The Protestant Work Ethic and Its Role in Outcome Prediction Based on Cost of Means

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The Protestant Work Ethic (PWE) is one of the few concepts that spans most social sciences but has been ignored by consumer researchers. Four studies found high (vs. low) PWE consumers prefer costlier options across different types of cost, because they use costs in means to predict benefits in outcomes.

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Do Different Motives Underlying Gift-giving Behavior Influence Self-indulgence Differently?

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This research suggests that different gift-giving motivations influence a gift-giver’s self-indulgence differently. Gift-givers with an altruistic motivation tend to be more self-indulgent than gift-givers with a self-interested or a compliance-with-social-norm motive. We find that this effect is mediated by happiness and moderated by the perceived appropriateness of self-indulgence.

Teasing out Need for Affiliation and Need for Control in Preference for Anthropomorphized Products

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Prior research showed that social exclusion increases preference for anthropomorphized products. Yet, the exact motivation is unclear because social exclusion can heighten both affiliation need and control need. Using a new manipulation, we add to the literature by showing need for affiliation alone can drive preference for anthropomorphized products.

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The Influence of Confirmatory Reasoning on Extremeness Aversion

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Attractive confirmation increases self-confidence, provides reassurance and reduces sense of uncertainty. This confirmatory reasoning aimed to reach a consistent and readily justifiable decision. We predict that confirmation can either enhance self-confidence or decrease the sense of uncertainty in decision making. Moreover, low self-confidence and uncertainty would result in extremeness aversion.

Consumer Misinformation: The Anti-Consumption of Green Products

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This study contributes to an understanding of how consumer misinformation can encourage the anti-consumption of some green products. Multiple methods were used to gather data, with the intention of bringing multiple points of view to the emerging misinformation surrounding the consumption of E10 fuel.