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🌐 Experiment 2

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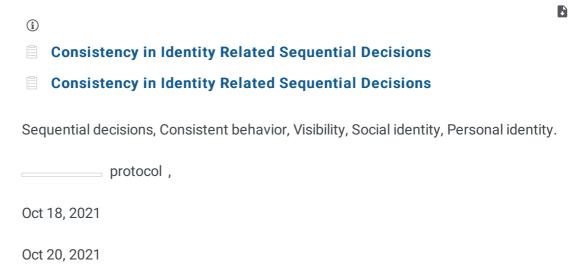
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protocol .

Consistency_Sequential_Decisions

meike.morren

In this experiment we aimed to achieve two goals. First, we aimed to replicate the effect of expected product visibility on consistency in sequential decisions, and to extend our conclusions to circumstances in which the product involved in the first decision emphasizes one's personal identity rather than one's social identity (the identity emphasized in Experiment 1). Second, we sought to investigate whether heightened self-presentation concerns mediate the effect (H2)

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📄 **Consistency in Identity Related Sequential Decisions**

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

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📎 **Experiment 2.sav**

1   Experimental design:
    We have employed two expected visibility conditions (low vs. high) in a between-subjects
    design.

2   Sample:
    n = 78 student participants (61.5% women, M_{age} = 22.6, SD = 2.05) volunteered to take part in
    an online study in exchange for course credit. Participants were each randomly assigned to
    one of two conditions in a between-subjects design: the expected visibility of the consumed
    product - high or low.

3   Measurements:
    Questionnaire
    (Instructions)
    As a thank you for participating in this survey, we will use a lottery among participants and
    hand out a t-shirt to the winners and a pen to each participant.
    (First decision)
    Choose your favorite color for the t-shirt you might win.
    Purple
    White
    Red
    Blue
    Black

    (Low-visibility condition)
    We believe that the opportunities for you to wear such a t-shirt will be when you are *at home*,
    and there is a chance that only a *few* people will see you wearing it.

    (High-visibility condition)
    We believe that the opportunities for you to wear such a t-shirt will be when you are *outside*,
    and there is a chance that *many* people will see you wearing it.

    (Second decision)
    Which of the following pens would you prefer to have?
    1. Pen with the school logo printed on it.
    2. Pen available in a variety of colors, from which you will be able to choose your favorite one.

    (Product visibility manipulation checks)
    Please rate your level of agreement with the following statements (1- strongly disagree to 7 -

strongly agree):
-Other people are expected to know that I own the product without me telling them.
-Other people are not expected to know that I own the product without me telling them.

(Self-presentation scale)
Please rate your level of agreement with the following sentences (1- strongly disagree to 7- strongly agree):
-Choosing this t-shirt makes me more aware of myself.
-Choosing this t-shirt increases concerns regarding my dressing style.
-Choosing this t-shirt makes me think that it will be a good idea to take one more look in the mirror.
-Choosing this t-shirt makes me concerned about other people's opinions.
-Choosing this t-shirt makes me more aware of my appearance.

(Background questions)
Age, Gender, Income.

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.
H2: Heightened self-presentation concerns mediate the impact of the expected visibility of the consumed product on the likelihood of engaging in consistent behavior.