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## Experiment 5



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protocol .

**Consistency\_Sequential\_Decisions**

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This experiment provides evidence for consistency in identity related actual choices in a lab setting.

This experiment also aimed to extend the results of prior experiments by showing that the effect of expected visibility on decision consistency takes place even when the consumer is not explicitly aware that he or she is making a decision (i.e., the decision is implicit, or non-intentional). We further sought to extend our prior experiments by considering a scenario in which some participants were faced with a first decision relating to personal identity whereas others were faced with a first decision relating to social identity. This enabled us to measure the fit between the identity reflected in the first decision and the identity expressed in a subsequent product decision.

Dikla Perez , Yael Steinhart , Amir Grinstein , Meike Morren 2021. Experiment 5.

**protocols.io**<https://protocols.io/view/experiment-5-by6epzbe>**Consistency in Identity Related Sequential Decisions****Consistency in Identity Related Sequential Decisions**

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

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Consistency in Identity Related Sequential Decisions

Consistency in Identity Related Sequential Decisions

 **Experiment 5.sav**

## 1 Experimental design:

We have employed a  $2 \times 2$  between-subjects design: identity expressed by the product involved in the first decision (expressed identity: personal or social)  $\times$  visibility of the consumed product involved in the first decision (the expected visibility of the consumed product: high or low).

## 2 Sample:

$n = 102$  student participants (53.9% women,  $M_{\text{age}} = 22.51$ ,  $SD = 2.17$ ) volunteered to take part in a lab experiment in exchange for course credit. participants were randomly assigned to four conditions in a  $2 \times 2$  between-subjects design.

## 3 Measurements:

Questionnaire

(Instructions)

As a thank you for participating in this survey, we will use a lottery among participants and hand out t-shirts to the winners.

(Social identity condition)

The university logo is printed on the t-shirt, and if you win you will get a t-shirt that expresses your social identity as a student at the university.

(Personal identity condition)

The t-shirt is produced in a variety of colors, and you can choose your favorite color. If you win you will get a shirt in your favorite color.

(Low-expected-visibility condition)

We believe that the opportunities for you to wear such a t-shirt will be when you are *inside*, and there is a chance that only a *few* people will see you wearing it.

(High-expected 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)

On the desk in front of you, there are some participation forms. Please fill them in carefully, the details are important in order to enable us to provide you with course credit. The researcher will collect the forms and you may continue to fill in the questionnaire. Please use one of the pens that are placed on the table, and you can keep it if you wish to.

(Manipulation checks)

Please rate your level of agreement with the following sentences (1 - strongly disagree to 7 - strongly agree):

(Visibility)

Other people are not expected to know that I own the product without me telling them.

(Identity)

The presented product reflects the social identity of its user.

(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.