

Informe ejecutivo sobre la conferencia "Moral dynamics and socially responsible consumer behavior", ESCI – UPF, 4 de Julio 2013

Mercè Roca

El jueves 4 de julio de 2013 se celebró en ESCI-UPF la conferencia "Moral dynamics and socially responsible consumer behavior", previa a la conferencia general sobre comportamiento del consumidor organizada por el EACR (European Association for Consumer Research) en la escuela de negocios IESE (Barcelona).

El acto se centró en la exposición de estudios pioneros sobre las dimensiones morales de la conducta del consumidor. Estos estudios muestran como los valores éticos, ambientales y sociales de los consumidores a menudo entran en conflicto con objetivos e intereses alternativos. Más aun, investigan los procedimientos cognitivos que preceden y siguen a las decisiones de los consumidores cuando hay un conflicto de intereses. En la jornada se expusieron mecanismos y factores que facilitan el consumo socialmente responsable.

El evento fue patrocinado por la Cátedra Mango de RSC, la Association for Consumer Research y la Society of Consumer Psychology.



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Los organizadores del evento son investigadores de la Universitat Pompeu Fabra: Ana Valenzuela, decana de la Barcelona School of Management y profesora del departamento de Economía y Empresa, Gert Cornelissen, profesor del departamento de Economía y Empresa, y Mercè Roca, profesora de la Escuela Superior de Comercio Internacional de la Universitat Pompeu Fabra (ESCI-UPF).

Los ponentes que expusieron su trabajo y los participantes en la conferencia son investigadores de primera línea de prestigiosas universidades internacionales: Rady School of Management (UC San Diego), Wharton (University of Pennsylvania), Harvard Business School, University of California (San Diego), University of Cambridge, Rotman School of Management, University of Toronto, Haas School of Business (University of California, Berkeley), University of Groningen, Rotterdam School of Management, Erasmus University, University of Hamburg, Ben Gurion University of the

Negev, Leeds University Business School, Wageningen University (al final de este informe se adjunta una lista de todos los ponentes y participantes).



La conferencia se estructuró en 4 sesiones temáticas consecutivas:

1. *Moral dynamics, emotion, and generalized reciprocity* (Dinámica moral, emoción y reciprocidad generalizada)
2. *Embodied morality* (efectos físicos de la moralidad)
3. *Consumption and the environment* (consumo y el entorno)
4. *Cause-related marketing, gift giving, and justified lies* (Marketing con causa, obsequiar con regalos y mentiras justificadas)

Al final de este informe se incluye el programa completo de estas sesiones así como el resumen de cada artículo presentado (en inglés)

A continuación se ofrece una breve descripción de cada una de las líneas de investigación de la conferencia.

1. *Moral dynamics, emotion, and generalized reciprocity* (Dinámica moral, emoción y reciprocidad generalizada)

Esta línea de investigación se centra en analizar cómo se secuencian y qué interdependencia temporal existe entre distintas acciones asociadas a un comportamiento moral. Un análisis clásico en este contexto se basa en observar si la precedencia de una acción ética (por ejemplo, ayudar a alguien) realizada por el mismo individuo o por un tercero, hace que los individuos tiendan a realizar más acciones éticas sucesivas ("*moral consistency*") o si por el contrario, una vez saciado el comportamiento ético, se tiende a hacer menos acciones de este tipo. La investigación actual analiza como factores como la emoción y la reciprocidad actúan como moderadores de estas secuencias.

Los estudios presentados en la conferencia dentro de esta línea de investigación son:

Understanding Intuitive Beliefs About Emotion and Altruism. Alix Barasch, Emma Levine, Jonathan Berman, and Deborah Small

Paying it Forward: Generalized Reciprocity and the Limits of Generosity. Kurt Gray, Adrian F. Ward, and Michael I. Norton

Working for Warm Glow: On the Benefits and Limits of Prosocial Incentives. Alex Imas

Paying to be Nice: Consistency and Costly prosocial behavior. Ayelet Gneezy, Alex Imas, Leif D. Nelson, Amber Brown, and Michael I. Norton

2. Embodied morality (efectos físicos de la moralidad)

La moralidad de los individuos se fundamenta en experiencias físicas concretas. Así mismo, existe investigación que demuestra que el grado de moralidad de las actividades que realizamos causa reacciones físicas involuntarias (por ejemplo, aceleración del pulso) así como una mayor tendencia a realizar actividades conscientes (por ejemplo, lavarnos las manos). Los estudios en esta línea de investigación buscan qué factores se interrelacionan con las reacciones físicas generadas por el grado de moralidad de las actividades humanas.

Los estudios presentados en la conferencia dentro de esta línea de investigación fueron:

Morality in the Body: Perceived Heartbeat Shapes Moral Behavior. Chen-Bo Zhong

The Ergonomics of Dishonesty: The Effect of Incidental Posture on Stealing, Cheating, and Traffic Violations. Andy Yap, Abbie Wazlawek, Brian Lucas, Amy Cuddy, and Dana R. Carney

Cleanliness and Moral Judgment: Assimilation and Contrast Effects. Simone Schnall, Oliver Genschow, and Elsa Loissel

Can a Universal Metaphor Have Culture-Specific Effects? Moral Purity in a Face Culture. Spike W. S. Lee

3. Consumption and the environment (consumo y el entorno)

Uno de los ámbitos de la RSC que suscita un mayor interés entre los consumidores es el del medioambiente. Los consumidores se muestran preocupados tanto por el efecto que las empresas tienen sobre el entorno como el efecto de su propio consumo en el medio natural. Las investigaciones

presentadas en esta línea estudian los mediadores de las actividades pro-ambientales de los consumidores, como por ejemplo los incentivos económicos o no económicos.

Los estudios presentados en la conferencia dentro de esta línea de investigación son:

Attributions and outcomes of green consumer skepticism. Dionysis Skarmas and Constantinos N. Leonidou

Moral influences on pro-environmental actions. Linda Steg

Advertising Energy Saving Programs: The potential Environmental Cost of Emphasizing Monetary Savings. Wandl Bruine De Bruin

Private Payment versus Public Praise: Effects of reward type on energy conservation in the workplace. Michel Handgraaf, Margriet van Lidth de Jeude, and Kirstin Appelt

4. Cause-related marketing, gift giving, and justified lies (Marketing con causa, obsequiar con regalos y mentiras justificadas)

Los consumidores no siempre perciben los programas de RSC de la misma forma. Así, valoran algunos programas más positivamente que otros en función del área de RSC, su interrelación con la actividad de la empresa y la motivación que perciben que existe detrás del programa de RSC. Los estudios en esta línea de investigación analizan los mediadores de las actitudes de los consumidores ante los programas de RSC de las empresas y la forma en la que éstas los materializan y comunican al público.

Los estudios presentados en la conferencia dentro de esta línea de investigación son:

Moral Goals and Moral Behavior. Jennifer Jordan

Discovering the influences of moral emotions on gift giving. Ilona E. de Hooge

The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns to Compensate for Products' Associated Negative Externalities. Sarah Müller, Nina Mazar, Anne Fries

Justifications make lying feel honest. Shaul Shalvi

Giving meals or money? Exploring the effects of "monetary" versus "in kind" cause-related marketing campaigns. Marijke C. Leliveld

INFORMACIÓN ADICIONAL

1. Participantes en la conferencia

Organizadores

Ana Valenzuela – Universitat Pompeu Fabra

Gert Cornelissen - Universitat Pompeu Fabra

Mercè Roca – Escola Superior de Comerç Internacional – Universitat Pompeu Fabra

Ponentes

Ayelet Gneezy - Rady School of Management - UC San Diego

Alixandra Barasch - Wharton, University of Pennsylvania

Michael Norton - Harvard Business School

Alex Imas - University of California, San Diego

Simone Schnall - University of Cambridge

Spike Lee - Rotman School of Management, University of Toronto

Chen-Bo Zhong - Rotman School of Management, University of Toronto

Dana Carney - Haas School of Business, University of California - Berkeley

Jennifer Jordan - University of Groningen

Nina Mazar - Rotman School of Management, University of Toronto

Ilona de Hooze - Rotterdam School of Management, Erasmus University

Marijke Leliveld - University of Groningen

Sarah Müller - University of Hamburg

Shaul Shalvi - Ben Gurion University of the Negev

Wandi Bruine de Bruin - Leeds University Business School

Linda Steg - University of Groningen

Michel Handgraaf - Wageningen University

Constantinous Leonidou - Leeds University Business School

Asistentes

Yasmina Okan	University of Granada
Yoshiko DeMotta	Fairleigh Dickinson University
Maria Saaksjarvi	Delft University of Technology
Ellen Evers	Tilburg University
Amit Bhattacharjee	Tuck School of Business, Dartmouth College
John Pracejus	University of Alberta
Kaleel Rahman	RMIT University, Melbourne, Australia
Marijn Meijers	ASCoR/ University of Amsterdam
Lidya Jareño Macías	University of Granada
Debra Basil	University of Lethbridge
Zeinab Rezvani	
Paolo Antonetti	Cranfield School of Management
Nela Filimon	Universitat de Girona'
Sridhar Samu	Indian School of Business
Felisa Gonzalez Reyes	University of Granada
Rhonda Hadi	Baruch College, City University of New York
Yuwei Jiang	Hong Kong Polytechnic University
Meng Zhang	the Chinese University of Hong Kong
Xing Zhang	National University of Singapore
Paul Connell	Cass Business School, City University London
Silvia Bellezza	Harvard Business School
Satoru TAMAKI	Kinki University
Jordi Quidbach	Harvard University
Silvia González García	ITESM Campus Monterrey, Mexico
Abhijeet K Vadera	Indian School of Business
Tanuka Ghoshal	Indian School of Business
Jan Willem Bolderdijk	University of Groningen
Marylouise Caldwell	University of Sydney
Carmen Valor	Universidad Pontifica Comillas
Ana Babic	HEC PARIS
Marc Le Menestrel	Universitat Pompeu Fabra, Barcelona
Hilke Plassmann	INSEAD
Azadeh Kazeminia	Stockholm University Business School
Stefan Drews	Universitat Autònoma de Barcelona
Thomas Stoerk	Economics Department, UPF

2. Programa completo (en inglés)

Schedule:

8.50 – 9.00 - Welcome

9.00 – 10.20 - Session 1: Moral dynamics, emotion, and generalized reciprocity

10.20 – 10.30 - Coffee break

10.30 – 11.50 - Session 2: Embodied morality

11.50 – 12.00 - Coffee break

12.00 – 13.20 - Session 3: Consumption and the environment

13.30 – 14.30 – Lunch

15.00 – 16.20 – Session 4: Cause-related marketing, gift giving, and justified lies

3. Resúmenes de las ponencias (en inglés)

SESSION 1

Understanding Intuitive Beliefs About Emotion and Altruism

Alix Barasch*, Emma Levine, Jonathan Berman, and Deborah Small

** Wharton, University of Pennsylvania*

Theories that reject the existence of altruism argue that because benefits, including emotional ones, can serve as an ulterior motive for doing good deeds, they imply selfishness. We find that lay beliefs about the relationship between emotion and altruism reflect the opposite. Specifically, people view emotions as signaling authentic concern for a cause, while lack of emotion generates suspicion. Four studies find that emotion-driven prosocial deeds merit greater charitable credit than the same deeds without emotion. In the eyes of others, logical reasons for giving, such as duty and utilitarian concerns, are insufficient substitutes for feeling emotion. Even when prosocial actors reap emotional benefits, lay people do not penalize them for this unless they are explicitly described as motivated by that selfish benefit. Results suggest that authenticity of motives may be more important than selflessness for judgments of altruism.

Paying it Forward: Generalized Reciprocity and the Limits of Generosity

Kurt Gray, Adrian F. Ward, and Michael I. Norton*

** Harvard Business School*

When people are the victims of greed or recipients of generosity, their first impulse is often to pay back that behavior in kind. What happens when people cannot reciprocate, but instead have the chance to be cruel or kind to someone entirely different—to *pay it forward*? In five experiments, participants received greedy, equal, or generous divisions of money or labor from an anonymous person, and then divided additional resources with a new anonymous person.

While equal treatment was paid forward in kind, greed was paid forward more than generosity. This asymmetry was driven by negative affect, such that a positive affect intervention disrupted the tendency to pay greed forward. Implications for models of generalized reciprocity are discussed.

Working for Warm Glow: On the Benefits and Limits of Prosocial Incentives

Alex Imas

University of California, San Diego

Recent studies have shown that individuals report greater happiness when spending on others than on themselves, suggesting that people would be better off spending more on charitable causes (Dunn, Aknin, and Norton 2008). We explore this assertion using a prosocial incentive task, where effort is tied directly to charitable contributions. In our task, individuals indeed work harder for charity than for themselves, but only when incentive stakes are low. When stakes are raised, the difference in provided effort disappears. Additionally, individuals correctly anticipated these effects, choosing to work for charity at low incentives and for themselves at high incentives. The results have implications for optimal incentive design and the use of subjective well-being measures.

Paying to be Nice: Consistency and Costly prosocial behavior

Ayelet Gneezy*, Alex Imas, Leif D. Nelson, Amber Brown, and Michael I. Norton

** University of California, San Diego*

Building on previous research in economics and psychology, we propose that the costliness of initial prosocial behavior positively influences whether that behavior leads to consistent future behaviors. We suggest that costly prosocial behaviors serve as a signal of prosocial identity and that people subsequently behave in line with that self-perception. In contrast, costless prosocial acts do not signal much about one's prosocial identity, so subsequent behavior is less likely to be consistent and may even show the reductions in prosocial behavior associated with licensing. The results of a laboratory experiment and a large field experiment converge to support our account.

SESSION 2

Morality in the Body: Perceived Heartbeat Shapes Moral Behavior

Chen-Bo Zhong

Rotman School of Management, University of Toronto

"His heart beat terribly... He concentrated all his energies on thinking of everything and forgetting nothing; and his heart kept beating and thumping so that he could hardly breathe." In the novel *Crime and Punishment*, Dostoevsky (1866/1996) vividly portrayed the physiological experience of the protagonist

Raskolnikov moments before a murder. A pounding heart is commonly experienced when people confront moral dilemmas. While existing research typically treats heartbeat as a peripheral symptom that accompanies cognition and behavior, we found that perceived heartbeats could directly influence moral behaviors by signaling moral values. Using the false feedback paradigm where we led participants to believe that they were listening to their own heartbeat, we found that participants listening to a faster heartbeat tended to refrain from unethical behaviors and engage in more ethical behaviors compared to those listening to a slower, normal heartbeat. Moreover, these effects seem to be weaker when people are mindful or approach the moral dilemma deliberately. We discuss the implications of these findings on the important roles (perceived) physiological experiences might play in moral regulation.

The Ergonomics of Dishonesty: The Effect of Incidental Posture on Stealing, Cheating, and Traffic Violations

Andy Yap, Abbie Wazlawek, Brian Lucas, Amy Cuddy, and Dana R. Carney*

** Haas School of Business, University of California - Berkeley*

Research in environmental sciences has found that the ergonomic design of human-made environments influences thought, feeling and action. Here, we examine the impact of physical environments on dishonest behavior. Four studies tested whether certain bodily configurations—or postures—incidentally imposed by our environment lead to increases in dishonest behavior. The first three experiments found that individuals who engaged in expansive postures (either explicitly or inadvertently) were more likely to steal money, cheat on a test, and commit traffic violations in a driving simulation. Results suggested that participants' self-reported sense of power mediated the link between postural expansiveness and dishonesty. Study 4 revealed that automobiles with more expansive driver's seats were more likely to be illegally parked on New York City streets. Taken together, results suggest that: (1) environments that expand the body can inadvertently lead us to feel more powerful, and (2) these feelings of power can cause dishonest behavior.

Cleanliness and Moral Judgment: Assimilation and Contrast Effects

Simone Schnall*, Oliver Genschow, and Elsa Loissel

** University of Cambridge*

Research on the influence of cleanliness on moral judgments has produced conflicting results: Whereas Schnall, Benton and Harvey (2008) showed that priming cleanliness led participants to consider certain moral actions as less wrong, Zhong, Strejcek and Sivanathan (2010) found the exact opposite. In other words, some studies showed an assimilation effect, whereas other studies showed a contrast effect. We suggest that the type of effect depends on the ambiguity of the judgment target, and the extremity of the cleanliness

manipulation. Experiment 1 showed assimilation effects when cleanliness was primed through a moderate cleanliness manipulation and judgments were made for ambiguous targets, but contrast effects when the cleanliness prime was extreme and judgments were made for unambiguous targets. Experiment 2 further showed that becoming focally aware of an extreme cleanliness manipulation eliminates its effects on moral judgments. These findings suggest that embodied primes may guide judgment in the same manner as previously documented for semantic primes.

Can a Universal Metaphor Have Culture-Specific Effects? Moral Purity in a Face Culture

Spike W. S. Lee

Rotman School of Management, University of Toronto

Morality is associated with purity in numerous societies and languages. This association constitutes the "moral purity" conceptual metaphor that is widely assumed to be pancultural. A universally available construct, however, can still have culture-specific manifestations: we propose that the psychological consequences of moral purity should be sensitive to the bodily modality a culture chronically highlights in expressing sociomoral meanings. Testing this in a Face culture, we find that recalling one's immoral experience elicits the desire and behavioral tendency to clean one's face but not other modalities (Study 1). Indeed, face-cleaning curbs guilt-motivated behavior (Study 2); hands-cleaning does not. These findings reveal how culture matters even for presumably pancultural metaphors. Furthermore, they raise the possibility of a theoretical principle that underlies metaphorical effects such as moral purification and informs the ongoing debate between embodied and traditional models of cognition.

SESSION 3

Attributions and outcomes of green consumer scepticism

Dionysis Skarmeas and Constantinos N. Leonidou*

** Leeds University Business School*

Consumer skepticism towards firms' green marketing activities is on the rise. Yet, there is a lacuna of research on this timely, intriguing, and important topic for both academics and practitioners. Drawing on attribution theory, this study develops and tests a model that examines antecedents and outcomes of green skepticism among consumers. The study results reveal that while egoistic- and stakeholder-driven motives give rise to green skepticism, values-driven attributions reduce green skepticism; strategic-driven motives have no effect on skepticism. Further, the findings indicate that green skepticism does not influence green purchase intentions but sparks negative word-of-mouth toward green products among consumers.

Moral influences on pro-environmental actions

Linda Steg

University of Groningen

Acting pro-environmentally is often associated with higher behavioural costs (e.g., money, time, or effort). In this presentation, I will argue that various factors may motivate individuals to act pro-environmentally, even though this might be somewhat costly in the short term. More particularly, I will discuss how normative considerations can be activated or strengthened to promote pro-environmental actions. Among others, I will elaborate on how values, and in particular biospheric values, encourage pro-environmental actions. Also, I will explain the process through which normative considerations are activated, which in turn encourage pro-environmental actions.

Advertising Energy Saving Programs: The potential Environmental Cost of Emphasizing Monetary Savings

Wandi Bruine De Bruin

Leeds University Business School

In a project funded by the US Department of Energy, we studied how to advertise residential energy-saving programs to consumers. Electricity companies typically advertise energy-saving programs by pointing consumers to both the environmental benefits and the associated monetary benefits of lowered electricity bills. Although saving energy inherently saves money, our findings suggest that explicitly advertising these monetary benefits reduces consumers' willingness to sign up for residential energy-saving programs.

Private Payment versus Public Praise: Effects of reward type on energy conservation in the workplace

Michel Handgraaf*, Margriet van Lidth de Jeude, and Kirstin Appelt

** Wageningen University*

Using financial rewards to stimulate energy conservation may have negative side-effects. These may be absent if more socially relevant rewards are used. We ran a field experiment in which we used monetary vs. social and private vs. public rewards to stimulate energy saving. We measured energy consumption for a total of 13 weeks. As expected, public rewards worked better than private ones and non-material rewards worked better than monetary rewards. Differences persisted for 8 weeks after we stopped our manipulations. These results add to theorizing about the effectiveness of rewards and their relation to long term behavioral change within the domain of environmental decisions, and also show that focusing on privately earned monetary rewards may be counterproductive, whereas public social rewarding is more effective and potentially less costly.

SESSION 4

Moral Goals and Moral Behavior

Jennifer Jordan

University of Groningen

We sought to uncover methods to encourage moral behavior to beget further (rather than less (cf., Jordan et al., 2011), moral behavior. Using research on goal construal as a foundation (e.g., Fishbach et al., 2006), we first examined if people conceptualize moral behavior in progress or commitment terms. We found that people (N = 236) were more likely to construe their moral behavior in progress (vs. commitment) terms. We then sought to use this information to examine how providing an explicit goal construal can encourage consistent moral intentions and behavior. Using patrons of an environmental non-profit (N = 162), we found that a providing a commitment (vs. progress) construal led people to be more likely to follow their moral behavior with greater moral intentions. In a third study (N = 267), we found that providing people with a commitment (vs. progress) construal following positive moral feedback led them to show slightly more subsequent moral behavior.

Discovering the influences of moral emotions on gift giving

Ilona E. de Hooge

Rotterdam School of Management, Erasmus University

Purchasing gifts for other people is one of most often occurring social behaviors in consumer settings. Because gift giving is such a social process, one would expect moral emotions to play a central role in this process. Surprisingly, although a considerable body of research has mentioned the role of moral emotions, theoretical frameworks and empirical research is scarce. I will introduce a parsimonious explanation in which the effects are predicted on the basis of two emotion dimensions: valence and agency. Multiple experiments demonstrate that the positive effects of positive moral emotions on gift giving are not influenced by agency, but that agency does play a role in the effects of negative moral emotions on gift giving. Moreover, givers' interpersonal orientation can affect the role of valence and agency. Together, these findings provide a unique theoretical and empirical contribution to our understanding of moral emotions in gift giving.

The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns to Compensate for Products' Associated Negative Externalities

Sarah Müller*, Nina Mazar, Anne Fries

** University of Hamburg*

Customers are increasingly attentive to the social and ethical consequences of their consumption, which threatens the demand for products associated with

negative externalities. In an attempt to compensate for their products' adverse effects, some companies utilize cause-related marketing (CM) campaigns. For example, several airlines offer donations to offset carbon emissions. However, it is not clear whether it is beneficial for companies to offer a donation toward fighting a problem directly caused by their products (e.g., carbon emission) as it emphasizes the harmfulness of the product. One field and one laboratory experiment, both incentive compatible and involving real purchases, show that customers react more positively to CM campaigns in product-unrelated (e.g., airlines donating to fight illiteracy) rather than product-related domains – unless the product-related campaign is personalized. These effects are mediated by guilt. Finally, our results suggest that the right CM campaign can allow companies of products associated with negative externalities to increase their market shares without giving up profit margins.

Justifications make lying feel honest

Shaul Shalvi

Ben Gurion University of the Negev

Deontologically, a lie is a lie and is wrong. Are all lies however, similarly judged? Alternatively, do some lies feel more legitimate than others? Consumers often face temptations to bend ethical rules in order to serve their self-interest. When desiring to listen to a favorite song, people may buy the song or illegally download it. What determines that one will act unethically in some situations but not in others? I will present data suggesting that when people are able to justify an unethical act, they are more likely to behave unethically as they judge such behavior relatively legitimate. Private justifications it seems, make it possible to feel honest while lying for profit.

Giving meals or money? Exploring the effects of "monetary" versus "in kind" cause-related marketing campaigns

Marijke C. Leliveld

University of Groningen

Charities can turn to profit organizations to boost their funding, by starting so-called Cause Related Marketing campaigns. For each product sold, the company donates to that charity. This line of research focusses on the differences between traditional monetary donations, and non-monetary donations (e.g., tetanus vaccines) on consumer's evaluations and purchase behavior. In this specific study we investigate the effect of disclosing the real value of a (non-)monetary donation after consumers were given the option to buy the product. Negative effects on attitudes towards the company were larger in the non-monetary CRM campaigns than in the monetary campaign. Implications of these results are discussed.