When Moral Identity Gets Threatened: Shifting Between Personal and Social Identities

A. Deniz Oktem, Koc University
Amna Kirmani, University of Maryland

The authors show that the type of experienced moral identity threat can vary with respect to abstract versus concrete thinking and when threat occurs as a result of comparison with others. Two experiments indicate that different levels of moral identity threat influences preferences for honest and sincere brands.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1017985/volumes/v42/NA-42

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Following the Best Team or Being the Best Fan?
Implications of Maximizing Tendency for Fan Identification and Sport Marketing Strategy
Ian Norris, Berea College
Dan Wann, Murray State University
Ryan Zapalac, Sam Houston State University

Maximizing may promote being the best fan, not following the best team. In Study 1, maximizers identified more strongly with their favorite NFL teams when they were historically unsuccessful. In Study 2, they identified more strongly with their college basketball team after reading a negative preview of the upcoming season.

The Influence of Belief-Consistent Nutrition Information on Food Consumption
Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology
Young Eun Huh, Hong Kong University of Science and Technology
Anirban Mukhopadhyay, Hong Kong University of Science and Technology

This research examines the effect of nutrition information that is consistent with consumers’ category-based beliefs. Consumption decisions, for either healthy or unhealthy foods, are not materially influenced by belief-consistent nutrition information (Study 1). However, after having chosen either a healthy or an unhealthy item, a subsequent decision regarding indulgent food is indeed affected by the prior presence of belief-consistent nutrition information (Study 2). Specifically, people who had made a healthy [unhealthy] choice in the presence of calorie information were less [more] likely to want to indulge afterwards.

When Moral Identity Gets Threatened: Shifting Between Personal and Social Identities
A. Deniz Oktem, Koc University
Amna Kirmani, University of Maryland

The authors show that the type of experienced moral identity threat can vary with respect to abstract versus concrete thinking and when threat occurs as a result of comparison with others. Two experiments indicate that different levels of moral identity threat influences preferences for honest and sincere brands.

Your Time or Your Money?
How Fear of Failure Affects Charitable Contributions of Time versus Money
Lale Okyay-Ata, Koc University, Turkey
Zeynep Gürhan-Canli, Koc University, Turkey

The present research investigates the effect of fear of failure as a self-threat on consumers’ charitable giving tendencies. It is shown that whether the salient identity threat component of fear of failure is personal versus social differentially affects the type of charitable contribution made. The underlying mechanism for the effect is discussed.

Why Believing in Either More or Less Willpower Capacity can Increase Self-Control Performance: A Fluency Perspective
Ashley Otto, University of Cincinnati, USA
Joshua Clarkson, University of Cincinnati, USA
Patrick Egan, Indiana University, USA
Edward Hirt, Indiana University, USA

This work demonstrates the flexibility of willpower beliefs from a fluency perspective. Though individuals who believe in an unlimited (versus limited) willpower are more immune to resource depletion, three experiments outline the process and conditions under which believing in a limited (versus unlimited) willpower results in greater self-regulatory performance.