The Avoidance of Moral Obligation

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We show that people avoid moral obligation by taking a prosocial option out of their choice set, thereby making it unavailable to them. Furthermore, this occurs whether or not they would have chosen the prosocial option had it been available to them, implying that some avoid being "guilt-tripped."

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Can Being Healthy Be Sexy? - An Exploration of ‘Health Edutainment’ and Its Impact On Attitudes and Behaviors
Tyrha M Lindsey, Rutgers University, USA
Christine Ringler, Rutgers University, USA

As rates of obesity, hypertension and heart disease continue to rise, how do you make preventive health issues sexy so people will take notice and act? We gathered data from 155 millennials to examine the effects of “health edutainment” on intentions to get more health information.

Five–Finger-Discount for the Rejected: The Interactive Effect of Social Exclusion and Product Type on Shoplifting Behavior
Christopher Ling, University of South Carolina, USA
Thomas Kramer, University of South Carolina, USA

We introduce shoplifting as a coping mechanism to social exclusion to the consumer behavior literature, and examine its facilitating and attenuating contexts. Results show that excluded consumers who have stolen before, are more likely to shoplift hedonic (vs. utilitarian) products, whereas product type does not impact shoplifting for included consumers.

You Can Frustrate “me” But Not “us”: The Moderate Effect of Self-Construal on Response to Luxury Brand Exclusion
Xian Liu, Shanghai Jiaotong University, China; University of Minnesota, USA
Barbara Loken, University of Minnesota, USA
Liangyan Wang, Shanghai Jiaotong University, China
Fei Xu, Shanghai Jiaotong University, China

This research examines how consumers with different self-construals respond to luxury brand exclusion. Results of two studies show that Independents (vs. interdependents) tend to disassociate (vs. associate) with a luxury brand that rejects them, and even transfer preference to its competitor brands; whereas both independents and interdependents continue to associate with a luxury brand which ignores them.

The Impact of Parental Divorce on Consumers’ Moral Judgment Processes
Mengmeng Liu, Temple University, USA
Maureen Morrin, Temple University, USA

Divorce is commonly associated with having several negative psychological effects on offspring’s well-being. The present research proposes that adult consumers who grew up in divorced (versus intact) households render harsher moral judgments against companies and brands who engage in unethical behaviors, compared with consumers who grew up in intact families.