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Experiment 4

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protocol .

Consistency_Sequential_Decisions

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This experiment provides evidence for this effect in a field setting. We approached residents of a specific city (referred to in what follows as “Smallville”) and offered them the opportunity to make two sequential decisions. Smallville is relatively small, with fewer than 30,000 inhabitants.

Dikla Perez , Yael Steinhart , Amir Grinstein , Meike Morren 2021. Experiment 4.

protocols.io

<https://protocols.io/view/experiment-4-by6dpza6>



Consistency in Identity Related Sequential Decisions

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Sequential decisions, Consistent behavior, Visibility, Social identity, Personal identity.

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Oct 18, 2021

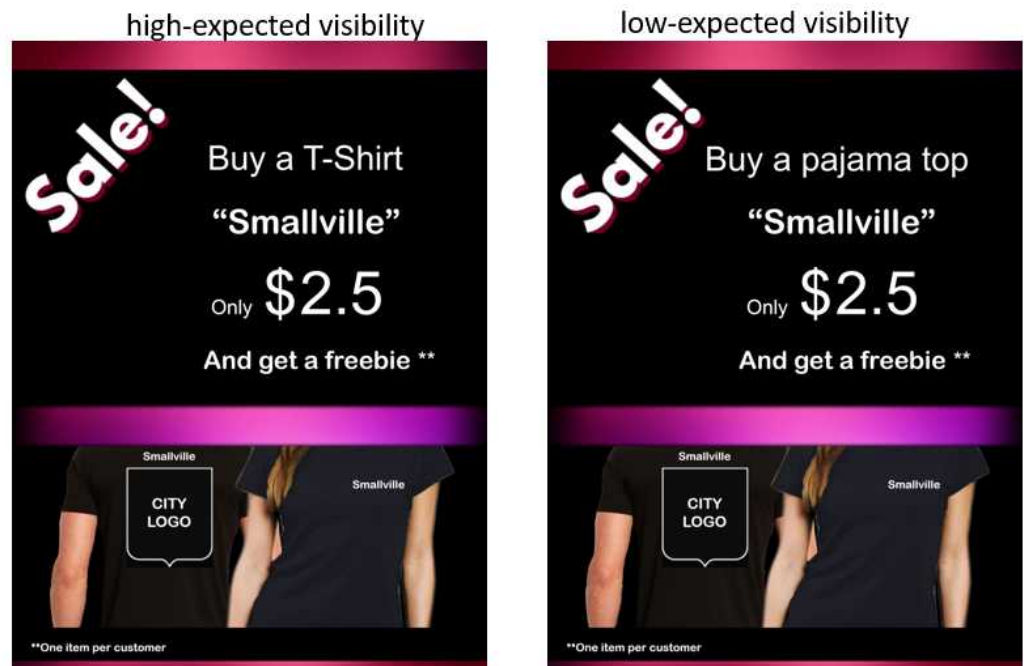
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Part of collection

[Consistency in Identity Related Sequential Decisions](#)

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Personal identity expression



Social identity expression



- 1 Experimental design:
We have employed two expected visibility conditions (low vs. high) in a between-subjects design.
- 2 Sample:
 $n = 50$ shoppers (34 women) in a local supermarket in the city of "Smallville."
Participants were randomly assigned to two conditions, in a between-subjects design: high or low expected visibility of the consumed product.

3 Measurements

(First decision: Purchasing a product that reflects social identity)

A sign displayed at the entrance to the supermarket invited shoppers to purchase a product (a short-sleeved shirt). In both cases, the city logo was printed on the shirt, reflecting participants' social identity.

(Low-expected visibility condition)

The sign invited shoppers to buy a pajama top – reflecting low-expected visibility of the consumed product.

(High-expected visibility condition)

The sign invited shoppers to buy a t-shirt – reflecting high expected visibility of the consumed product.

(Second decision: Choosing a free gift)

A shopper who purchased a t-shirt was invited to choose a free pen. Two types of pens were offered: one expressing shoppers' social identity (a pen printed with the city logo), and the other expressing their personal identity (a pen in a color of the shopper's choice).

We coded a shopper's second choice as "consistent" if he or she selected a pen printed with the city logo.

4 Hypotheses

H1: In a set of sequential identity-related product decisions, an individual is more likely to engage in consistent behavior—i.e., to make a second decision that emphasizes the same (personal or social) identity as the first decision—when the product involved in the first decision is expected to be consumed in high-visibility rather than low-visibility circumstances.