense of “social presence” in what might otherwise feel like a cold technological exchange.



---

7:00pm CONFERENCE DINNER  
MCA

---



## Day 2

9:45-11:00am

### Session 12: Limited/Unlimited Choice Effects in Self-Control

#### *When Virtuosity Leads to Vice: The Protestant Work Ethic and Fairness-induced Overconsumption*

Yimin Cheng, Monash University

Yuansi Hou, Durham University

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

People tend to consume greater quantities under flat-rate pricing schemes (e.g., at buffets) if they are charged higher prices, regardless of their actual need. We find that this tendency only holds among people who strongly believe in the Protestant Work Ethic (PWE), an influential concept used to explain the historical rise of capitalism. Greater spending induces stronger feelings of deservingness among people high but not low in PWE, and this mediates the effect on overconsumption. Four studies and a field experiment at a restaurant support this hypothesis, showing that a virtuous belief may induce behavior that is not virtuous.

#### *Pre-Committing to Increased or Decreased Consumption: Consumers' Reactions to Vice and Virtue Unlimited Offers*

Vicki Morwitz, Stern School of Business, New York University

Steven Dallas, Stern School of Business, New York University

We examine how consumers respond to unlimited offers—offers that allow people to consume as much of a product or service as they would like for a fixed price. Whereas previous research has demonstrated that consumers usually prefer unlimited to pay-per-use offers, we suggest that this pattern can be attenuated, and perhaps even reversed, when the good in question is framed as a vice (vs. a virtue). We posit that consumers use unlimited offers as commitment devices, and for vice goods avoid them to pre-commit to decreased consumption, while for virtue products they accept them to pre-commit to increased consumption.



## *Divergent Effects of Earmarks in Hypothetical versus Real Donations*

Ioannis Evangelidis, Bocconi University  
Deborah Small, University of Pennsylvania  
Jonathan Levav, Stanford University

We examine how offering prospective donors the option to make a restricted donation (i.e., a donation earmarked for a specific cause) alongside an unrestricted (or general) donation alternative, influences one's propensity to donate. We conducted nine studies using both hypothetical and real donations and observed a puzzling phenomenon: we find robust evidence for a positive effect of adding a restricted donation option on total donations when the dependent measure is hypothetical (i.e., donation intention), but not when our measure is consequential (i.e., actual donation behavior). We discuss alternative explanations for this empirical regularity.

**9:45-11:00am**

## **Session 13: Cheating and Self-Interested Behaviors**

### *Loss Aversion And Lying Behavior: Theory, Estimation And Empirical Evidence*

Ellen Garbarino, University of Sydney  
Robert Slonim, University of Sydney  
Marie Claire Villeval, University of Lyon

Using models, literature review and experimental evidence, we show that agents with loss-averse preferences are more likely to lie to avoid receiving a low payoff the lower the ex-ante probability of the bad outcome. This occurs due to the expected payoff increasing as the bad outcome becomes less likely, and hence the greater the loss that can be avoided by lying. We demonstrate loss aversion in lying by reanalyzing the extant literature (74 studies and 363 treatments), and two experiments that vary the outcome probabilities. We also develop an empirical method that estimates the full distribution of dishonesty.



### *Language Shapes Dishonesty: Evidence from A Spot-The-Difference Task*

Stefano Puntoni, Erasmus University

Phyliss Gai, Erasmus University

We study how language (native vs. foreign) influences people's propensity to cheat. We incentivized participants to cheat in a spot-the-difference task and manipulated the language they use. Results of four studies reveal that people tend to shy away from cheating as the magnitude of dishonesty increases and the tendency is stronger in their native language versus foreign language. We further demonstrate that foreign language decreases the likelihood of minor cheating (i.e., the deviation from the truth is minimal) and increases the likelihood major cheating (i.e., the deviation from the truth is maximal).

### *Green Competition: Persuading Self-Interested People to Behave Sustainably*

Femke van Horen, Vrije Universiteit

Arienne van der Wal, Vrije Universiteit

Amir Grinstein, Northeastern University

Four studies in the lab, online, and field demonstrate that competition is a successful marketing strategy to promote sustainable behavior. This notion is counterintuitive as competitiveness is often associated with non-sustainable behavior. Moreover, it shows that the effect is moderated by the extent in which people are self- versus socially-interested: Competition increases sustainable behavior of self-interested consumers, whereas it does not negatively affect the behavior of socially-interested people. The findings importantly contribute to existing sustainable marketing strategies that often preach to the choir and do not motivate self-interested people to act sustainably.

---

11:00 – 11:15am Tea / Coffee Break

---



**11:15—12:30pm**

**Session 14: Love, Self-Esteem and Celebrations**

*Celebrations: When Vice Leads to Virtue*

Danielle Brick, University of New Hampshire

Kelley Gullo, Duke University

James Bettman, Duke University

Gavan Fitzsimons, Duke University

We explore how a set of vice behaviors (e.g., eating, drinking, socializing) can lead to a more virtuous outcome. Specifically, we examine whether celebrations, which we define as joint consumption highlighting (at least) one member's positive separate event, can lead to positive life outcomes. Across four studies, we find evidence that celebrations increase perceptions of social support. Furthermore, we suggest some of the ways in which this process occurs and how different social roles within the celebration may function.

*Why We Don't Rent What Others Love: The Role of Product Attachment in Sustainable Consumption*

Aaron Brough, Utah State University

Antje Graul, Leeds University Business School

A growing practice in sustainability is to rent rather than own products. We investigate rental decisions in the context of the multi-billion-dollar industry of consumer-to-consumer (C2C) product sharing. Renters in a C2C market often encounter cues suggesting that owners feel attached to their homes, cars, clothing, or other products. We show that consumers are reluctant to rent a product that is particularly special to its owner, and suggest factors that can help overcome this reluctance. By identifying ways to increase engagement in product-sharing and reduce wasteful new purchases, our research promotes collaborative consumption while contributing to the product attachment literature.



***I am, Therefore I Buy: Consumers with Low Self-Esteem Verify Negative Self-Views through Miserable Products***

Anika Stuppy, Rotterdam School of Management

Nicole Mead, University of Melbourne

Stijn M.J. van Osselaer, Cornell University

Why do some people choose ill-tasting food and miserable brands? Our research proposes that miserable products are a self-verification tool of consumers with low self-esteem. Three experiments show that low self-esteem consumers choose miserable products chronically and after threat because these products affirm their negative self-views. We demonstrate that low self-esteem people desire miserable products' signaling value and rule out alternative explanations like frugality, income, deservingness, or self-punishment.

**11:15- 12:30pm**

**Session 15: Vice-Virtue Working Together**

***Guilt-Free Vice at the Cost of Certainty***

Mehmet Yavuz Acikalin, Stanford University

Uzma Khan, University of Miami

Baba Shiv, Stanford Graduate School of Business

Extant research suggests that consumers are uncertainty-averse. In contrast, we show that instead of avoiding uncertainty, consumers choose probabilistic mixtures of vice and virtue options over certainly receiving a single vice or virtue option despite not being indifferent between the options. We explain that the uncertainty in the choice outcome allows consumers to reduce guilt when choosing among vices and virtues.



## *Effects of Dialecticism on Consumer Responses to Products with Conflicting Goals*

Alexander Jakubanečs, Norwegian School of Economics

Alexander Fedorikhin, Indiana University

Nina Iversen, Norwegian Business School

Research on drivers of consumer reactions to healthy vices (indulgent products with healthy claims) is limited. We address this limitation by focusing on a previously unexamined factor – dialectical thinking. One important finding is that dialectical consumers (vs. non-dialectics) are significantly more accepting of products with conflicting goals. Our research shows that dialecticism has positive effects on consumers' evaluations of such products across two distinct cultures – the United States and China, within a non-dialectical culture (the United States) and as a chronic trait. The effects are mediated by consumers' experienced discomfort when processing product information.

## *Revisiting the Vice-Virtue Conceptualization of Self-Control Conflicts*

Joachim Vosgerau, Bocconi University

Irene Scopelliti, University of London

Young Eun Huh, Hong Kong University of Science and Technology

In food consumption, self-control conflicts are often characterized as a choice between hedonic vices and utilitarian virtues, which implies that consumers can hardly enjoy food: A self-controlled consumer would choose only unpleasurable utilitarian foods, a non-self-controlled consumer would choose hedonic foods whose consumption is hampered by feelings of guilt and regret. Rather than interpreting the consumption of vices as a breakdown in self-control, we propose to define self-control failures as consumption episodes that are regretted. As a result, exerting self-control does not imply forgoing pleasure, and hedonic foods can be enjoyed without feelings of guilt and regret.



**11:15- 12:30pm**

**Session 16: Workshop 2: Unstructured Data for Consumer Research**

Karsten T. Hansen, Rady School of Management, University of California, San Diego

Vishal Singh, Stern School of Business, New York University

Researchers have access to increasingly large and complex datasets that can inform their study of consumer behavior. Companies and other large organizations routinely generate massive - often publicly available - observational data such as product reviews, postings (e.g., tweets, discussion board comments, etc.), images and video that are often available in non-traditional (unstructured) formats and can provide unique insight into consumer behavior. In this workshop, we will discuss three aspects of these developments: (1) What is the benefit for consumer researchers in using this data? (2) How can researchers collect this type of data? (3) What are best practices when it comes to analyzing and using this type of data?

---

12:30-2:00pm LUNCH and  
KEYNOTE by **Professor Baba Shiv**

**“Making Virtues into Vices for the Human Brain”**



**2:00-3:15pm**

**Session 17 Special Session: Virtue, Act II? The Power of Mind in Shaping Post Self-Regulation Behavior**

*Is the Glass Half Empty? How Focusing on Energy Consumed Affects Mental Performance*

Adriana Madzharov, Stevens Institute of Technology  
Keith Wilcox, Columbia University

Recent evidence suggests that the amount of energy consumed during a self-regulatory act may have less of an effect on mental performance than originally thought. The present research extends these findings by suggesting that the effect of an initial task on subsequent mental performance may depend on attentional focus. When individuals' attention is directed toward the amount of energy consumed by an initial task, they display worse performance on subsequent tasks requiring mental effort compared to when their attention is not focused on the amount of energy consumed. These findings occur even when the initial task does not require self-control.

*Spotlighting self-regulatory needs: How expectations shape restoration through resource re-allocation*

Joshua J. Clarkson, University of Cincinnati  
Edward R. Hirt, Indiana University  
Ashley S. Otto, Baylor University

A wealth of research demonstrates that a variety of experiences allow individuals to immediately and successfully self-regulate their behavior following a mentally-depleting task. In this talk, we argue this phenomenon of spontaneous resource replenishment stems from the restorative expectancies people collectively share concerning these (and other) experiences. Specifically, we contend these restorative expectancies act as a regulatory stimulant by signaling the allocation of otherwise inaccessible resources. Three experiments are presented in support of this process, with conceptual implications for emerging models of self-regulation emphasized.



*Journey Takes You Beyond the Destination: The Use of Linguistic Metaphor in Sustaining Post Goal-Attainment Actions*

Szu-chi Huang, Stanford University

Jennifer Aaker, Stanford University

People pursue many goals in life; while some of these self-regulatory attempts fail, many succeed—the goal is attained. What can help people continue these beneficial behaviors after goal attainment? We explore the use of metaphor—a cognitive tool that shapes people’s perception of an experience without changing the experience itself—and show through studies with executives, dieters and students that adopting a journey metaphor (compared to no metaphor or a destination metaphor) helps people derive greater meaning from the completed action, and thus become more motivated to continue goal-congruent behaviors

Discussant: Nicole Mead, University of Melbourne

**2:00-3:15pm**

**Session 18: Aesthetics and Visual Consumption**

*Feasting With Your Eyes: The Relationship Between Dieting And Food Media Consumption*

Esther Kang, University of Cologne

Arun Lakshmanan, University of Buffalo - SUNY

Given that consumers are frequently preoccupied with food thoughts and access digital media for “digital foraging”, this research provides evidence of the simultaneous increase in dieting and in the consumption of food images on visual media. Particularly, we investigate how food-related thinking leads to ironic effects in food media subscription and further, outline conditions on how such ironic effects affect media consumption as well as food consumption. Our findings reveal that psychological suppression of food-related thoughts increases the consumption of food-related visual media and browsing images can help to reduce motivation-to-eat as well as actual food consumption.



## *More than meets the eye: The influence of tableware aesthetics on food consumption*

Nikita Garg, University of New South Wales

Chi Pham, University of New South Wales

Understanding the drivers of overconsumption of food and addressing them, is of growing interest to researchers, consumers, and health professionals. In this research, we examine the influence of the aesthetics of the tableware on consumption, as well as its moderators and mediator. Results from a series of four studies suggest that while aesthetically pleasing tableware increases consumption of hedonic food among men, it triggers monitoring among women, which in turn reduces food intake. Further, the effect of tableware aesthetics across genders is attenuated with less hedonic food, plain (less aesthetically pleasing) plates, and under different goal (healthy or hedonic) primes.

## *Pretty Healthy Food: Pretty Food is Perceived as Healthier Due to Inferred Sophistication and Quality*

Linda Hagen, University of Southern California

Consumers frequently face food styled to look especially pretty (e.g., in promotional material). Product aesthetics research has shown that prettier products are, under certain circumstances, evaluated more favorably. However, the unique impact of aesthetics on food evaluations is unknown. May prettier food be perceived to be more virtuous—i.e., healthier? Seven studies show that prettier versions of the same food are judged as healthier, and compare judgment polarization, a generalized halo effect, and specific lay theory-based inferences as potential underlying processes. Prettiness elicits inferences of greater sophistication, which correspondingly signals higher quality and healthiness.



2:00-3:15pm

## Session 19: Morality in the Market and Interventions

### *Crime and Punishment through the Political Lens: How Liberals Forgive, and Conservatives Punish Ethical Brand Users*

Thomas Allard, Nanyang Technological University

Brent McFerran, Simon Fraser University

We propose and show that political orientation moderates desire for punishment toward users of ethical (vs. conventional) brand users committing moral transgressions. We demonstrate that while liberals punish ethical brand users committing moral transgressions less than conventional brands users, conservatives punish ethical brand users committing moral transgressions more than conventional brands users. Importantly, we focus on moral transgressions unrelated to the ethical properties of the brand. We provide evidence that such responses to moral transgressions are driven by feelings of being dissimilar to the transgressor, which affect the perceived morality of the transgressor.

### *Can Concern for the Disadvantaged Promote Disadvantage? Neglecting the Benefits of Exploitation*

Amit Bhattacharjee, Erasmus University

Gabriele Paolacci, Erasmus University

Despite the unprecedented prosperity of the developed world, a tenth of the world's population still lives in extreme poverty. Why do such drastic inequities persist? We present six studies investigating whether moral concern about inequity can itself lead people to resist allowing voluntary exchanges that can benefit the disadvantaged. Our findings suggest that moral outrage provoked by unfair labor practices can divert consumers' attention away from the beneficial consequences of these opportunities for disadvantaged workers. Accordingly, consumers may neglect the potential of disliked business practices like low-wage labor to help solve social problems and improve people's lives.



## *Choosing Fate Under Moral Conflict*

Stephanie Lin, Singapore Management University

Taly Reich, Yale University

Although prior research suggests that people should not prefer random chance to determine their outcomes, we find that in the context of prosocial requests, many people prefer to leave their outcome up to fate. Furthermore, the presence of the random option (vs. no random option) decreases moral self-reproach after decision-making, and can increase prosocial behavior in certain cases. Our findings speak to the nature of the trap that prosocial requests set for consumers, and suggest an intervention that increases consumer welfare and prosocial behavior.

---

3:15 – 3:30pm Tea / Coffee Break

---

**3:30—4:45pm**

### **Session 20: Self-Control Conflicts**

#### *“It Wouldn’t Have Mattered Anyway”: The Motivated Search for Outcome-Based Justification*

Stephanie Lin, Singapore Management University

Julian Zlatev, Stanford University

Dale Miller, Stanford University

We find that when consumers violate their moral or self-control standards (e.g., decide not to volunteer or go to the gym), they seek to determine whether their behaviors had negative consequences (e.g., check whether the homeless shelter or the gym was closed). However, unlike other justification techniques, people seem aware that their reliance on this tactic is biased, which suggests that people intuit that the more meaningful aspect of a decision for moral judgment is the intention rather than the consequence. Thus, we contribute to literature on moral and self-control failure justification, outcome bias, and self-aware bias.



## *Choice and Quantity in Conflict: Misleading Inferences of Self-Control from Observed Behavior*

Ga-eun (Grace) Oh, HKUST

Anirban Mukhopadhyay, HKUST

Consumer psychologists often make inferences about a consumer's self-control based on observed choices of vice versus virtue foods. In this research, we propose that such inferences based on choice alone may be misleading because they ignore actual consumption that only occurs post-choice. We extend Shiv and Fedorikhin (1999) by replicating their experiments, which only focused on choice, by assessing both choice and intake quantity. Using an endogenous treatment regression model that allows us to account for possible issues with self-selection, we find across three studies that self-control implications from choice may be systematically different from those based on quantity consumed.

## *Quantity Aversion: Self-Control and Consumers' Response to Product Quantity*

(Joyce) Jingshi Liu, HKUST

Amy Dalton, HKUST

Keith Wilcox, Columbia Business School

This research explores the interplay between self-control and product quantity, and reveals evidence for a bidirectional relationship whereby quantity (i.e., large packages) activates self-control goals, and self-control goals, in turn, reduces evaluations of large product quantities. Importantly, these effects occur for utilitarian products – products that generally pose little self-control treat. Establishing this link between quantity and self-control in the domain of utilitarian products raises the intriguing possibility that consumers develop an automatic response to quantity that can be misapplied to diverse domains.



**3:30-4:45pm**

## **Session 21 Workshop 3: Capturing Psychological Processes in Consumer Research**

Derek D. Rucker, Northwestern University  
Zakary L. Tormala, Stanford University

This workshop will discuss the promise, complications, and future directions of mediation analyses in consumer behavior. In addition, convergent methods to establish process will be discussed.

---

**5:00pm CLOSING EVENT  
HARBOUR 220**

---

