

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

**MKT 88800-02: MORALITY, ETHICS, AND CONSUMER BEHAVIOR
Spring 2022**

Wednesday: 3pm – 5pm
VC 12-223
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

You need to come to each session prepared to discuss each article in depth and to present your thoughts about the major ideas, contributions, and shortcomings of each article. You need to also comment on and critique the research ideas of the other students, as described next.

As noted above, you will also generate an idea for a study each week, starting the second week. You will be responsible for writing up an approximately one-page (double-spaced) note for each class that describes an idea for a study based on the week's readings, e.g., a new study or studies designed to extend a particular paper, build a bridge between two or more papers, or investigate a real-world phenomenon that relates in some way to the papers for that week. In your write-up, please specify the research question, why it is important, your predictions, and a brief overview of the proposed design (e.g., the independent and dependent variables). Plan on presenting your ideas in class.

Finally, you will take one of your idea papers and develop it into a full-blown research proposal (approx.

10 - 15 pages). If you absolutely must, you can develop a completely new idea for this proposal as well; please discuss with me. You will make a brief presentation of your research proposal in the final session of the class. The final paper will be due two weeks after your presentation.

The proposal will be based on in-depth reading in your selected areas and going beyond papers discussed in class. Your proposal should have the following structure: objective/introduction, theoretical development/ hypotheses, methodology and analysis:

Introduction: This section motivates the research by briefly discussing the general importance of the topic, and the likely contribution/s of the proposed research.

Theoretical development: This section integrates relevant past research, which, along with logic and argumentation, leads up to testable hypotheses.

Methodology: This section includes details about experimental design, subjects, procedure, measurement of variables, instructions to subjects, manipulation checks etc.

TENTATIVE READING LIST

SESSION 1: COURSE INTRODUCTION

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

Carrington, M., Chatzidakis, A., Goworek, H., & Shaw, D. (2021). Consumption ethics: A review and analysis of future directions for interdisciplinary research. *Journal of Business Ethics*, 168(2), 215-238.

Dunning, D. (2007). Self-image motives and consumer behavior: How sacrosanct self-beliefs sway preferences in the marketplace. *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.

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.

Philipp-Muller, A., Teeny, J. D., & Petty, R. E. (2022). Do consumers care about morality? A review and framework for understanding morality's marketplace influence. *Consumer Psychology Review*, 5(1), 107-124.

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.

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

SESSION 4: MORAL TRADEOFFS

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.

Caruana, R., Glozer, S., & Eckhardt, G. M. (2019). 'Alternative hedonism': Exploring the role of pleasure in moral markets. *Journal of Business Ethics*, 1-16.

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

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.

Olson, J. G., McFerran, B., Morales, A. C., & Dahl, D. W. (2016). Wealth and welfare: Divergent moral reactions to ethical consumer choices. *Journal of Consumer Research*, 42(6), 879-896.

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

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.

Khan, U., & Kalra, A. (2021). It's good to be different: How diversity impacts judgments of moral behavior. *Journal of Consumer Research*

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.

Hamby, A., B. McFerran, & D. W. Dahl (2021). Above the scam: Moral elevation reduces gullibility. *Journal of Consumer Psychology*

Tangney, J. P., Stuewig, J., & Mashek, D. J. (2007). Moral emotions and moral behavior. *Annual Review of Psychology*, 58, 345-372.

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 (April 6)

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

Chernev, A., & Blair, S. (2021). When sustainability is not a liability: The halo effect of marketplace morality. *Journal of Consumer Psychology*, 31(3), 551-569.

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.

Nardini, G., Rank-Christman, T., Bublitz, M. G., Cross, S. N., & Peracchio, L. A. (2021). Together we rise: How social movements succeed. *Journal of Consumer Psychology*, 31(1), 112-145.

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.

Gai, P. J., & Puntoni, S. (2021). Language and consumer dishonesty: A self-diagnostics theory. *Journal of Consumer Research*, 48, 333 - 351

SESSION 12: PROSOCIAL BEHAVIORS

Zlatev, J.J., D.M. Kupor, K. Laurin, D.T. Miller (2020). Being “good” or “good enough”: Prosocial risk and the structure of moral self-regard. *Journal of Personality and Social Psychology*, 118 (2), 242

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.

Loewenstein, G., & Small, D. A. (2007). The scarecrow and the tin man: The vicissitudes of human sympathy and caring. *Review of general psychology*, 11(2), 112-126.

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.

SESSION 14: PRESENTATIONS