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Experiment 3



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Dikla Perez ¹, Yael Steinhart ², Amir Grinstein³, Meike Morren ⁴¹Bar-Ilan University; ²Tel Aviv University; ³Northeastern University, Vrije Universiteit Amsterdam;⁴Vrije Universiteit Amsterdam

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protocol .

Consistency_Sequential_Decisions

meike.morren

This experiment had two main goals. First, it aimed to replicate and extend our previous results regarding H1 by using a different product category (a mouse pad) and a different expected-visibility manipulation. Specifically, we manipulated the product's expected visibility by presenting participants with an image featuring the product in a high- or low-visibility environment; the image resembled an advertising image that might be used in a realistic marketing communication situation. Note that, in contrast to the manipulations used in previous studies, the manipulation did not imply that the product would be used for different purposes and did not explicitly refer to the likelihood that others would see the product. This experiment further aimed to explore the moderation effect of integration between identities.

As in Experiment 1, we targeted residents of a one of the major cities of a country and offered them the opportunity to participate in a set of sequential decisions. In this experiment, participants were residents of "Metropolis," a major cosmopolitan city with more than 3 million inhabitants. Metropolis, more than any other city in the country where it is located, has a large variety of cultural venues, restaurants, and shopping areas. Because of these unique features, Metropolis inhabitants tend to consider residency in the city as being part of their social identity (a fact that we pre-tested, as elaborated below).

Dikla Perez , Yael Steinhart , Amir Grinstein, Meike Morren 2021. Experiment 3.

protocols.io<https://protocols.io/view/experiment-3-by6bpzan>**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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Part of collection

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- 1 Experimental design:
We have employed two expected-visibility conditions (high vs. low) in a between-subjects design.
- 2 Sample:
n = 154 panel participants ($M_{age} = 29.14$, $SD_{age} = 3.91$, 55.2% women) were paid to take part in an online study. All participants were residents of Metropolis and had lived there for an average period of 11.6 years ($SD = 9.91$). Participants were each randomly assigned to one of two expected-visibility conditions (high vs. low) in a between-subjects design.
- 3 Measurements:
Questionnaire:
(Instructions)
Please assume that you have been given the opportunity to buy a mouse pad (as the one presented in the picture) at an attractive price and that you can choose to print an image on it.
Which of the following images and slogans would you like to have on the mouse pad? (First

decision)

(a) a slogan of Metropolis_ #1, or (b) a slogan of Metropolis_ #2.

(Low-expected visibility condition)

A picture of mousepad placed in a home office

(High-expected visibility condition)

A picture of mousepad placed in an open space office

(Second decision)

Now assume that you will receive a pen as a token of appreciation for your participation and that you can choose which type of sentence you want to be printed on it:

1. a sentence that reflects your unique personal identity.
2. a sentence that reflects your identity as a resident of "Metropolis."

(Integration between identities)

Please indicate your level of agreement with the sentence: I feel like I have two different identities: my personal identity and my identity as a resident of Metropolis(1 = completely disagree to 7= completely agree).

(Product visibility manipulation check)

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

- Many people are expected to know that I own this mouse pad.
- Friends are expected to know that I own this mouse pad without me telling them.
- Other people are expected to know that I own this mouse pad without me telling them.

We averaged the three items into a single measure ($\alpha = .84$) to represent the expected visibility level of each mousepad (Moldovan, Steinhart, & Ofen, 2015).

(Background questions)

Age, Gender, Income, Years of residency in the city.

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.

H3: Low integration between the different identities involved in the sequential decisions will diminish the impact of expected visibility of the consumed product on the likelihood of engaging in consistent behavior.