

### **Moral Goals and Moral Behavior**

Jennifer Jordan

We sought to uncover methods to encourage moral behavior to beget further (rather than less (cf., Jordan et al., 2011), moral behavior. Using research on goal construal as a foundation (e.g., Fishbach et al., 2006), we first examined if people conceptualize moral behavior in progress or commitment terms. We found that people (N = 236) were more likely to construe their moral behavior in progress (vs. commitment) terms. We then sought to use this information to examine how providing an explicit goal construal can encourage consistent moral intentions and behavior. Using patrons of an environmental non-profit (N = 162), we found that a providing a commitment (vs. progress) construal led people to be more likely to follow their moral behavior with greater moral intentions. In a third study (N = 267), we found that providing people with a commitment (vs. progress) construal following positive moral feedback led them to show slightly more subsequent moral behavior.

### **Discovering the influences of moral emotions on gift giving**

Ilona E. de Hooge

Purchasing gifts for other people is one of most often occurring social behaviors in consumer settings. Because gift giving is such a social process, one would expect moral emotions to play a central role in this process. Surprisingly, although a considerable body of research has mentioned the role of moral emotions, theoretical frameworks and empirical research is scarce. I will introduce a parsimonious explanation in which the effects are predicted on the basis of two emotion dimensions: valence and agency. Multiple experiments demonstrate that the positive effects of positive moral emotions on gift giving are not influenced by agency, but that agency does play a role in the effects of negative moral emotions on gift giving. Moreover, givers' interpersonal orientation can affect the role of valence and agency. Together, these findings provide a unique theoretical and empirical contribution to our understanding of moral emotions in gift giving.

## **The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns to Compensate for Products' Associated Negative Externalities**

**Sarah Müller, Nina Mazar, Anne Fries**

Customers are increasingly attentive to the social and ethical consequences of their consumption, which threatens the demand for products associated with negative externalities. In an attempt to compensate for their products' adverse effects, some companies utilize cause-related marketing (CM) campaigns. For example, several airlines offer donations to offset carbon emissions. However, it is not clear whether it is beneficial for companies to offer a donation toward fighting a problem directly caused by their products (e.g., carbon emission) as it emphasizes the harmfulness of the product. One field and one laboratory experiment, both incentive compatible and involving real purchases, show that customers react more positively to CM campaigns in product-unrelated (e.g., airlines donating to fight illiteracy) rather than product-related domains – unless the product-related campaign is personalized. These effects are mediated by guilt. Finally, our results suggest that the right CM campaign can allow companies of products associated with negative externalities to increase their market shares without giving up profit margins.

### **Justifications make lying feel honest**

Shaul Shalvi

Deontologically, a lie is a lie and is wrong. Are all lies however, similarly judged? Alternatively, do some lies feel more legitimate than others? Consumers often face temptations to bend ethical rules in order to serve their self-interest. When desiring to listen to a favorite song, people may buy the song or illegally download it. What determines that one will act unethically in some situations but not in others? I will present data suggesting that when people are able to justify an unethical act, they are more likely to behave unethically as they judge such behavior relatively legitimate. Private justifications it seems, make it possible to feel honest while lying for profit.

### **Giving meals or money? Exploring the effects of "monetary" versus "in kind" cause-related marketing campaigns**

Marijke C. Leliveld

Charities can turn to profit organizations to boost their funding, by starting so-called Cause Related Marketing campaigns. For each product sold, the company donates to that charity. This line of research focusses on the differences between traditional monetary donations, and non-monetary donations (e.g., tetanus vaccines) on consumer's evaluations and purchase behavior. In this specific study we investigate the effect of disclosing the real value of a (non-)monetary donation after consumers were given the option to buy the product. Negative effects on attitudes towards the company were larger in the non-monetary CRM campaigns than in the monetary campaign. Implications of these results are discussed.