The Effect of Ethical Corporate Behaviours on Consumer Support For Nonprofits: the Role of Gratitude and Social Justice Values

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We add to CSR research by revealing the emotional pathway between corporate ethical actions and consumer response toward nonprofits. Results showed that felt gratitude mediates the impact of perceived corporate ethical actions on consumer support for nonprofits. Social justice values that consumers hold further moderate the elicitation of felt gratitude.

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The Effect of Corporate Ethical Transgression on Consumer Support for Nonprofits: The Role of Negative Moral Emotions and Individual Differences
Chunyan Xie, Stord/Haugesund University College, Norway
Richard P. Bagozzi, University of Michigan, USA

We add to research on pro-social decision making by providing a new psychological mechanism underlying consumer support for nonprofits upon exposure to corporate unethical actions. Results showed that contempt, anger, and disgust mediate the relationship between corporate unethical actions and consumer support. Further, consumer characteristics moderate consumer emotional responses.

Action or Inaction? The Effects of Regulatory Mode on the Likelihood of Action to Get the Second Best When Missing the Best
Lan Xu, Wuhan University
Wenting Xie, Wuhan University
Nan Cui, Wuhan University

This paper shows that individuals high in locomotion are more likely to take second action than those high in assessment. Furthermore, it examines the mediating effect of anticipated inaction regret on the influence of regulatory mode on the likelihood of action.

Self-Licensing or Satisfying Health Goals? Effect of Exercising on Food Choices
Richard Yalch, University of Washington, USA
Kyra Wiggin, University of Washington, USA

Health-related goals cause individuals to resist temptation but self-licensing justifies individuals indulging themselves with unhealthy foods. When given a choice between a healthy or tasty snack before or after exercising, more individuals resisted temptation after than before. Expecting to exercise provides self-licensing whereas exercising makes health goals more salient.

I Need Your Accompany: Low Temperature Promotes Preference toward Anthropomorphized Products
Chun-Ming Yang, Ming Chuan University, Taiwan
Wen-Hsien Huang, National Chung Hsing University, Taiwan
Pei-Wen Fu, National Sun Yat-Sen University, Taiwan

Two studies find that low temperature cause people to prefer anthropomorphized products, especially when the possession-self link is high. Moreover, we also find that need for affiliation mediate this relationship. This research contributes to the literature by bridging anthropomorphism and embodied cognition literature, and provides new practical and theoretical insights.