

**Zicklin School of Business
Baruch College/CUNY**

**MKT 885: MORALITY, ETHICS, AND CONSUMPTION BEHAVIOR
Spring 2020**

Wednesday: 3pm – 5pm
Office Hours: by appointment

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COURSE OVERVIEW

Morality, ethics and values are fundamental elements of the human condition. Thus, it is not surprising that these notions also inform our thoughts, feelings, decisions and behaviors in the consumption domain. There has been growing interest in recent years in understanding when, how and why our values, morals and ethics affect and are, in turn, affected by our consumption behavior. In this seminar, our goals are to gain a critical sense for this understanding, become familiar with the conceptual perspectives informing it, and think about meaningful ways in which we can enhance this understanding.

We will do this through academic readings on different aspects of morality, ethics and their intersection with consumption behavior. These readings represent recent work from various behavioral disciplines. When you read each article, make sure you understand the boundaries, i.e., what are the questions that the paper seeks to address, and more importantly, what questions remain unanswered. Also pay specific attention to the methodologies employed by empirical papers in addressing the research objectives. Please come to class with your own ideas on each topic that we can discuss.

COURSE OBJECTIVES

The objectives for this course are for you to (1) gain substantive knowledge and think critically about the psychology of morality and ethics (2) deepen your understanding of the role and applications of morality to the consumption domain, (3) learn how to conduct and effectively communicate research in this domain, and (4) develop your ability to generate and examine, both qualitatively and quantitatively, interesting and important research questions.

REQUIREMENTS

1. *Class participation (35%).*

For every class session, three students will have the responsibility to present, briefly, one assigned paper. As the presenter, you will need to summarize, in one page, what was done in the paper as well as your critical assessment of it. We will rotate the presenters in each class, so that all students will present an approximately equal number of times. *Regardless of whether or not you are responsible for a paper, please read **all** the papers that have been assigned for each day.*

Your class participation grade will be based on your:

- active discussion of all assigned papers
- presentation and critique of the papers you are responsible for

2. *Research proposals (45%).*

You will need to turn in three five-page (maximum) research proposals during the course of the

semester. Choose a research question of interest to you. In doing so, feel free to go beyond the topics that we discuss in class. (As you might suspect, I had to exercise severe restraint in deciding on topics and papers.). Your research paper should communicate not only an in-depth understanding of your chosen area, including research that is not discussed in class, but also a clear sense of how you would study the research question of interest to you.

A brief outline of your research idea is due soon after the fourth class session. There are two other deliverables: (1) a literature review of the area(s) underlying your research question, together with the basic predictions you seek to investigate (2) a comprehensive proposal is due at the end of the course.

You are not required to conduct any data collection or analyses for this project. However, you are required to develop a proposal that is detailed enough in terms of the proposed hypotheses, design, method and procedure so that I am able to assess the proposal meaningfully and give you constructive feedback (please see Appendix for some tips on writing a behavioral research paper).

3. *Research Presentation (20%).*

The last component of your grade is an open-book final exam, in which you will be tested on several of the topics we discuss in class. More about this later.

TENTATIVE COURSE OUTLINE

Session	Topic	Deadlines
1	Course Introduction	
2	Conceptual Perspectives	
3	Moral Antecedents	
4	Moral Tradeoffs	Research Proposal 1
5	Moral Judgments	
6	Moral Judgments 2	
7	Morality and Emotions	Research Proposal 2
8	Moral Licensing	
9	Ethical Consumption	
10	Moral Resistance	Research Proposal 3
11	Immorality	
12	Prosocial Behaviors	
13	The Review Process	
14	Presentations	

TENTATIVE READING LIST

SESSION 1: COURSE INTRODUCTION

Campbell, M. & K. Winterich (2017), Editorial, JCP Special Issue on Marketplace Morality

Dunning, D. (2007). Self-image motives and consumer behavior: How sacrosanct self-beliefs sway preferences in the market place. *Journal of Consumer Psychology*, 17(4), 237-249.

Hofmann, W., D. C. Wisneski, M. J. Brandt, & L.J. Skitka (2014), Morality in everyday life, *Science*, 345(6202),1340-1343.

Goenka, S. & M. Thomas (2019). The malleable morality of conspicuous consumption. *Journal of Personality and Social Psychology*, Advance online publication.

SESSION 2: CONCEPTUAL PERSPECTIVES

Gray, K., L. Young, & A. Waytz. (2012). Mind perception is the essence of morality. *Psychological Inquiry*, 23, 101-124.

Haidt, J., & S. Kesebir (2010). Morality. In S. Fiske, D. Gilbert & G. Lindzey (Eds.), *Handbook of Social Psychology* (Vol. 5th Edition, pp. 797-832). Hoboken, NJ: Wiley.

Mick, D. G. (2017). Buddhist psychology: Selected insights, benefits, and research agenda for consumer psychology, *Journal of Consumer Psychology*, 27, 1, 117-132

SESSION 3: MORAL ANTECEDENTS

Aquino, K. F., D. Freeman, A. Reed, V. K. G. Lim, & W. Felps (2009). Testing a social-cognitive model of moral behavior: The interactive influence of situations and moral identity centrality. *Journal of Personality and Social Psychology*, 97(1), 123-141.

Ellemers, N., van der Toorn, J., Paunov, Y., & van Leeuwen, T. (2019). The psychology of morality: A review and analysis of empirical studies published from 1940 through 2017. *Personality and Social Psychology Review*, 23(4), 332–366.

Feinberg, M., C. Kovacheff, R. Teper & Y. Inbar (2019). Understanding the process of moralization: how eating meat becomes a moral issue. *Journal of Personality and Social Psychology*, 117, 1, 50 – 72.

SESSION 4: MORAL TRADEOFFS

Falk, A. and N. Szech (2013). Morals and markets. *Science*, 340 (6133): 707-711.

Ehrich, K. R. and J. R. Irwin (2005). Willful ignorance in the request for product attribute information. *Journal of Marketing Research*, 42(3), 266-277.

Kouchaki, M. I., H. Smith, & K. Savani (2018). Does deciding among morally relevant options feel like making a choice? How morality constrains people's sense of choice. *Journal of Personality and Social Psychology*, 115, 5, 788–804

SESSION 5: MORAL JUDGMENTS 1

Bhattacharjee, A., J. Z. Berman, & A. Reed (2013). Tip of the hat, wag of the finger: How moral decoupling enables consumers to admire and admonish. *Journal of Consumer Research*, 39(6), 1167 – 1184.

Luttrell, A., R. E. Petty, P. Briñol, & B. C. Wagner (2016). Making it moral: Merely labeling an attitude as moral increases its strength. *Journal of Experimental Social Psychology*, 65, 82-93.

Samper A., L. W. Yang & M. E. Daniels (2018). Beauty, effort, and misrepresentation: how beauty work affects judgments of moral character and consumer preferences. *Journal of Consumer Research*, 45, 1, 126–147

SESSION 6: MORAL JUDGMENTS 2

Bigman, Y. E., & M. Tamir (2016). The road to heaven is paved with effort: Perceived effort amplifies moral judgment. *Journal of Experimental Psychology: General*, 145(12), 1654 – 1669.

De Bock, T., M. Pandelaere & P. Kenhove (2013). When colors backfire: The impact of color cues on moral judgment. *Journal of Consumer Psychology*, 23(3), 341-348.

Paharia, N. (2020). Who receives credit or blame? The effects of made-to-order production on responses to unethical and ethical company production practices. *Journal of Marketing*, 84 (1), 88–104

SESSION 7: MORALITY AND EMOTIONS

Schnall, S., J. Haidt, G. L. Clore & A. H. Jordan (2008). Disgust as embodied moral judgment. *Personality and Social Psychology Bulletin*, 34, 1096-1109.

Hechler, S. & T. Kessler (2018). On the difference between moral outrage and empathic anger: Anger about wrongful deeds or harmful consequences.; *Journal of Experimental Social Psychology*, 76, 270-282.

Gino, F., M. Kouchaki, & A. D. Galinsky (2015). The moral virtue of authenticity: How inauthenticity produces feelings of immorality and impurity. *Psychological Science*, 26, 7, 983-996

SESSION 8: MORAL LICENSING

Khan, U. & R. Dhar (2006). Licensing effect in consumer choice. *Journal of Marketing Research*, 43 (2), 259-266.

Merritt, A. C., D. A. Effron, S. Fein, K. K. Savitsky, D. M. Tuller & B. Monin (2012). The strategic pursuit of moral credentials. *Journal of Experimental Social Psychology*, 48, 774-777.

Nikolova, H., C. Lambertson, & N. Verrochi Coleman. (2018). Stranger Danger: When and Why Consumer Dyads Behave Less Ethically Than Individuals, *Journal of Consumer Research*, 45, 1, 90–108.

SESSION 9: ETHICAL CONSUMPTION

Sen, S. and C. B. Bhattacharya (2001), “Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility,” *Journal of Marketing Research*, 38(2), 225-244.

Giesler, M. and E. Veresiu (2014). Creating the responsible consumer: Moralistic governance regimes and consumer subjectivity. *Journal of Consumer Research* 41 (3) 840 – 857.

White, K., R. Habib, D. J. Hardisty (2019), How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework, *Journal of Marketing*, 22–49

SESSION 10: MORAL RESISTANCE

Sen, S., Z. Gurhan-Canli & V. G. Morwitz (2001). Withholding consumption: A social dilemma perspective on consumer boycotts. *Journal of Consumer Research*, 28 (December), 399-417.

Izberk-Bilgin, E. (2012). Infidel brands: Unveiling alternative meanings of global brands at the nexus of globalization, consumer culture, and Islamism. *Journal of Consumer Research*, 39(4), 663-687.

Wang, Y. & A. Krishna (2012). Enticing for me but unfair to her: Can targeted pricing evoke socially conscious behavior? *Journal of Consumer Psychology*, 22(3), 433-442.

SESSION 11: IMMORALITY

Kouchaki, M., K. Smith-Crowe, A. P. Brief, & C. Sousa (2013). Seeing green: Mere exposure to money triggers a business decision frame and unethical outcomes. *Organizational Behavior and Human Decision Processes*, 121 (1), 53-61.

Mazar, N., O. Amir & D. Ariely (2008). The dishonesty of honest people: A theory of self-concept maintenance. *Journal of Marketing Research*, 45 (6), 633-644.

Dong, P. and C-B Zhong (2017). Witnessing moral violations increases conformity in consumption. *Journal of Consumer Research* 44, 4, 778–793

SESSION 12: PROSOCIAL BEHAVIORS

Batson, C. D., N. Ahmad, A. A. Powell, & Stocks, E. L. (2008). Prosocial motivation. In: *Handbook of Motivation Science*. Shah, James Y. (Ed.); Gardner, Wendi L. (Ed.); New York, NY, US: Guilford Press, 135-149.

Gray, K., A. F. Ward, & M. I. Norton, (2014). Paying it forward: Generalized reciprocity and the limits of generosity. *Journal of Experimental Psychology: General*, 143 (1), 247–254.

Goenka, S. & S. van Osselaer (2019). Charities can increase the effectiveness of donation appeals by using a morally congruent positive emotion. *Journal of Consumer Research*, 46, 4, 774–790.

SESSION 13: JCP SPECIAL ISSUE ON MORALITY (2018)

In this session, you will pick a paper that you really like from the JCP Special Issue on Marketplace Morality and discuss the paper and why you think it is good.